



* 75% of all super-shoppers read and compare grocery ads before shopping.

We Wish Everybody Did!

Big Bear is interested in helping lower your total food bill. That is why we invite you and the other 25% of super-shoppers to compare our lower everyday prices — over 5000 low, low regular priced items . . . Big Bear does not give stamps or indulge in other expensive frills, no gimmicks nor "come-ons." At Big Bear you just SAVE ON YOUR TOTAL FOOD BILL — EVERY DAY!!

Below is a NEW partial list of over 5000 items with their regular everyday low prices . . . these are not "Week-End Specials." You can shop any day — save every day!

findings from special report by BBDO Inc., Adv. Agency.

BIG BEAR FOODS

Shop Any Day... Save Every Day

STORE HOURS:

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

BABY FOODS

BABY FOOD Gerber's Strained 1-Lb. Box 3 for 28¢
SWIFT'S DINNERS High Meat 4 1/2-Oz. Jar 2 for 33¢
PABLUM Mixed Cereal 8-Oz. Box 20¢

CRACKERS

CRACKERS Pacific 8 1/2 Crisp 1-Lb. Box 23¢
FIG NEWTON Nabisco Twin Pack 1-Lb. Box 35¢
HI HO CRACKERS Sunshine 1-Lb. Box 35¢

COFFEE & TEA

FOLGERS COFFEE 1-Lb. Can 59¢
INSTANT COFFEE Yuban 6-Oz. Jar \$1.05
LIPTON TEA 1/2-Lb. Box 39¢

BEVERAGES

BREW 102 BEER 16-Oz. Can 6 for \$1.17
COCA COLA 12-Oz. Bottle 6 for 53¢
PAR-T-PAK Beverages, NR 12-Oz. Bottle 6 for 54¢

FRUIT & JUICES

APPLE SAUCE Harvest Day 303 Can 14¢
GRAPEFRUIT Bordo—Sections 303 Can 24¢
PEACHES Harvest Day Cling 2 1/2 Can 22¢
FRUIT COCKTAIL Del Monte 303 Can 20¢
PINEAPPLE Dole's Sliced 1 1/4 Can 20¢

FRESH PRODUCE

LETTUCE Crisp-Fresh, Green Solid Heads 2 for 19¢
TOMATOES Fancy Grade, Firm, Red-Ripe 19¢
AVOCADOS Fuerte Variety, Large Size 2 for 25¢
CUCUMBERS Extra Fancy, Long, Green and Firm 10¢
GREEN ONIONS AND RED RADISHES Fresh, Large Bunches Crispy-Fresh 3 for 14¢

CEREALS

WHEATIES 12-Oz. Box 29¢
GRAPE NUTS Post 16-Oz. Box 35¢
CREAM OF WHEAT 28-Oz. Box 39¢

DAIRY FOODS

CHEESE SPREAD Kraft American 5-Oz. Jar 27¢
BIG DIP Ice Milk 1/2-Gal Carton 47¢
BUTTER Foremost—1st Quality 1-Lb. Carton 67¢

PET FOODS

CAT FOOD Lord & Lady Tuna 6-Oz. Can 10¢
VETS DOG FOOD 16-Oz. Can 8¢
GRAVY TRAIN Dog Food 10-Lb. Bag \$1.29

JAMS & JELLIES

PRESERVES Festival Queen Strawberry 20-Oz. Jar 43¢
GRAPE JELLY Kopper Kettle 4 1/2-Oz. Jar 49¢
APPLE BUTTER Kerns 28-Oz. Jar 35¢

CANNED MEATS

CORNEBEEF Bravo 12-Oz. Can 43¢
LUNCHEON LOAF Rath Blackhawk 12-Oz. Can 42¢
CHICKEN With Noodles Lynden—14-Oz. Jar 33¢

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

RIB ROAST . . . 72¢
SIRLOIN STEAK . . . 88c lb.
T-BONE STEAK . . . 98c lb.
RIB STEAK . . . 78c lb.

LEG OF LAMB . 68¢
LAMB SHOULDER ROAST . 34c lb.
RIB LAMB CHOPS . 88c lb.
SMALL LOIN LAMB CHOPS 98c lb.

BIG BEAR MEATS . . . 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.

FROZEN FOODS

TV DINNERS Swanson Res. Pkg. 49¢
MACARONI & Cheese—Morton 20-Oz. Pkg. 39¢
FRUIT PIES Morton 8-Inch Pie 3 for \$1
VEGETABLES Springfield Peas or Mix. Veg. - 10-Oz. 2 for 29¢
ORANGE JUICE PCA 8-Oz. Can 5 for \$1

CANNED FISH

CHUNK TUNA Carnation Light Meat 6-Oz. Can 25¢
SALMON Peter Pan Pink 16-Oz. Can 65¢
SARDINES Beach Cliff 1/2 Can 12¢

FLOUR & MIXES

PANCAKE FLOUR Pillsbury 2-Lb. Box 39¢
CAKE MIX Betty Crocker Reg. (4c Off Label) Reg. Box 33¢
CORN MEAL Albers 40-Oz. Box 31¢

MARGARINE & MILK

MARGARINE Springfield 1-Lb. Carton 18¢
CANNED MILK Foremost Tall Can 14¢
NON-FAT MILK Carnation Dry Powder 5-Qt. Box 48¢

LIQUOR

DUNHILL GIN Fifth Bottle \$2.99
ZARKOV VODKA Fifth Bottle \$2.99

CHUCK ROAST Blade Cut 38¢
CROSS RIB ROAST - Boneless 78c lb.
RUMP ROAST . . . 68c lb.
SLICED BACON . . . 48c lb.

