

Y A FEW SPECIALS!

Buy what you want, any day you want
...and know you are paying the lowest
prices everyday.

Big Bear Stores have taken the cost of
stamps, gimmicks, and premiums out of
food prices and passed the savings on
to you.

Super Market Items Every Day

BABY FOODS

- HEINZ — STRAINED — 4 1/2-OZ. JAR
- BABY FOOD 3 for 28c
- SWIFT'S — 4 3/4-OZ. JAR
- HI MEAT DINNERS 2 for 33c
- GERBER'S — STRAINED — 4-OZ. CAN
- FRUIT JUICES 3 for 26c

CRACKERS

- PACIFIC — HONEY TREAT — 1-LB. BOX
- GRAHAMS 30c
- SUNSHINE — 1-LB. BOX
- KRISPY CRACKERS 27c
- NABISCO — 1-LB. PACKAGE
- BARONET CREAMS 45c

COFFEE & TEA

- MAXWELL HOUSE — M.J.B. — 1-LB. CAN
- COFFEE 59c
- 1-LB. CAN
- GUEST COFFEE 49c
- FOLGER'S — 20c OFF — 6-OZ. JAR
- INSTANT COFFEE 75c
- LIPTON — 1/4-LB. BOX
- BLACK TEA 39c

BEVERAGES

- DUTCH PRIDE — NO RETURN — 11-OZ. BOTTLES
- BEER 6 for 75c
- SHASTA — LOW CAL — 12-OZ. CANS
- BEVERAGES 6 for 55c
- 7-OZ. BOTTLE
- SEVEN-UP 6 for 45c
- NEHI — 10-OZ. CANS
- CANNED BEVERAGES . 10 for 86c

CEREALS

- 12-OZ. BOX
- QUAKER OATS 48c
- 12-OZ. BOX
- WHEATIES 29c
- KELLOG'S — 18-OZ. BOX
- CORN FLAKES 37c
- POST — 12-OZ. BOX
- GRAPE-NUT FLAKES 29c

DAIRY FOODS

- FOREMOST — FIRST QUALITY — 1-LB. CARTON
- BUTTER 67c
- FOREMOST — SPRING HARVEST — 1-LB. CARTON
- COTTAGE CHEESE 31c
- BIG DIP — 1/2 GALLON CARTON
- ICE MILK 47c

PET FOODS

- LORD & LADY — 6-OZ. CAN
- TUNA CAT FOOD 10c
- SKIPPY — TALL CAN
- DOG FOOD 9c
- GRAVY TRAIN — 10-LB. BAG
- DOG FOOD \$1.29
- NABISCO — LARGE — 26-OZ. BOX
- MILK BONE BISCUITS 39c

JAMS & JELLIES

- MARY ELLEN — 20-OZ. JAR
- STRAWBERRY JAM 49c
- 20-OZ. JAR
- WELCH GRAPELADE 37c
- KERN'S — 28-OZ. JAR
- APPLE BUTTER 35c

CANNED MEATS

- BRAVO — 12-OZ. CAN
- CORNED BEEF 43c
- UNDERWOOD'S — 4 1/2-OZ. CAN
- DEVILED HAM 39c
- DENNISON'S — WITH BEANS — 4-OZ. CAN
- CHILI CON CARNE 69c
- 12-OZ. CAN
- SPAM 45c

CANNED FISH

- CARNATION — 6 1/2-OZ. CAN
- CHUNK TUNA 25c
- CHICKEN OF THE SEA — 6 1/2-OZ. CAN
- CHUNK TUNA 30c
- PETER PAN — TALL CAN
- PINK SALMON 65c
- DUNBAR — MEDIUM — 4 1/2-OZ. CAN
- SHRIMP 56c

FLOUR & MIXES

- GOLD MEDAL — 5-LB. BAG
- FLOUR 57c
- PY-O-MY — BLUEBERRY — 12-OZ. BOX
- MUFFIN MIX 37c
- DROMEDARY — 14 1/2-OZ. BOX
- GINGERBREAD MIX 27c
- AUNT JEMIMA — 2-LB. BOX
- PANCAKE FLOUR 39c

MARGARINE & MILK

- SPRINGFIELD — 1-LB. CARTON
- MARGARINE 18c
- MAZOLA — 1-LB. CARTON
- MARGARINE 37c
- SPRINGFIELD — TALL CAN
- MILK 2 for 25c
- CARNATION — INSTANT — 5 QUART BOX
- POWDERED MILK 48c

