

WAY-OUT BARGAIN

NO BARGAIN

Old Fashioned Bargain

MODERN BARGAIN

BIG BARGAIN

small bargain

how much is a bargain?

Many things appear to be a bargain that we begin to accept anything and everything as a bargain. So called "free give-a-ways," stamps, contests, gimmicks, and other "come-ons" seem like bargains on the surface, but we all know who pays for them—You, the shopper—every time you pick up a regular priced item off the shelf!

How about those advertised "specials?" Are they a bargain? If all you bought were the few items on "sale" then you might call them bargains. But who can afford to travel from store to store?

The truth of the bargain is the saving; and the truth of the saving is in the total! Big Bear does not spend money on contests, stamps, so called "specials" nor other expensive frills—we have taken all that money and lowered over 5000 regular priced shelf items. And we keep them as low as possible every day of every week! So when it comes to bargains do come to Big Bear, where your total food bill is always lower!

Below is a NEW partial list of over 5000 regular priced items . . . these are not "Weekend Specials" — they are effective every day! You can shop any day . . . save every day!



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.

- 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.

- GROUND BEEF 35¢
- GROUND CHUCK 48c lb.
- GROUND ROUND 68c lb.
- CENTER CUT HAM SLICES 98c lb.

DUBUQUE CANNED HAM — 9-lb. . . . 6.79 ea.
MANHATTAN FRANKS 39c lb.

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

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

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

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 Gerber's — Strained 3 for 28¢
 - DINNERS Swift's — High Meat 2 for 33¢
 - PABLUM MIXED CEREAL 16-oz. Box 38¢

- CRACKERS**
- STA-CRISP CRACKERS Pacific 1-lb. Box 23¢
 - COOKIES Nabisco Chocolate Pin Wheel 12 1/2-oz. Pkg. 45¢
 - PACIFIC TREATS 1-lb. Box 30¢

- COFFEE & TEA**
- HILLS BROS. COFFEE 1-lb. Can 59¢
 - M.J.B. INSTANT COFFEE 6-oz. Jar 85¢
 - LIPTON TEA 1/2-lb. Box 79¢

- BEVERAGES**
- BREW "102" BEER No Return 6 for 91¢
 - SEVEN-UP 7-oz. Bottle 6 for 48¢
 - SHASTA BEVERAGES Low Cal 12-oz. Can 10 for 86¢

- CEREALS**
- SHREDDED WHEAT Nabisco Spoon Size 11-oz. Box 26¢
 - CHEERIOS 10 2/3-oz. Box 32¢
 - CREAM OF WHEAT 28-oz. Box 39¢

- DAIRY FOODS**
- VELVEETA CHEESE FOOD 2-lb. Carton 89¢
 - BIG DIP ICE MILK 1/2 Gallon 47¢
 - FOREMOST BUTTER First Quality 1-lb. Carton 67¢

- PET FOODS**
- TUNA CAT FOOD Lord & Lady 6-oz. Can 10¢
 - THOROFED DOG FOOD 16-oz. Can 13¢
 - GRAVY TRAIN DOG FOOD 5-lb. Bag 73¢

- JAMS & JELLIES**
- STRAWBERRY JAM Kopper Kettle 69¢
 - KERN'S GRAPE JELLY 43-oz. Jar 45¢
 - APPLE BUTTER Mary Ellen 2-lb. Jar 31¢

- CANNED MEATS**
- BRAVO CORNED BEEF 12-oz. Can 43¢
 - LIBBY'S VIENNA SAUSAGE 4-oz. Can 20¢
 - HORMEL SPAM 12-oz. Can 45¢

- CANNED FISH**
- CHUNK TUNA Carnation — Light Meat 25¢
 - PINK SALMON Peter Pan 6-oz. Can 65¢
 - NORWEGIAN SARDINES Crown Prince 1/4 Can 20¢

- FLOUR & MIXES**
- SPRINGFIELD FLOUR 10-lb. Bag 79¢
 - BISQUICK 40 oz. Box 41¢
 - CORNBREAD MIX Dromedary 15-oz. Box 25¢

- MARGARINE & MILK**
- NUCOA MARGARINE (2c Off Label) 1-lb. Carton 25¢
 - PET MILK Tall Can 14¢
 - NON-FAT DRY MILK Carnation Instant 5 Qt. Box 48¢

- FROZEN FOODS**
- SWANSON'S TV DINNERS Reg. Pkg. 49¢
 - FISH STICKS Certi-Fresh 14-oz. Pkg. 59¢
 - PCA ORANGE JUICE 6-oz. Can 5 for \$1

- SOUPS**
- SNOW'S CLAM CHOWDER 15-oz. Can 31¢
 - LIPTON'S SOUP MIX Chicken Noodle 2 Pk. Pkg. 29¢
 - SOUPS Campbell's Vegetable Base 10 1/2-oz. Can 13¢

