

# What Are You Paying

# For Crackers



## CHECK BIG BEAR'S LOW DISCOUNT PRICES

Everyday is saving day at BIG BEAR. You save 365 days a Year on all your food purchases... Compare BIG BEAR'S prices on any item on this page with what you paid on your last shopping tour elsewhere... And prove it to yourself that BIG BEAR everyday prices are lower.

BABY FOODS		
BABY FOOD	Heinz Strained 4 1/2-oz. Jar	3 for 29¢
HI MEAT DINNERS	Swift's 4 1/2-oz. Jar	2 for 33¢
JUNIOR FOODS	Gerber's 7 1/2-oz. Jar	2 for 29¢
COFFEE & TEA		
YUBAN COFFEE	1-lb. Can	65¢
INSTANT COFFEE	Maxwell House 10-oz. Jar 20¢ OFF LABEL	1.25
LIPTON TEA BAGS	48-ct. Box	59¢
BEVERAGES		
CANADA DRY	Canned Beverages 12 for	\$1
GOLDEN CROWN BEER	(Case 24) 12-oz. Can	2.99
SHASTA	Low Calorie Beverages 12 for	1.00
CEREALS		
WHEATIES	12-oz. Box	32¢
FROOT LOOPS	KELLOGG 7-oz. Box	32¢
SHREDDED WHEAT	Nabisco 10 1/2-oz. Box	27¢
DAIRY FOODS		
ICE CREAM	Family Style 1/2-gal. Ctn.	49¢
CHEESE FOOD	Dairy Fresh 2-lb. Leaf	69¢
FOREMOST BUTTER	1-lb. Ctn.	67¢
PET FOODS		
PUSS & BOOTS	Cat Food 8-oz. Can	9¢
SKIPPY DOG FOOD	16-oz. Can	8¢
GRAVY TRAIN	DOG FOOD 5-lb. Bag	73¢
CANNED MEATS		
ROAST BEEF	WITH GRAVY SWIFT-12-oz. Can	45¢
LUNCH MEAT	RATH BLACKHAWK 12-oz. Can	42¢
CHILI WITH BEANS	Hormel 15-oz. Can	32¢
XLNT TAMALES	15-oz. Can	25¢
CANNED FISH		
LT. MT. CHUNK TUNA	Chicken O'Sea 6-oz. Can	28¢
COCKTAIL SHRIMP	Dunbar 4 1/2-oz. Can	42¢
SUNBELL OYSTERS	8-oz. Can	29¢
SAUCES & RICE		
TOMATO SAUCE	HUNTS 8-oz. Can 3 for	25¢
TOMATO CATSUP	Hunt's 14-oz. Bottle	16¢
COCKTAIL SAUCE	DEL MONTE SEAFOOD 1 1/2-oz. Btl.	27¢
LONG GRAIN RICE	M J B 28-oz. Pkg.	37¢

MARGARINE & MILK		
MAZOLA MARGARINE	1-lb. Ctn.	37¢
PET EVAPORATED MILK	Tall Can	14¢
POWDERED MILK	Challenge 12-oz. Box	77¢
FROZEN FOODS		
BANQUET DINNERS	Reg. Pkg.	45¢
MACARONI & CHEESE	MORTONS 20-oz. Pkg.	39¢
JOHNSTON FRUIT PIES	9" PIE	65¢
SANDWICH STEAKS	KOLD KIST 2-pk. Pkg.	11¢
SIRLOIN TIPS	KOLD KIST 1-lb. Pkg.	55¢
CRACKERS		
PREMIUM CRACKERS	N. B. C. SALTINE 1-lb. Box	27¢
HONEY GRAHAMS	NABISCO SUGAR 1-lb. Box	35¢
HYDROX COOKIES	SUNSHINE 1-lb. Box	45¢
SOUPS		
MEAT BASE SOUP	Campbell 10 1/2-oz. Can	16¢
SNOWS CLAM CHOWDER	16-oz. Can	29¢
SOUP MIXES	WYLLERS Reg. Pkg.	9¢
SHORTENING & OILS		
C H B SOY OIL	24-oz. Bottle	29¢
CRISCO SHORTENING	3-lb. Can	75¢
WESSON OIL	24-oz. Bottle	32¢
OLIVES & PICKLES		
EARLY CALIF. OLIVES	Select Pitted Ripe Tall Can	31¢
C H B SWEET PICKLES	Whole 22-oz. Jar	45¢
KOSHER DILL PICKLES	Del Monte 22-oz. Jar	38¢
LAUNDRY AIDS		
CHEER DETERGENT	GIANT BOX	73¢
ORO SUDS	12-oz. Box	25¢
DIAPER SWEET	3 1/2-lb. Box	67¢
RAIN DROPS	WATER SOFTENER 56-oz. Box	55¢
WHITE KING SOAP	GRANULATED GIANT BOX	66¢
FLOUR & MIXES		
BISQUICK	40-oz. Box	41¢
PANCAKE FLOUR	Sperry 28-oz. Box	37¢
GOLD MEDAL FLOUR	5-lb. Bag	57¢
SUNDRIES		
UTILITY POT	\$5.45 VALUE DISCOUNT PRICE	\$2.99
THERMOS BOTTLE	Reg. \$1.79 DISCOUNT PRICE	1.19
T.V. ANTENNA WIRE	Reg. 98c DISCOUNT PRICE	76¢
ANGEL SKIN	\$2.50 Value DISCOUNT PRICE	98¢
PLAYBALLS	Reg. 88c DISCOUNT PRICE	66¢

