

RE LOWER at BIG BEAR

Not just "Week-end" Specials!... When a Market makes drastic reductions on just a few items... it means higher prices on hundreds of other items

Don't be fooled by "Come-Ons" ... and Bait Advertising ... Here's just a partial list of everyday lower prices

SUPER MARKET ITEMS EVERY DAY!

- BABY FOODS**
- SWIFT'S — 3½-OZ. CAN
 - BABY MEATS** . . . 2 for 43c
 - HEINZ - GERBER'S STRAINED — 4½-OZ. JAR
 - BABY FOOD** . . . 3 for 28c
 - PABLUM — 8-OZ. PACKAGE
 - MIXED CEREAL** . . . 20c
- CRACKERS**
- N.B.C. — LARGE — 12-OZ. PACKAGE
 - VANILLA WAFERS** . . . 33c
 - SUNSHINE — 1-LB. PACKAGE
 - HI-HO CRACKERS** . . . 35c
 - PACIFIC — 1-LB. PACKAGE
 - STA-CRISP CRACKERS** . . . 23c
- COFFEE & TEA**
- FOLGER'S - HILLS BROS — 1-LB. CAN
 - COFFEE** . . . 59c
 - MAXWELL HOUSE — 20c OFF — 6-OZ. JAR
 - INSTANT COFFEE** . . . 75c
 - LIPTON — 48 COUNT BOX
 - TEA BAGS** . . . 59c
- BEVERAGES**
- NO RETURN — PAR-T-PAK — 12-OZ. BOTTLES
 - BEVERAGES** . . . 6 for 54c
 - KING SIZE — 12-OZ. BOTTLES
 - COCA COLA** . . . 6 for 53c
 - IN CANS — 10-OZ. CANS
 - NEHI BEVERAGES** . . . 10 for 86c
 - DUTCH PRIDE — NO RETURN — 11-OZ. BOTTLES
 - BEER** . . . 6 for 75c
- CEREALS**
- POST — 12½-OZ. PACKAGE
 - ALPHABITS** . . . 39c
 - 10½-OZ. PACKAGE
 - CHEERIOS** . . . 29c
 - QUAKER — 6-OZ. PACKAGE
 - PUFFED WHEAT** . . . 27c
 - 28-OZ. PACKAGE
 - CREAM OF WHEAT** . . . 39c
- DAIRY FOODS**
- FOREMOST — FAMILY STYLE — ½ GAL. CARTON
 - ICE CREAM** . . . 49c
 - 2-LB. CARTON
 - VELVEETA CHEESE** . . . 89c
 - FOREMOST — 1-LB. PACKAGE
 - BUTTER** . . . 67c
- PET FOODS**
- PUSS 'N BOOTS — 8-OZ. CAN
 - CAT FOOD** . . . 9c
 - DAILY DIET — 16-OZ. CAN
 - DOG FOOD** . . . 7c
 - PURINA — 10-LB. BAG
 - DOG CHOW** . . . \$1.29
 - 5-LB. BAG
 - JOHNNY CAT LITTER** . . . 33c
- FLOUR & MIXES**
- 60-OZ. BOX
 - BISQUICK** . . . 59c
 - SPRINGFIELD — 10-LB. BAG
 - FLOUR** . . . 79c
 - SPERRY — 28-OZ. BOX
 - PANCAKE FLOUR** . . . 37c
 - DUNCAN HINES - EARLY AMERICAN - REGULAR BOX
 - CAKE MIX** . . . 39c