- SHORTENING & OILS**
- CRISCO (5c Off Label) 3-lb. Can 70¢
 - SALAD OIL Springfield 24-oz. Bottle 35¢
 - SAFFLOWER OIL Gold 'N Sweet 24-oz. Bottle 56¢

- OLIVES & PICKLES**
- LARGE RIPE OLIVES Early California Tall Can 32¢
 - WHOLE SWEET PICKLES Springfield 22-oz. Jar 38¢
 - PICKLES Fanning's — Bread & Butter 15-oz. Jar 25¢

- SYRUP & PEANUT BUTTER**
- C.H.B. SYRUP 50-oz. Bottle 48¢
 - BUTTERED SYRUP (4c Off Label) Vermont Maid 24-oz. Bottle 55¢
 - PEANUT BUTTER Springfield 16-oz. Jar 45¢

- PAPER ITEMS**
- NORTHERN FACIAL TISSUE 300 Ct. Box 17¢
 - SCOTT'S TOILET TISSUE Reg. Roll 11¢
 - WHITE PAPER NAPKINS Marcal 90 Ct. Pkg. 10¢

- SALAD DRESSINGS**
- SALAD DRESSING Springfield 24-oz. Jar 36¢
 - GARLIC DRESSING Milani De Cisco 8-oz. Bottle 37¢
 - FRENCH DRESSING (5c Off Label) Wishbone 8-oz. Bottle 28¢

- SUGAR—SALT & SPICE**
- C & H SUGAR 8-lb. Bag 53¢
 - MORTON SALT 26-oz. Box 12¢
 - SCHILLING'S CHILI POWDER 4-oz. Can 39¢

- LAUNDRY AIDS**
- TIDE Giant Box 75¢
 - LIQUID DETERGENT Springfield 22-oz. Bottle 35¢
 - PUREX LIQUID BLEACH 1/2 Plastic 1/2 Gallon 38¢

- SOAP & DETERGENTS**
- PALMOLIVE TOILET SOAP Reg. Bar 9¢
 - AJAX CLEANSER (3c Off Label) 2 for 39¢
 - OVEN CLEANER Hep Spray (10c Off Label) 6 1/2-oz. Can 79¢

- SAUCES & RICE**
- TOMATO SAUCE Harvest Day 3 for 23¢
 - DEL MONTE CATSUP 14-oz. Bottle 17¢
 - MINUTE RICE 14-oz. Box 47¢

- OTHER ITEMS**
- SALAD MACARONI Anthony's 1-lb. Pkg. 21¢
 - NESTLE'S QUIK Cocoa Mix (4c Off Label) 1-lb. Box 35¢
 - SEMI-SWEET MORSELS Nestle's 12-oz. Pkg. (5c Off Label) 39¢

- VEGETABLES & JUICE**
- PORK & BEANS Harvest Day 2 1/2 Can 18¢
 - CORN Harvest Day Cream or Whole Kernel 303 Can 13¢
 - Y-8 VEGETABLE JUICE 46-oz. Can 38¢
 - LIBBY'S TOMATO JUICE 46-oz. Can 27¢

- FRUIT & JUICES**
- APPLE SAUCE Harvest Day 303 Can 14¢
 - FRUIT COCKTAIL Del Monte 303 Can 20¢
 - HARVEST DAY PEACHES 2 1/2 Can 22¢
 - PINEAPPLE JUICE Harvest Day 46-oz. Can 23¢

- LIQUOR**
- ZAROV VODKA Fifth Bottle \$2.99
 - DUNHILL GIN Fifth Bottle \$2.99

- HOUSEWARES**
- DISH PAN 69¢
 - DISH DRAINER \$1.10
 - CAKE CADDY With Cover 75¢
 - BREAD BOX Clear 69¢
 - JUICE DECANTER Plastic 49¢

- BEAUTY AIDS**
- SHAVE CREAM Charles Antell 49¢
 - TONI HOME PERMANENT Super \$1.39
 - VICKS COUGH SYRUP 69¢
 - BABY POWDER Johnson & Johnson Economy Size 65¢
 - CREST TOOTH PASTE Family Size 65¢

- FRESH PRODUCE**
- POTATOES 8-lb. Cello Bag 29¢
 - U. S. No. 1 Russets . . . Sound, clean all purpose.
 - CANTALOUPE 3 for \$1
 - Ripe-sweet, thick meated, large size.
 - APPLES 2 lbs. 29¢
 - Red Delicious Crisp, Sweet & Juicy, large size.
 - ROMAIN LETTUCE 2 for 15¢
 - Fresh, Crisp, Large size heads.
 - PRUNES 12-Oz. Pkg. 29¢
 - Sugarloes Large size.