



Don't Judge Food Savings By Specials Only

The Truth of the Saving is in THE TOTAL! Supermarket pricing just can't be judged by "specials" alone. There are thousands of items in a supermarket and savings MUST be judged by the TOTAL PRICE of all the items you buy—not just advertised "specials."

Big Bear is interested in helping lower your total food bill. That is why we invite your comparison of our lower every day price—over 5000 lower prices to assure you of a lower total food bill at Big Bear!

Below is a partial list of over 5000 items with their regular everyday low price . . . these are not "week-end specials." You can shop any day . . . save every day at Big Bear!



3860 SEPULVEDA BLVD.

Southwest Corner of Sepulveda and Hawthorne Blvds.

STORE HOURS:

MON. THRU FRI. 12 NOON TO 9 P.M. SAT. AND SUN. 10 A.M. TO 7 P.M.

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

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

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

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

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

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

- LEG OF LAMB 68¢
- LAMB SHOULDER ROAST . . 34c 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.

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. If for any reason you are not completely satisfied, simply return the package and your money will be cheerfully refunded.

- BABY FOODS**
- BABY FOOD Heinz Strained 3 for 28¢
 - STRAINED JUICES Gerber's 4-Oz. Jar 10¢
 - BABY MEATS Swift's 3 1/2-Oz. Jar 2 for 47¢

- CRACKERS**
- GRAHAM CRACKERS Nabisco 1-Lb. Box 31¢
 - KRISPY CRACKERS Sunshine 1-Lb. Box 27¢
 - COOKIES Fireside 1 1/2-Lb. Pkg. 3 for \$1

- COFFEE & TEA**
- TAVERN COFFEE 1-Lb. Can 49¢
 - INSTANT COFFEE Maxwell House 6-Oz. Jar 95¢
 - LIPTON TEA BAGS 48-Ct. Box 59¢

- BEVERAGES**
- DUTCH PRIDE BEER No Return 11-Oz. Btl. 6 for 75¢
 - NEHI CANNED Beverages 10 for 78¢
 - PEPSI COLA 12-Oz. Bottle 6 for 53¢

- CEREALS**
- FROSTED FLAKES Kellogg's Sugar 15-Oz. Box 39¢
 - POST TOASTIES 12-Oz. Box 27¢
 - PURITY OATS 42-Oz. Box 43¢

- BEAUTY AIDS**
- BROMO SELTZER Family 85¢
 - PERTUSSIN ROOM VAPORIZER \$1.00
 - RUBBING ALCOHOL Pint 19¢
 - V.O.5 HAIR CONDITIONER 85¢
 - GLEEM TOOTHPASTE Family 65¢

- DAIRY FOODS**
- CHEESE FOOD Dairy Fresh 2-Lb. Carton 69¢
 - BUTTER Foremost 1st Quality 1-lb. Carton 67¢
 - ICE CREAM Foremost Family Style 1/2 Gal. 49¢

- PET FOODS**
- PUSS 'N BOOTS Cat Food 16-Oz. Can 14¢
 - SKIPPY DOG FOOD 16-Oz. Can 8¢
 - PURINA DOG CHOW 10-Lb. Bag \$1.29

- JAMS & JELLIES**
- GRAPELADE Welch's 20-Oz. Jar 37¢
 - PRESERVES Mary Ellen Apricot Pineapple 20-Oz. Jar 49¢
 - MARMALADE King Kelly Orange 16-Oz. Jar 29¢

- CANNED MEATS**
- BEEF STEW Dinty Moore 24-Oz. Can 49¢
 - BEEF HASH Libby's Corned 16-Oz. Can 35¢
 - CHILI CON CARNE Dennison-W Beans 16 1/2-Oz. Can 33¢

- CANNED FISH**
- MINCED CLAMS Pioneer 1/2 Can 49¢
 - OYSTERS Willapoint 10-Oz. Can 54¢
 - CHUNK LM TUNA Star Kist 6-Oz. Can 27¢

- HOUSEWARES**
- IRONING BOARD COVER & PAD 66¢
 - PLASTIC CLOTHESLINE 49¢
 - LADIES' BULKY SWEATERS S-M-L \$3.98
 - MEN'S DRESS SHIRTS 14/17 \$1.97
 - WARREN'S BABY PANTS S-M-L-XL 39¢

- FLOUR & MIXES**
- GOLD MEDAL Flour (5c Off Label) 8-Lb. Bag 52¢
 - PANCAKE FLOUR Aunt Jemima 2-Lb. Box 39¢
 - REG. CAKE MIXES Pillsbury (4c Off) Reg. Box 33¢