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

HAM Shank Portion . . . 38¢
HAM — BUTT PORTION . . . 48c lb.
PORK CHOPS — Blade Cut 48c lb.
RIB PORK CHOPS . . . 88c lb.

SOUPS

CAMPBELL SOUPS Vegetable Base 10 1/2-Oz. Can 13¢
OYSTER STEW Willamette 10 1/2-Oz. Can 29¢
SOUP MIX Lipton Onion 2-Pk. Pkg. 35¢

SHORTENING & OILS

CRISCO 3-Lb. Can (Price Inc. 5c Off) 70¢
SALAD OIL Springfield 24-Oz. Bottle 35¢
SAFFLOWER OIL Saffola 24-Oz. Bottle 58¢

OLIVES & PICKLES

RIPE OLIVES Early California Large Tall Can 32¢
SWEET PICKLES Springfield Whole 22-Oz. Jar 38¢
DILL PICKLES Springfield Kosher 24-Oz. Jar 54¢

SYRUP & PEANUT BUTTER

SYRUP Vermont Maid Buttered (4c Off Label) 24-Oz. Bottle 55¢
CORN SYRUP Karo Blue 1 1/2-Lb. Bottle 29¢
PEANUT BUTTER Springfield 16-Oz. Jar 45¢

SALAD DRESSINGS

SALAD DRESSING Springfield 24-Oz. Jar 36¢
GARLIC DRESSING Milani Deciso 8-Oz. Bottle 37¢
FRENCH DRESSING Kraft Miracle Pint Bottle 43¢

GROUND BEEF . . . 38¢
GROUND CHUCK . . . 48c lb.
GROUND ROUND . . . 68c lb.
CENTER CUT HAM SLICES 98c lb.

DELICATESSEN DEPT.

CANNED HAM Dubuque 9 Lb. Can \$6.79
MANHATTAN FRANKS . . . 39¢

PRICE PROTECTION FOR YOU . . .

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

3860 SEPULVEDA BLVD.

Southwest Corner of Sepulveda and Hawthorne Blvds.

PAPER ITEMS

KLEENEX Facial Tissue (2c Off Label) 400-Oz. Box 22¢
PAPER NAPKINS Colortex Ass't. 66-CL. Reg. 8¢
TOILET TISSUE Scott Reg. Roll 11¢
KOTEX Sanitary Napkins 12-CL. Box 35¢
CUTRITE Wax Paper 125-Ft. Roll 24¢

SUGAR-SALT & SPICE

C & H SUGAR 5-Lb. Bag 53¢
MORTON'S SALT 26-Oz. Box 12¢
CINNAMON Schilling 4-Oz. Can 42¢

LAUNDRY AIDS

CHEER Giant Box 75¢
THRILL Liquid Detergent 22-Oz. Bottle 64¢
BLEACH Springfield Liquid—Plastic 1/2 Gal. 29¢
PALMOLIVE Toilet Soap Reg. Bar 9¢
CLEANSER Ajax (3c Off Label) 21-Oz. Can 2 for 39¢

SAUCES & RICE

TOMATO SAUCE Hunt's 8-Oz. Can 3 for 25¢
CATSUP Del Monte 14-Oz. Bottle 17¢
RICE A RONI Golden Grain 8 1/2-Oz. Pkg. 29¢

VEGETABLES & JUICE

PORK & BEANS Van Camp's 2 1/2 Can 22¢
GREEN BEANS Harvest Day Cut 303 Can 14¢
CORN Harvest Day Cream or Whole Kernel 303 Can 13¢
TOMATOES Harvest Day 2 1/2 Can 18¢
TOMATO JUICE Libby's 46-Oz. Can 27¢

OTHER ITEMS

SPAGHETTI Dinner 1-Lb. Pkg. 21¢
DINNER Kraft Macaroni 7 1/2-Oz. Box 19¢
CIGARETTES King Size Carton \$2.09

SUNDRIES - HOUSEWARES

BROMO SELTZER Small 29¢
BUFFERIN 36's 57¢
VASELINE Carbulated 23¢
DEEP MAGIC Cleansing Cream 89¢
HAND LOTION Jergens' Medium 49¢
ARRID Whirl on Deodorant 89¢
HAIR SPRAY French Touch 69¢
CREST Tooth Paste Family 65¢
OVEN MITT Magnetic 33¢