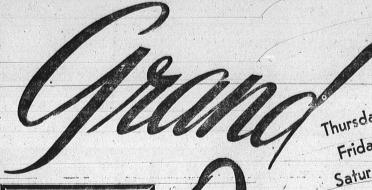
De Simone



Thursday-Sept. 29
Friday-Sept. 30
Saturday-Octol-or I

ACRES OF PARKING STORE HOURS 9 A.M. to 10 P.M.

701 North Pacific Coast Hiway, Redondo Beach

#### **Distinguished Guests** Famous Celebrities

LEO CARRILLO, brilliant star of stage and screen will speak!

TOM TULLY, well known character actor, will be an "Emcee"!

JIMMY LE FEVRE AND HIS SADDLE PALS will play western tunes!

BETSY GAY AND LOU DINNING of Radio and Television fame, will sing.

Mung Every Day: Spectacular "Opening" Values! Every Night: Contests! . . . Prizes! Entertainment! ! . . . PRIZE: 16-inch Television Set! . . . Square Dancing! Free Balloons for the Children!

## A SUPER MARKET DESIGNED ESPECIALLY FOR WOMEN

We tried to think of everything ... spacious aisles, easy-to-reach displays ... outstanding values (we have room for almost 500 cars) the newest and best in modern equipment, the best in personnel. Even Our Walls are hued in decorator tones to make you feel more at home. Please remember . . . this is your store ... it was designed for you!

Yourself

# **MONEY SAVING GROCERY**

Full 1-1b. Pkgs.

Specially Low Priced for DE SIMONE'S OPENING DAYS!

I-LB.

Stock Up at Savings!

Tall Cans - SEGO

SEGO MILK

Large 21/2-lb. Pkg.

3"SOUICK HUNTS NO. 21/2 CAN

PEACHES

Famous Rath Black Hawk, 12-oz. Can Luncheon Meat

MORNING GLORY SYRUP

KRAFT'S VELVEETA

PILLSBURY'S BEST

FLOUR

REPLENISH YOUR FLOUR BIN NOW & SAVE! 10 LB. 69

1 tb

Specially Priced - SUN VALLEY OLEO

Famous Brand ... Made from fresh Vegetable Oil HONEY MAID Full 1-lb. Pkg.

GRAHAM

CRACKERS PURE BEELAND

HONEY

THRIFTEE - Lge. Whites, Pinks, Pinto 2-lb. pkg.

BEANS

White King Granulated - Giant Pkg. SOAP

Speedy, Efficient . Easy on the hands!

Save On The BIG 3-LB. CAN

LAURA SCUDDER
PEANUT BUTTER ull 1-Lb. Jar, Creamy, smooth, Cru CHEESE FOOD

Tasty, tangy. For sandwiches, baked dishes,, rarebits — 2-lb. Loaf 100 SHEETS 10 x 10 jarge pkgs. 90 Swanky Hankies Stock up several at this low price

FROZEN FOOD FAVORITES

10c **Sweet Pickins Peas** 6-oz. Can 19¢ Snow Crop Orange Juice

270 SLICED-12-oz. Pkg. PictSweet Strawberries

Large Fresh Grade 'A' Grand Opening Savings! Large Selected Strictly Fresh First Quality Eggs at 'Way Below The Market Pricel

POTATOES

### SEEDLESS GRAPES

THE RIND THE WHOLE FAMILY LOVES! . . . BUY PLENTY AT THESE SAVINGS!

5 is

**FINE JUICE ORANGES** 

FULL OF JUICE AND RUNNING OVER WITH VITAMINSI . . . DRINK ORANGE JUICE . . AND SAVEI

FARM-FRESH SWEET **CARROTS** 

10 **BARTLETT PEARS** 

Fancy quality Bartlett Pears at a Special Low Price!

SWEET, TASTY ... TOPS FOR PIES, SAUCE, PUDDINGS. ALSO DELICIOUS EATING APPLES!



**OPENING SPECIALS!** 

**Cocoanut Macaroons** 

19¢ doz. (Regularly 25c doz.) -

13-EGG UNICED

**Angel Food Cake** 69%

(Regularly 89c ea.) 35c half

**Cinnamon Rolls** 

33¢ doz.

(Regularly 42c doz.) 6 for 17c

French Butter Rolls 29¢ doz.

**Apple Turnovers** 

I Oca (Regularly 2 for 25c)

**FINE CHOCOLATES** 

I Pound TOC

(Regularly \$1.00) ALWAYS LOOK FOR THE BLUE WINDMILL

THE NEW WAY TO BUY MEATS... You'll like this ultra modern way of shopping for meats because you can reach right in and help yourself to the exact size and cut you want from the tremendous selection in the open refrigerated cases. Pre-cut, trimmed, weighed (gueranteed accurate weight to the ounce) priced and wrapped in cellophane right in the store ... you can even watch it being done! No tedious waiting for service, yet you can take all the time you want to shop. The last word in modern efficiency with SAVINGS reflected in every lower price!

BEEF ROASTS

PORK ROASTS

Oven-Ready Boneless ROLLED

**BEEF ROASTS** 

LOIN ROASTS

Finest Quality LAMB LEGS

Lamb Shoulder

STEAKS

PORTERHOUSE . . . 85%

T-BONE . . . . . . 79%

SWISS . . . . . . . 65;

Ground Round Steak 65%

ROAST

CLUB

SIRLOIN

ROUND

Fancy Young Stall-Fed Beef Tops in Quality! Lowest in Price!

ROASTS

45th

39%

65<sup>5</sup>

55%

59 h

47 is

75f

69 f

69%

MEATS

\* Morrell's Pride \* Cudahy's Puritan

HAMS Finest Quality, Lowest Price Tenderized, Skinned. Whole or Shank Half.

55<sup>th</sup>

REESE

FRESH DRESSED \_ CUT-UP FRYERS

Ready for the pan. All you have to do is eat!

65<sup>th</sup>

45 **GROUND BEEF** 45 PORK SAUSAGE

69 PORK CHOPS 39 SALT PORK 35

**BACON SQUARES BEEF TONGUE** PORK LIVER

SLICED BACON

BACOR

Luer's Finest Hygrade Eastern Sliced, Packaged

39

39

59

Thrift-D-Lux Cleaning and Laundry!

Beautifully Done! Cleaned!

Expertly Done

Cleaned!

Slacks - Sweaters - Skirts -

Sport, Shirts (Plain)

Suits - Coats - Dresses (Plain)

69

SHEETS

SHIRTS

10

16

SOFT WHITE and CLEAN

LONGER WEARING PROCESS

SAVES CLOTHESI