VEGETABLES & JUICE		
CHILI BEANS	RANCH STYLE 300 Can	2 for 27¢
PORK & BEANS	HARVEST DAY 2 1/2 Can	17¢
WHOLE KERNEL CORN	HARVEST DAY 303 Can	13¢
DEL MONTE PEAS	303 Can	18¢
PRINCELLA YAMS	2 1/2 Can	20¢
TOMATOES	Harvest Day 2 1/2 Can	20¢
SYRUP & PEANUT BUTTER		
PEANUT BUTTER	Laura Scudder 16-oz. Jar	55¢
PANCAKE SYRUP	CHB 50-oz. Bottle	48¢
GRAPE JELLY	Kerna 2-lb. Jar	49¢
OTHER ITEMS		
CIGARETTES KING SIZE	Carton	2.11
BRIQUETTES	ROYAL OAK 10-Lb. Bag	69¢
KRAFT CARMELS	10-lb. Bag	38¢
FRUIT & JUICES		
APPLESAUCE	Harvest Day 2 1/2 Can	25¢
FRUIT COCKTAIL	DEL MONTE 303 Can	22¢
CLING PEACHES	HUNTS-YELLOW 2 1/2 Can	23¢
SLICED PINEAPPLE	DOLE 1 1/2 Can	22¢
WELCH'S GRAPE JUICE	24-oz. Bott.	37¢
CAL FAME	FRUITS DRINKS 46-oz. Can	25¢
SALAD DRESSINGS		
MAYONNAISE	BEST FOODS 8-oz. Jar	59¢
KRAFT MIRACLE WHIP	Qt. Jar	55¢
LOW CALORIE	Wishbone DRESSING 8-oz. Bottle	37¢
SUGAR-SALT & SPICE		
C & H SUGAR	Powdered or Brown 1-lb. Box	16¢
MORTON'S SALT	26-oz. Box	12¢
BLACK PEPPER	Schilling 4-oz. Can	35¢
PAPER ITEMS		
NORTHERN FACIAL TISSUE	300 Ct. Box	17¢
BAKING CUPS	BETTY BRITE 85-ct. Box	10¢
TOILET TISSUE	Quest Ranch 4-Roll Pkg.	29¢
ZEE PAPER TOWELS	JUMBO ROLL	26¢
COLORTOX NAPKINS	60-ct. Pkg.	8¢
TERRY TOWELS	Reg. 39c DISCOUNT PRICE	3 for \$1
FESTIVAL HANDI-TRAY	Reg. 79c DISCOUNT PRICE	54¢
CLOTHES PIN BAG	Reg. 49c DISCOUNT PRICE	36¢
POLY-GRIP	Reg. 69c DISCOUNT PRICE	57¢
GLEEM TOOTH PASTE	Reg. 69c DISCOUNT PRICE	53¢
EXCEDRIN	Reg. 93c DISCOUNT PRICE	71¢
NAIR	Reg. 89c DISCOUNT PRICE	66¢

BIG BEAR BONDED  
**GROUND BEEF**  
Fresh Lean  
**33**

Ground Chuck	48c lb.
Ground Round	68c lb.
Short Ribs of Beef	28c lb.
Rib Boiling Beef	9c lb.

U.S.D.A. CHOICE OR BIG BEAR BONDED  
**RIB STEAK**  
Lean Tender  
**78** C lb

T-Bone Steak	\$1.08 lb.
Cube Steak	88c lb.
Sliced Bacon	58c lb.
Sirloin Tip Steak	92c lb.

U.S.D.A. GRADE "A" FRESH  
**FRYING CHICKEN**  
Whole Body  
**29** C lb

Frying Chicken Breast	58c lb.
Legs, Thighs	Frying Chicken 52c lb.
Frying Chicken Wings	22c lb.
Stewing Chicken - Cut-up	24c lb.

U.S.D.A. CHOICE OR BIG BEAR BONDED  
**CHUCK STEAK**  
Lean Tender  
**48**

Standing Rib Roast	78c lb.
Cross Rib Roast - Boneless	78c lb.
Rump Roast	72c lb.
Chuck Roast - Blade Cut	38c lb.

U.S.D.A. CHOICE OR BIG BEAR BONDED  
**SWISS STEAK**  
Thick Cut  
**68**

Sirloin Steak	88c lb.
Round Steak	74c lb.
Top Sirloin - Boneless	\$1.44 lb.
Boneless Round Steak	84c lb.

HICKORY SMOKED  
**SMOKED HAM**  
Shank Portion  
**38** C lb

Center Cut Ham Slices	88c lb.
Pork Chops - Blade Cut	48c lb.
Rib Cut Pork Chops	88c lb.
Pork Shoulder Roast	38c lb.

U.S.D.A. CHOICE  
**LAMB ROAST**  
Shoulder Cut  
**44** C lb

Rib Lamb Chops	\$1.08 lb.
Small Loin Lamb Chops	\$1.28 lb.
Leg of Lamb	72c lb.
Breast of Lamb	9c lb.

DELICATESSEN DEPT.

Manhattan Franks	1-lb. Pkg.	39¢
Cotto Salami	Manhattan 10-oz. Pkg.	39¢
Sliced Lunch Meats	6-oz. Pkg.	4 for \$1
Canned Picnics	Armour 3-lb. Can	\$1.98

**BIG BEAR'S MEAT GUARANTEE!**  
All meat sold by Big Bear is carefully selected from the finest USDA GRADES OF STEER BEEF... properly aged to assure you the most tenderness and finer flavor... If for any reason you are not completely satisfied, simply return the BOND on the package and your money will be cheerfully refunded.

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

