

SAVE MORE IN 1940!

The Ideal Meat and Delicatessen Departments want to thank you sincerely for the splendid business you gave us during 1939. We have tried hard to deserve that business. To get it we have given you meat values which have been the sensation of Torrance; meat values that have saved hundreds of people hundreds of dollars.

Throughout 1940 The Ideal will beat its own record and offer the BEST meats and delicatessen products at even greater savings. We appreciate your business and know what to do to keep it . . . BETTER MEATS AT LOWER PRICES!!

Pure Lard 100% PURE **4 lbs. 25¢**

Eastern Skinned
Tenderized Ready to Eat
HAMS

19 ^{1/2}¢ lb

EASTERN SMOKED

PICNIC HAMS

15 ^{1/2}¢ lb

SHORTENING 4 lbs. for **25¢**

Extra Fancy Yearling Lamb

LEGS **12** ^{1/2}¢ lb

Whole Pork
Sweet Pickled
SHOULDERS

12 ^{1/2}¢ lb

Ground Beef 2 lbs. for **15¢**

Pork Loin Chops or

ROAST **15** ^{1/2}¢ lb

Fresh Sliced Pork

LIVER

9 ^{1/2}¢ lb

Morrel's Bacon BEST GRADE CELLO. WRAPPED **9** ^{1/2}¢ ea

Pkg. Link 100% Pure

SAUSAGE **9** ^{1/2}¢ ea

Fancy Fricassee
Milk Fed

CHICKENS **17** ^{1/2}¢ lb

STEAKS EXTRA HOT SPECIAL GUARANTEED TENDER OR YOUR MONEY BACK WELL TRIMMED, NO WASTE **17** ^{1/2}¢ lb

1939 Spring Lamb

LEGS **19** ^{1/2}¢ lb

Yearling Lamb Extra Fresh

CHOPS **9** ^{1/2}¢ lb

DELICATESSEN DEPARTMENT

BOLOGNA
FRESH LIVER
SAUSAGE
Kosher Salami

Sweet
Pickle
Chips

We
Handle
Bay
Cities
Sour
Dough
French
Bread

Straw-
Berry
Jam

Fresh Ground
PEANUT
BUTTER
1st Grade, Bulk
Bring Your Jar

12 ^{1/2}¢ lb
1st Grade

9 ^{1/2}¢ PT.

14 ^{1/2}¢ lb

2 lbs. for 19

Resolve right NOW to do ALL your food buying at the IDEAL. When 1941 rolls around you'll find you've cut 1940 food expenses at least 10%. You can save you money the year round on all foods! Check our ads and you'll see for yourself what you save!

SPECIALS FOR THURS., FRI., SAT.

PORK-BEANS

CAMPBELL'S
No. 1 Can

6 ^{1/2}¢

PUREX
THE MASTER BLEACH

qts. 10 ^{1/2}¢ 1/2 GALLON **19**¢

LIMA BEANS

Big Bear Brand
No. 1
Tall Cans **3** ^{1/2}¢

Del Monte
CATSUP

14 oz. Bot.

12¢

Del Monte
CORN

17 oz. Can

2 FOR 17¢

Del Monte
PINEAPPLE

No. 1 1/4 Can

9¢

Del Monte
PEAS

No. 2 Can

11¢

Peas and Carrots No. 2 Can

7 ^{1/2}¢

MITY NICE

Corned Beef 12 oz. Can **16**¢

CUDAHY'S

Deviled Meat 3 For **10**¢

VALVITA No. 2 1/2 Can

HOMINY

2 For 15¢

VALVITA FREESTONE

PEACHES

No. 2 1/2 Can **2 For 19**¢

MONTARIO 14 oz. Bot.

CATSUP

2 For 15¢

MONTARIO

TOMATO SAUCE

4 for 10¢

Margarine

Dinner Bell

Golden Wonder

Silver Nut

FLUFFO Sh

Danish Butter lb. **37**¢

Challenge Butter lb. **36**¢

Brookfield Butter **1 lb. 35**¢

Cresta Butter, 3rd quality lb. **31**¢

EGGS

LARGE **25**¢ DOZ.
MED. **21**¢ DOZ.
GRADE A

PURE CANE

SUGAR 10 lbs. **52**¢

POPCORN

Reg. 10¢ Pkg.

2 FOR 15¢

KRAFT
DINNERS

10¢ each

JUST TO REMIND YOU

OUR REGULAR SOA

Giant W. K. Gran. S

Large W. K. Gran. S

Giant Scotch Gran.

Large Scotch Gran.

White King Toilet S

W. K. Coco Almod

or Lemon

FRESH VEGETABLES RIGHT FROM THE GARDEN

SWEET NAVEL

Oranges Ea. **1**¢

CHERRY

Rhubarb 4¢

ARIZONA

Grapefruit Ea. **1**¢

SWEET

Onions 4¢

WASHINGTON

Rutabagas 4 lbs. **1**¢

SWEET

Tangerines 3 lbs. **1**¢

SWEET

Persimmons 6 For **1**¢

WHITE ROSE

New Potatoes 5 lbs. **1**¢

IDEAL RANCH MARKET-2067 TORRANCE B