- JAMS & JELLIES**
- KERN'S — 2-LB. JAR
 - GRAPE JELLY** . . . 39c
 - MARY ELLEN — 20-OZ. JAR
 - PEACH JAM** . . . 45c
 - KING KELLY — 16-OZ. JAR
 - ORANGE MARMALADE** . . . 29c
- CANNED MEATS**
- 12-OZ. CAN
 - HORMEL SPAM** . . . 45c
 - LIBBY'S — 5½-OZ. CAN
 - POTTED MEAT** . . . 19c
 - MARY KITCHEN — 15-OZ. CAN
 - ROAST BEEF HASH** . . . 47c
- CANNED FISH**
- STAR-KIST — LIGHT MEAT — 6½-OZ. CAN
 - CHUNK TUNA** . . . 30c
 - CROWN PRINCE — ¼ SIZE CAN
 - KIPPER SNACKS** . . . 2 for 29c
 - CARNATION — 6½-OZ. CAN
 - CHUNK TUNA** . . . 25c
- MARGARINE & MILK**
- 1-LB. PACKAGE
 - NUCOA MARGARINE** . . . 27c
 - GOLD-N-SWEET — SAFFLOWER — 1-LB. PACKAGE
 - MARGARINE** . . . 37c
 - CARNATION - PET — TALL CAN
 - MILK** . . . 14c
 - 1-LB. PACKAGE
 - NUMAR MARGARINE** . . . 16c
- FROZEN FOODS**
- FRIGID DOUGH — 8-INCH PIE
 - FRUIT PIES** . . . 29c
 - CERTI-FRESH — 8-OZ. PACKAGE
 - FISHSTICKS** . . . 37c
 - BETTY BAKER - CHIX, TURKEY, BEEF - 7-OZ. PACKAGE
 - MEAT PIES** . . . 7 for \$1.00
 - SPRINGFIELD — FROZEN — 9-OZ. PACKAGE
 - PEAS** . . . 2 for 29c
 - SPRINGFIELD — FROZEN — 9-OZ. PACKAGE
 - MIXED VEGETABLES** . . . 2 for 29c
 - SPRINGFIELD — FROZEN — 9-OZ. PACKAGE
 - GREEN BEANS** . . . 2 for 29c
 - MORTON'S — 8-OZ. PACKAGE
 - MACARONI & CHEESE** . . . 22c
 - TREESWEET — 6-OZ. CAN
 - LEMONADE** . . . 9c
 - P.C.A. — 6-OZ. CAN
 - ORANGE JUICE** . . . 8 for \$1.00
 - CAL FAME — 6-OZ. CAN
 - PUNCH DRINKS** . . . 9c
 - SWANSON'S — 11-OZ. PACKAGE
 - TV DINNERS** . . . 55c
- FRUIT & JUICES**
- SPRINGFIELD — WHOLE — 2½ CAN
 - UNPEELED APRICOTS** . . . 22c
 - HUNT'S — 2½ CAN
 - CLING PEACHES** . . . 23c
 - BORDO — 303 CAN
 - GRAPEFRUIT SECTIONS** . . . 20c
 - SPRINGFIELD — 2½ CAN
 - PEARS** . . . 27c
 - TREESWEET — 46-OZ. CAN
 - GRAPEFRUIT JUICE** . . . 28c

- SOUPS**
- CAMPBELL'S — 10½-OZ. CAN
 - MEAT BASE SOUPS** . . . 16c
 - KNORR'S — ASSORTED — 2-PACK PACKAGE
 - SOUPS** . . . 3 for \$1.00
 - WILLAPPOINT — 10½-OZ. CAN
 - OYSTER STEW** . . . 29c
- SHORTENING & OILS**
- 24-OZ. BOTTLE
 - WESSON OIL** . . . 42c
 - 3-LB. CAN
 - CRISCO** . . . 79c
 - SPRINGFIELD — QUART BOTTLE
 - SALAD OIL** . . . 45c
- OLIVES & PICKLES**
- EARLY CALIFORNIA — LARGE — TALL CAN
 - RIPE OLIVES** . . . 32c
 - SPRINGFIELD — 22-OZ. JAR
 - WHOLE DILLS** . . . 28c
 - MA BROWN — 13-OZ. JAR
 - HAMBURGER RELISH** . . . 27c
- LAUNDRY AIDS**
- VIM — GIANT BOX
 - DETERGENT TABLETS** . . . 65c
 - GIANT BOX
 - BORATEEM** . . . 69c
 - 3½-LB. BOX
 - DIAPER SWEET** . . . 69c
 - GIANT BOX
 - FAB - CHEER** . . . 75c
 - GIANT BOX
 - RINSO BLUE** . . . 75c
 - REGULAR BAR
 - DIAL SOAP** . . . 13c
 - SWAN — 22-OZ. BOTTLE
 - LIQUID DETERGENT** . . . 64c
 - IN PLASTIC — ½-GAL. JUG
 - CLOROX BLEACH** . . . 38c
- SALAD DRESSINGS**
- SPRINGFIELD — 24-OZ. JAR
 - SALAD DRESSING** . . . 36c
 - BEST FOODS — QUART JAR
 - MAYONNAISE** . . . 59c
 - KRAFT — ROKA BLEU CHEESE — 8-OZ. BOTTLE
 - DRESSING** . . . 39c
 - WISHBONE — 16-OZ. BOTTLE
 - ITALIAN DRESSING** . . . 65c
 - FRENCHETTE — 6-OZ. BOTTLE
 - FRENCH DRESSING** . . . 37c
- SUGAR-SALT & SPICE**
- POWDERED OR BROWN — 1-LB. BOX
 - C & H SUGAR** . . . 14c
 - LESLIE — PLAIN OR IODIZED — 26-OZ. BOX
 - SALT** . . . 12c
 - LAWRY'S — 3-1/8-OZ. BOTTLE
 - SEASONING SALT** . . . 27c

