



How Much Is One Dollar?

The purchasing power of a dollar in 1909 was 100 cents; in 1924 it was about 63¢; today a dollar is worth less than 48¢. In 1924 the average man worked about three hours for a dollar; today he works less than forty minutes.

In 1926 a dollar would buy a pound of butter (45¢), one dozen eggs (25¢), package of oat cereal (10¢), and a jar of peanut butter (20¢)—3 working hours. Today one dollar will buy (on the average) one half gallon milk, one loaf of bread and not quite one box of premium facial tissue—less than 40 minutes of working time. But at BIG BEAR that dollar will buy the milk, bread and the ENTIRE box of facial issue, PLUS you will have 6 or 7 cents left over!—YOUR SAVINGS! It's the total you save that counts and you save more at BIG BEAR everyday of the week!

Below is a partial list of over 5000 items with their regular everyday low prices . . . these are not specials, you can shop any day . . . save every day!



3860 SEPULVEDA BLVD.

Southwest Corner of Sepulveda and Hawthorne Blvds.

STORE HOURS:

MONDAY THRU FRIDAY 12 NOON TO 9 P.M.
SATURDAY AND SUNDAY 10 A.M. TO 7 P.M.

BABY FOODS

- 4 1/2-OZ. JAR HEINZ STRAINED BABY FOOD 3 for 28¢
- 4-OZ. CAN GERBER'S STRAINED JUICES 10¢
- 3 1/2-OZ. JAR SWIFT'S BABY MEATS 2 for 47¢

CRACKERS

- 1-LB. BOX SUNSHINE KRISPY CRACKERS 27¢
- 1-LB. BOX HONEY TREAT GRAHAMS 30¢
- FIRESIDE 1 1/2-LB. PKG. CHOCOLATE CREME COOKIES 3 for \$1.00

COFFEE & TEA

- 1-LB. CAN MAXWELL HOUSE COFFEE 59¢
- 6-OZ. JAR M.J.B. INSTANT COFFEE 85¢
- 48-CT. BOX LIPTON TEA BAGS 59¢

BEVERAGES

- 11-OZ. BOTTLE-NR DUTCH PRIDE BEER 6 for 75¢
- 12-OZ. BOTTLE PEPSI COLA 6 for 53¢
- 10-OZ. CAN NEHI BEVERAGES 10 for 78¢

CEREALS

- 11-OZ. BOX POST ALPHA BITS 39¢
- 12-OZ. BOX KELLOGG CORN FLAKES 27¢
- 42-OZ. BOX QUAKER OATS 48¢

SAUCES & RICE

- 12-OZ. BOTTLE HARVEST DAY CATSUP 13¢
- 8-OZ. CAN DEL MONTE TOMATO SAUCE 3 for 25¢
- 28-OZ. BOX M.J.B. LONG GRAIN RICE 37¢

FRESH PRODUCE

- ARTICHOQUES Compact Globes . . . Fancy quality, plump tender and heavy. Delicious served with Hollandaise sauce. 10¢ ea.
- TANGERINES Small size . . . prized for their flavor. 2 lbs. 25¢
- CELERY Crisp, crunchy solid stalks . . . zesty-satisfying. 2 for 25¢
- AVOCADOS Fuertes variety . . . delicately flavored. 2 for 25¢
- GRAPES Red Emperor . . . for healthful refreshing snacks. 2 lbs. 25¢

DAIRY FOODS

- 2-LB. CARTON DAIRY FRESH CHEESE FOOD 69¢
- 1-LB. CARTON FOREMOST BUTTER - First Quality 67¢
- 1/2 GAL. FOREMOST FAMILY STYLE ICE CREAM 49¢

PET FOODS

- 8-OZ. CAN PUSS 'N BOOTS FISH CAT FOOD 9¢
- 16-OZ. CAN THOROFED DOG FOOD 13¢
- 4-LB. BOX WALTER KENDALL KIBBLED 5's 71¢

JAMS & JELLIES

- KOPPER KETTLE—4 1/2-OZ. JAR APRICOT-PINEAPPLE JAM 59¢
- 2-LB. JAR KERN'S BOYSENBERRY PRESERVES 59¢
- 20-OZ. JAR MARY ELLEN GRAPE JAM 39¢