- MARGARINE & MILK**
- MAZOLA CORN OIL Margarine 1-Lb. Carton 37¢
 - CANNED MILK Springfield 2 for 25¢
 - NON FAT DRY MILK Carnation Instant 8-Oz. Box 66¢

- FROZEN FOODS**
- BANQUET DINNERS 11-Oz. Pkg. 45¢
 - FRUIT PIES Frigid Dough 8-inch Pie 29¢
 - SEA BASS STEAKS Certifresh 12-Oz. Pkg. 65¢

- SOUPS**
- CAMPBELL'S SOUP Tomato 10 1/2-Oz. Can 11¢
 - SPLIT PEA SOUP Anderson's 303 Can 19¢
 - DRY SOUP MIX Wyler's Reg. Pkg. 9¢

- SHORTENING & OILS**
- SHORTENING Springfield 3-Lb. Can 58¢
 - OLIVE OIL Orabella 8-Oz. Bottle 29¢
 - SALAD OIL Springfield 32-Oz. Bottle 45¢

- VEGETABLES & JUICE**
- NIBLETS CORN 12-Oz. Can 18¢
 - NEW POTATOES Harvest Day Whole 300 Can 10¢
 - HARVEST DAY PEAS 303 Can 14¢
 - TOMATO JUICE Harvest Day 48-Oz. Can 24¢

- OLIVES & PICKLES**
- RIPE OLIVES Early Calif. Select Pitted Tali Can 31¢
 - DILL PICKLES Dreher Barrel Qt. Jar 39¢
 - SWEET RELISH Ma Brown 11-Oz. Jar 29¢

- SYRUP & PEANUT BUTTER**
- SYRUP Springfield 21-Oz. Bottle 27¢
 - LOG CABIN Syrup (4c Off Label) 24-Oz. Bottle 55¢
 - PEANUT BUTTER Laura Scudder (4c Off) 16-Oz. Jar 48¢

- PAPER ITEMS**
- PAPER NAPKINS Zee Asstd. 80-Ct. Pkg. 10¢
 - TOILET TISSUE Guest Ranch Asstd. 4-Roll Pkg. 29¢
 - PAPER TOWELS Zee Jumbo 225 Ct. Roll 26¢

- SALAD DRESSINGS**
- MAYONNAISE C.H.B. 24-Oz. Jar 37¢
 - ITALIAN DRESSING Wishbone 8-Oz. Bottle 37¢
 - GARLIC SPREAD Rod's 4-Oz. Jar 33¢

- SUGAR-SALT & SPICE**
- C & H SUGAR Powdered or Brown 1-Lb. Box 14¢
 - SOFTENER SALT Morton's Water 25-Lb. Bag 69¢
 - BLACK PEPPER Schilling's 4-Oz. Can 35¢

- FRUIT & JUICES**
- CLING PEACHES Hunt's Yellow 2 1/2 Can 23¢
 - FRUIT COCKTAIL Harvest Day 303 Can 19¢
 - PINEAPPLE Harvest Day Sliced 1/2 Can 18¢
 - GRAPEFRUIT JUICE Texusin Pink 48-Oz. Can 33¢

- LAUNDRY AIDS**
- RINSO BLUE (10c Off Label) Giant Box 65¢
 - CLOROX BLEACH Liquid—Plastic 1/2 Gal. 38¢
 - SPRAY STARCH Beauty Quick 16-Oz. Can 49¢

- SOAP & DETERGENTS**
- LUX SOAP White Toilet (6c Off Label) 2-Pk. Bath Bar 22¢
 - AJAX CLEANER Liquid 28-Oz. Bottle 68¢
 - S.O.S. PADS 10-Ct. Box 27¢

- SAUCES & RICE**
- CATSUP Harvest Day 12-Oz. Bottle 13¢
 - TOMATO PASTE Hunt's 5-Oz. Can 2 for 25¢
 - LONG GRAIN RICE Mahatma 2-Lb. Pkg. 37¢

- OTHER ITEMS**
- JELLO GELATINE Reg. Box 3 for 28¢
 - SUPERIOR HONEY 16-Oz. Jar 45¢
 - KING SIZE CIGARETTES Carton \$2.09

- LIQUOR**
- OAKWOOD BLEND Whiskey Fifth Bottle \$2.99
 - ZARKOV VODKA Quart Bottle \$3.77

- FRESH PRODUCE**
- CORN 5 Ears For 29¢
 - POTATOES 10 lb. 35¢
 - STRAWBERRIES 19¢
 - ASPARAGUS 29¢