- PAPER ITEMS**
- COLORTEX — 60 COUNT PACKAGE
 - PAPER NAPKINS** . . . 8c
 - NORTHERN — 300 COUNT BOX
 - FACIAL TISSUE** . . . 17c
 - SCOTT'S — ROLL
 - TOILET TISSUE** . . . 11c
 - ZEE — 75 COUNT PACKAGE
 - SANDWICH BAGS** . . . 18c
 - CUT-RITE — 125 FOOT ROLL
 - WAX PAPER** . . . 24c
 - ZEE — JUMBO — 225 COUNT ROLL
 - PAPER TOWELS** . . . 26c
 - MODESS — VEE FORM — 24 COUNT BOX
 - SANITARY NAPKINS** . . . 67c
- SYRUP & PEANUT BUTTER**
- VERMONT MAID — 24-OZ. BOTTLE
 - BUTTERED SYRUP** . . . 59c
 - SPRINGFIELD — PANCAKE & WAFFLE — 21-OZ. BOTTLE
 - SYRUP** . . . 27c
 - SKIPPY — 18-OZ. JAR
 - PEANUT BUTTER** . . . 55c
- VEGETABLES & JUICE**
- SPRINGFIELD — 303 CAN
 - KIDNEY BEANS** . . . 2 for 25c
 - CAMPBELL'S — 21-OZ. CAN
 - PORK & BEANS** . . . 19c
 - DEL MONTE — 303 CAN
 - PEAS** . . . 20c
 - LIBBY'S — 2½ CAN
 - SAUERKRAUT** . . . 23c
 - HUNT'S — WHOLE NEW — 300 CAN
 - POTATOES** . . . 11c
 - SPRINGFIELD — 303 CAN
 - SLICED BEETS** . . . 13c
 - DEL MONTE — GOLDEN — 303 CAN
 - CREAM CORN** . . . 18c
 - HUNT'S — 46-OZ. CAN
 - TOMATO JUICE** . . . 27c
- SAUCES & RICE**
- HUNT'S — 6-OZ. CAN
 - TOMATO PASTE** . . . 2 for 25c
 - DEL MONTE — 20-OZ. BOTTLE
 - CATSUP** . . . 25c
 - MAHATMA — 2-LB. PACKAGE
 - LONG GRAIN RICE** . . . 37c
- OTHER ITEMS**
- KING AND FILTER — CARTON
 - CIGARETTES** . . . \$2.09
 - SHINOLA — LIQUID — REGULAR BOTTLE
 - SHOE POLISH** . . . 20c
 - ACCENT — ASSORTED — 7-OZ. CAN
 - DEODORIZERS** . . . 39c
- LIQUOR**
- QUART BOTTLE
 - OAKWOOD WHISKEY** . . . \$3.77
 - QUART BOTTLE
 - ZARKOV VODKA** . . . \$3.77
 - QUART BOTTLE
 - DUNHILL GIN** . . . \$3.77

PRICE PROTECTION FOR YOU! In the event wholesale costs decline . . . Big Bear will immediately reduce retail prices further.

POTATOES U.S. NO. 1 WHITE ROSE **10 LBS 25c**

Big Bear's Special Low Price!

BANANAS GOLDEN RIPE **11c lb.**

Central American Variety — Ideal for the lunch box

STORE HOURS:

MONDAY : 12 NOON TO 9 P.M.
 THRU FRIDAY : 12 TO 9 P.M.

BIG BEAR FOODS

SAT. & SUN. 10 A.M. to 7 P.M. 3860 SEPULVEDA BLVD. SOUTHWEST CORNER OF SEPULVEDA & HAWTHORNE