CANNED MEATS

- 4-OZ. CAN LIBBY'S VIENNA SAUSAGE 20¢
- 30-OZ. CAN NALLEY'S BEEF STEW 69¢
- 15-OZ. CAN XLNT TAMALES 25¢

LAUNDRY AIDS

- GIANT BOX—(10c Off Label) TIDE - RINSO BLUE 65¢
- GIANT BOX SALVO DETERGENT PELLETS 75¢
- 22-OZ. BOTTLE SPRINGFIELD LIQUID DETERGENT 35¢
- 1/2 GAL. CLOROX LIQUID BLEACH — In Plastic 38¢
- QUART BOTTLE VANO LIQUID STARCH 29¢
- 2-BAR PKG.—(6c Off Label) LUX WHITE TOILET SOAP — BATH BAR 22¢
- 28-OZ. BOTTLE AJAX LIQUID CLEANER 68¢

MARGARINE & MILK

- 1-LB. CARTON—(2c Off Label) NUCOA MARGARINE 25¢
- TALL CAN SPRINGFIELD MILK 2 for 25¢
- 8-QT. BOX CARNATION NON-FAT DRY MILK 66¢

SHORTENING & OILS

- 5-LB. CAN SPRINGFIELD SHORTENING 58¢
- 8-OZ. BOTTLE ORABELLA OLIVE OIL 29¢
- QUART BOTTLE MAZOLA CORN OIL 69¢

SOUPS

- 15-OZ. CAN SNOW'S CLAM CHOWDER 31¢
- 10 1/2-OZ. CAN CAMPBELL'S TOMATO SOUP 11¢
- REG. PKG. WYLER'S SOUP MIX 9¢

OLIVES & PICKLES

- TALL CAN EARLY CALIF. SELECT RIPE OLIVES 25¢
- 15-OZ. JAR FANNING'S BREAD & BUTTER PICKLES 25¢
- 22-OZ. JAR SPRINGFIELD DILL PICKLES 28¢

FROZEN FOODS

- 11-OZ. PKG. BANQUET DINNERS 45¢
- 14-OZ. PKG. WONG'S CHICKEN CHOP SUEY 45¢
- 8-INCH PIE FRIGID DOUGH FRUIT PIES 29¢
- 1-LB. PKG. CERTI-FRESH OCEAN PERCH 49¢
- 2-LB. PKG. ORE-IDA. HASH BROWN POTATOES 26¢
- 6-OZ. CAN DOLE'S PINEAPPLE JUICE 21¢
- 8-OZ. CAN SPRINGFIELD ORANGE JUICE 23¢

BIG BEAR MEAT GUARANTEE

All meat sold by Big Bear, is carefully selected by our buyers from the finest U.S.D.A. Grades . . . Properly aged to assure you of tenderness and finer flavor . . . Every cut is expertly trimmed of excess bone and fat in Big Bear's unique trimming style to give you more meat for your food dollar. Guaranteed for flavor and tenderness. If for any reason you are not completely satisfied, simply return the package and your money will be cheerfully refunded. And in adherence to Big Bear's pricing policy, you will enjoy this fine meat at a lower cost.

- ROUND STEAK . . . 68¢ lb.
- CHUCK STEAK . . . 48c lb.
- SIRLOIN TIP STEAK . . . 88c lb.
- CUBE STEAK . . . 88c lb.

- CHUCK ROAST Blade Cut 38¢ lb.
- CROSS RIB ROAST - Boneless 78c lb.
- RUMP ROAST . . . 68c lb.
- SIRLOIN TIP ROAST . . . 88c lb.

- TOM TURKEYS . . . 33¢ lb.
- DUBUQUE CANNED HAM - 9 lb. 6.79..

- RIB ROAST 72¢
- SIRLOIN STEAK 88c lb.
- T-BONE STEAK 98c lb.
- PORTERHOUSE STEAK . . . \$1.08 lb.

- FRYERS Whole Body 29¢ lb.
- FRYING CHICKEN BREAST 62c lb.
- FRYING CHICKEN LEGS . . . 58c lb.
- FRYING CHICKEN THIGHS 58c lb.

- HAM Shank Portion 42¢ lb.
- HAM — BUTT PORTION . . . 52c lb.
- PORK CHOPS — Blade Cut 48c lb.
- RIB PORK CHOPS 88c lb.

- GROUND BEEF . . . 38¢
- GROUND CHUCK 48c lb.
- GROUND ROUND 68c lb.
- SHORT RIBS OF BEEF . . . 28c lb.

- LEG OF LAMB . . . 63¢
- LAMB SHOULDER 33c lb.
- RIB LAMB CHOPS 88c lb.
- SMALL LOIN LAMB CHOPS 98c lb.