FROZEN FOODS

- MORTON'S — 20-OZ. PACKAGE
- MACARONI & CHEESE 39c
- 11-OZ. PACKAGE
- BANQUET DINNERS 45c
- ROSARITA — 16-OZ. PACKAGE
- MEXICAN DINNER 54c
- SWANSON'S — 8-OZ. PIE
- MEAT PIES 25c
- DOWNYFLAKE — 8 COUNT PACKAGE
- WAFFLES 2 for 33c
- CERTIFIED — 1-LB. PACKAGE
- OCEAN PERCH 49c
- SPRINGFIELD FROZEN — PEAS, CUT BEANS — REG. PKGS.
- VEGETABLES 2 for 29c

FRUIT & JUICES

- SPRINGFIELD — 303 CAN
- APPLE SAUCE 14c
- HUNT'S — 300 CAN
- FRUIT COCKTAIL 19c
- SPRINGFIELD — 2 1/2 CAN
- CLING PEACHES 20c
- DOLE — 1 1/4 CAN
- SLICED PINEAPPLE 5 for \$1.00
- SPRINGFIELD — 46-OZ. CAN
- PINEAPPLE JUICE 23c
- WELCH'S — 24-OZ. BOTTLE
- GRAPE JUICE 37c

SOUPS

- CAMPBELL'S — 10 1/2-OZ. CAN
- VEGETABLE BASE SOUPS . 13c
- LIPTON'S — 2 PACK PACKAGE
- CHICKEN NOODLE SOUP . 29c
- SNOW'S — 15-OZ. CAN
- CLAM CHOWDER 29c

SUGAR-SALT & SPICE

- 5-LB. BAG
- C & H SUGAR 51c
- MORTON'S — PLAIN OR IODIZED — 26-OZ. BOX
- SALT 12c
- SPRINGFIELD — 4-OZ. CAN
- BLACK PEPPER 29c

OLIVES & PICKLES

- EARLY CALIFORNIA — SELECT — TALL CAN
- PITTED OLIVES 29c
- EARLY CALIFORNIA — 8-OZ. BOTTLE
- STUFFED OLIVES 49c
- FOOD CRAFT — FARM STYLE — 22-OZ. JAR
- CUCUMBER CHIPS 35c
- DEL MONTE — 22-OZ. JAR
- DILL PICKLES 38c

SHORTENING & OILS

- SPRINGFIELD — 24-OZ. BOTTLE
- SALAD OIL 35c
- SPRINGFIELD — 3-LB. CAN
- SHORTENING 58c
- ORABELLA — 8-OZ. BOTTLE
- OLIVE OIL 29c
- 3-LB. CAN
- CRISCO 79c

PAPER ITEMS

- KLEENEX — 400 COUNT BOX
- FACIAL TISSUE 24c
- MARCAL — WHITE — 80 COUNT PACKAGE
- PAPER NAPKINS 10c
- SCOTT — BIG ROLL — 250 COUNT ROLL
- PAPER TOWELS 29c
- ZEE — 4 PACK PACKAGE
- TOILET TISSUE 35c
- MODESS — 24 COUNT BOX
- SANITARY NAPKINS 67c
- KITCHEN CHARM — 100 FOOT ROLL
- WAX PAPER 18c
- ZEE — 30 COUNT PACKAGE
- SANDWICH BAGS 9c

SALAD DRESSINGS

- SPRINGFIELD — 24-OZ. JAR
- MAYONNAISE 39c
- KRAFT'S — QUART JAR
- MIRACLE WHIP 55c
- WISHBONE — 8-OZ. BOTTLE
- FRENCH DRESSING 33c
- MILANI — DECISCO — 8-OZ. BOTTLE
- GARLIC DRESSING 37c

SYRUP & PEANUT BUTTER

- 24-OZ. BOTTLE
- LOG CABIN SYRUP 59c
- C.H.B. — 50-OZ. JUG
- SYRUP 48c
- SPRINGFIELD — 16-OZ. JAR
- PEANUT BUTTER 45c

LAUNDRY AIDS

- SPRINGFIELD — GIANT BOX
- POWDERED DETERGENT . 39c
- 3 1/2-LB. BOX
- DIAPER SWEET 69c
- GIANT BOX
- TREND POWDER 40c
- GIANT BOX
- SALVO TABLETS 75c
- SPRINGFIELD — 32-OZ. CAN
- LIQUID DETERGENT 45c
- SPRINGFIELD — IN PLASTIC — 1/2 GALLON
- LIQUID BLEACH 29c
- GIANT BOX
- TIDE - CHEER 75c