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

FLOUR & MIXES

- 10-LB. BAG SPRINGFIELD FLOUR 79¢
- REG. PKG. (4c Off Label) PILLSBURY REGULAR CAKE MIXES 33¢
- 15-OZ. BOX DROMEDARY CORN BREAD MIX 25¢

SALAD DRESSINGS

- 24-OZ. JAR C.H.B. MAYONNAISE 37¢
- 8-OZ. BOTTLE WISHBONE FRENCH DRESSING 28¢
- 8-OZ. BOTTLE KRAFT'S ROKA BLEU CHEESE DRESSING 39¢

SUGAR—SALT & SPICE

- 1-LB. BOX C & H POWDERED or BROWN SUGAR 14¢
- 25-LB. BAG MORTON'S WATER SOFTENER SALT 69¢
- 4-OZ. CAN SCHILLING BLACK PEPPER 33¢

SYRUP & PEANUT BUTTER

- 21-OZ. BOTTLE SPRINGFIELD SYRUP 27¢
- 24-OZ. BOTTLE—(4c Off Label) LOG CABIN SYRUP 55¢
- 16-OZ. JAR—(4c Off Label) LAURA SCUDDER PEANUT BUTTER 48¢

FRUIT & JUICES

- HARVEST DAY—1/2 CAN WHOLE UNPEELED APRICOTS 22¢
- 300 CAN OCEAN SPRAY CRANBERRY SAUCE 22¢
- 303 CAN HARVEST DAY FRUIT COCKTAIL 19¢
- 2 1/2 CAN HUNT'S CLING PEACHES 23¢
- 2 1/2 CAN HARVEST DAY APPLE SAUCE 25¢
- HARVEST DAY—16-OZ. CAN PINEAPPLE-GRAPEFRUIT DRINK 23¢
- 24-OZ. BOTTLE WELCH'S GRAPE JUICE 37¢

OTHER ITEMS

- 7-OZ. CAN JOHNSON PLEDGE SPRAY WAX 77¢
- 16-OZ. CAN—(4c Off Label) NESTLE'S QUIK COCOA MIX 35¢
- CARTON CIGARETTES — KING SIZE \$2.09

CANNED FISH

- 6-OZ. CAN STAR-KIST CHUNK LIGHT MEAT TUNA 27¢
- 7 1/2-OZ. CAN SNOW'S MINCED CLAMS 29¢
- 1/2 CAN—CROWN PRINCE NORWEGIAN SARDINES 20¢

LIQUOR

- FIFTH BOTTLE OAKWOOD BLEND WHISKEY \$2.99
- QUART BOTTLE ZARKOV VODKA \$3.77

VEGETABLES & JUICE

- 300 CAN HARVEST DAY ASPARAGUS CUTS & TIP . . . 25¢
- 2 1/2 CAN HARVEST DAY PORK & BEANS . . . 18¢
- 303 CAN LIBBY'S CUT BEETS . . . 16¢
- 12-OZ. CAN NIBLETS CORN . . . 18¢
- 303 CAN HARVEST DAY PEAS . . . 14¢
- 300 CAN HUNT'S STEWED TOMATOES . . . 18¢
- 48-OZ. CAN V-8 VEGETABLE JUICE COCKTAIL . . . 38¢

PAPER ITEMS

- 300-CT. BOX NORTHERN FACIAL TISSUE . . . 17¢
- 4-ROLL PKG. GUEST RANCH TOILET TISSUE . . . 29¢
- 90-CT. PKG. MARCAL WHITE PAPER NAPKINS . . . 10¢
- 225-CT. ROLL ZEE JUMBO PAPER TOWELS . . . 26¢
- 25-FT. ROLL REYNOLDS ALUMINUM FOIL . . . 30¢
- 75-CT. PKG. ZEE SANDWICH BAGS . . . 18¢
- REG. ROLL NO BUGS M'LADY SHELF PAPER . . . 39¢

SUNDRIES - HOUSEWARES

- BOTTLE OF 50'S BAYER ASPIRIN . . . 37¢
- LARGE JOHNSON & JOHNSON BABY OIL . . . 89¢
- 6-OZ. NOXZEMA SKIN LOTION . . . 79¢
- V.O.5 HAIR SPRAY . . . \$1.19
- GIANT COLGATE FLORIDE TOOTHPASTE . . . 45¢
- TEA POT - CERAMIC - 5-CUP . . . 59¢
- 8-INCH IRON SKILLET . . . \$1.69
- WOOD SPOON SET . . . 33¢
- COOKIE SHEET LINER . . . 29¢
- SERVING TONGS . . . 27¢