VEGETABLES & JUICE

- DEL MONTE — 303 CAN
- PEAS 20c
- SUNNY HILL'S — 300 CAN
- ASPARAGUS CUTS 2 for 29c
- SPRINGFIELD — 2 1/2 CAN
- PORK & BEANS 18c
- HUNT'S — 2 1/2 CAN
- SPINACH 18c
- SPRINGFIELD — 2 1/2 CAN
- TOMATOES 19c
- SPRINGFIELD — 303 CAN
- GOLDEN CORN 13c
- V-8 — 46-OZ. CAN
- VEGETABLE JUICE 38c
- LIBBY'S — 46-OZ. CAN
- TOMATO JUICE 27c
- NIBLET'S — 12-OZ. CAN
- CORN 18c

SAUCES & RICE

- DEL MONTE — 8-OZ. CAN
- TOMATO SAUCE 3 for 25c
- CHRIS & PITTS — 12-OZ. BOTTLE
- B-B-O SAUCE 3 for \$1.00
- SPRINGFIELD — 14-OZ. BOTTLE
- CATSUP 14c
- M.J.B. — 28-OZ. BOX
- LONG GRAIN RICE 37c

OTHER ITEMS

- BLACK FLAG — 12-OZ. CAN
- INSECT BOMB 89c
- KING SIZE — CARTON
- CIGARETTES \$2.09

LIQUOR

- ZARKOV — FIFTH BOTTLE
- VODKA \$2.99
- OAKWOOD — BLEND — FIFTH BOTTLE
- WHISKEY \$2.99

PRICE PROTECTION FOR YOU

In the event wholesale costs decline, Big Bear Stores will immediately reduce retail prices further.

TV CANDIDS by Terrence O'Flaherty

I have come to the conclusion that Americans are abnormally fascinated by two things: disaster and house tours.

The Titanic has been sunk in every medium; drama, movies, musicals, oils, watercolors, monologues and television. The same goes for the San Francisco earthquake, the Chicago fire and the Johnstown flood. Show me a good disaster and I'll show you an audience waiting to see it reenacted.

And then there are house tours . . .

The unbounded curiosity of the American woman about the living quarters of the stars has kept NBC's "Here's Hollywood" going for years. And, of course, the terrible truth is most stars don't really care about where they live—as long as it has a double bed and is north of Sunset Boulevard.

Mrs. Kennedy's highly publicized stroll through her diggings on Pennsylvania Avenue was the hit of the last television season and brought more favorable comment than her husband's first year in office.

Now we get the news that Princess Grace (she's the former Grace Kelly of Philadelphia) will give us a television tour—except in this case it's a palace tour—of her place in Monaco which is said to be a cross between Alcatraz and a Texas motel. In other words, terrible. This will be seen at 7 p.m. Sunday, Feb. 17, so I suppose it could be renovated by then.

Mrs. Kennedy may have started something. At this rate we can expect Queen Elizabeth to be touring us through Buckingham Palace before long.

Unfortunately King Farouk was evicted from his digs. He had the raciest pad of all.

Out of the staggering pile of golden prose sent out of Hollywood to publicize its fall shows, only one suggestion seems worth passing along to you. I come from Jay Ward, showman extraordinary and the brains behind NBC's "Bullwinkle Show," and here it is:

"Dear Bullwinkle Supporters: 'We're asking all of our fans to simply remove their teeth for one entire day. We feel that this simple gesture, repeated in offices, studios, agencies and taverns across the country, will subtly draw attention to the beginning of our second season on NBC."

"Simply smile broadly at everyone you meet during the day and exclaim 'Bullwinkle's back on Sundays!' You may find this slogan somewhat tricky without dentures, but just do your best. Those of you who do not wear dentures and fear being left out of this exciting promotion are encouraged to pull whatever teeth you have.

"We feel that 'No Teeth Day' will be a marvelous example of what Americans will do for a cause they believe in. The producers are offering a cash reward of \$5 to anyone who is clever enough to persuade either Burt Lancaster or Kirk Douglas to participate in this event."

Last year Ward proposed "Go Naked Day" to publicize his premiere. It was such a success in Hollywood that he adds: "Those loyal Bullwinkle fans who wish to combine 'No Teeth Day' with 'Go Naked Day' for added effect are encouraged to do so . . ."

NATIONAL EMPLOY THE PHYSICALLY HANDICAPPED WEEK OCTOBER 7-13

"THEY'VE GOT SO MUCH TO GIVE THAT WE CAN USE."

PREVIEW OFFER TO THE HARD OF HEARING IN REDONDO BEACH

SAVE \$100.00

ON WHAT YOU MIGHT EXPECT TO PAY FOR THIS QUALITY HEARING AID!

All new ZENITH "TROPHY"

AT-THE-EAR HEARING AID

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