

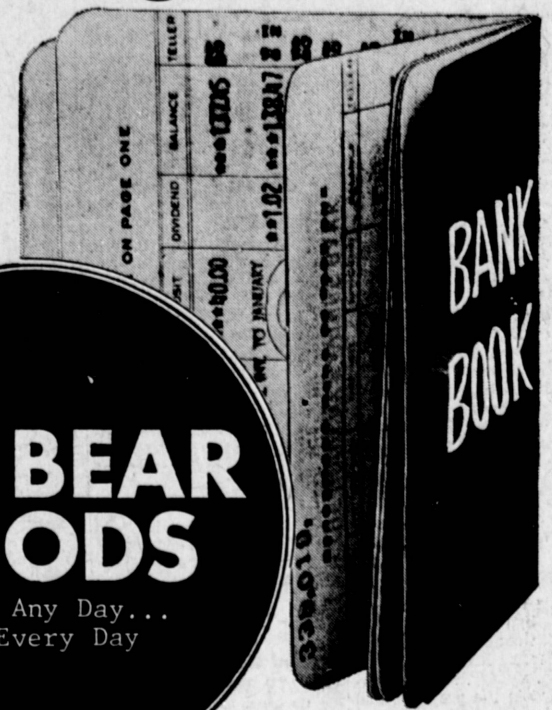


Some People Never Learn About Savings!

IT'S SO EASY TO SAVE WHEN YOU SHOP BIG BEAR... EVERY ITEM* IS AT A REDUCED PRICE EVERYDAY... 365 DAYS A YEAR... YOU SAVE ON NATIONALLY ADVERTISED FOODS, QUALITY MEATS, FRESH PRODUCE, FOREIGN AND DOMESTIC DELICACIES, HOUSEWARES AND HEALTH & BEAUTY AIDS... SO WHY DON'T YOU START SAVING TODAY LIKE THOUSANDS OF OTHER SUPER-SHOPPERS DO. START SHOPPING BIG BEAR TODAY!

THIS IS A PARTIAL LIST OF OVER 5000 EVERYDAY PRICES (* Dairy Foods and Fair Traded Items Excepted)

Others Shop and Save at Big Bear



BIG BEAR FOODS

Shop Any Day...
Save Every Day

Beverages

| | |
|-------------------|-------------------------------|
| BEVERAGES | Shasta Low Calorie 12 for \$1 |
| PEPSI-COLA | 12-oz. Bottles 6 for 59¢ |
| FALSTAFF BEER | 15-oz. Cans 6 for 1.44 |
| GOLDEN CROWN BEER | (Case 24) 12-oz. Can 2.99 |

Cereal

| | |
|-----------------|--------------------------------|
| CREAM OF WHEAT | 28-oz. Box 42¢ |
| SHREDDED WHEAT | Nabisco 18 1/2-oz. Box 35¢ |
| FROSTED FLAKES | Kellogg's Sugar 10-oz. Box 32¢ |
| CHEERIOS | 15-oz. Box 42¢ |
| CORN FLAKES | Kellogg's 18-oz. Box 37¢ |
| CRISPY CRITTERS | Poste 13-oz. Box 45¢ |

Salad Dressing

| | |
|----------------------|----------------------------|
| MAYONNAISE | Springfield 24-oz. Jar 39¢ |
| MAYONNAISE | BEST FOODS 16-oz. Jar 59¢ |
| LAWRYS GARLIC SPREAD | 4-oz. Jar 33¢ |
| ITALIAN DRESSING | Kraft's 8-oz. Bottle 36¢ |
| FRENCH DRESSING | Wishbone 8-oz. Btl. 33¢ |

Margarine & Milk

| | |
|------------------|--------------------------|
| AWARD MARGARINE | 6c Off 1-lb. Ctn. 31¢ |
| NUMAR | Margarine 1-lb. Ctn. 16¢ |
| CARNATION MILK | Evaporated Tall Can 14¢ |
| NON FAT DRY MILK | Carnation 5-qt. Box 48¢ |

Frozen Foods

| | |
|----------------------|--------------------------------|
| MEAT PIES | Banquet - 8-oz. Pie 4 for 79¢ |
| SWANSON'S TV DINNERS | Reg. Pkg. 49¢ |
| MORENO BEEF TACO | 12-oz. Pkg. 47¢ |
| FILLET OF SOLE | Cartfresh 16-oz. Pkg. 65¢ |
| PUMPKIN-MINCE PIES | Per Ritz 8" Pie 35¢ |
| FRIED HALIBUT | Van De Kamp 9 1/2-oz. Pkg. 75¢ |
| PEAS - FRENCH FRIES | Birdseye Reg. Pkg. 16¢ |
| MIXED VEGETABLES | Birdseye 10-oz. Pkg. 20¢ |
| HAWAIIAN PUNCH | 6-oz. Can 18¢ |
| WELCH'S GRAPE JUICE | 12-oz. Can 37¢ |
| ORANGE SOMOA | Snow Crop 6-oz. Can 6 for \$1 |

Other Items

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|----------------------|--------------------------------------|
| FLORIENT | Aerosol Deodorizer 5 1/2-oz. Can 55¢ |
| NONE SUCH MINCE MEAT | 28-oz. Jar 49¢ |
| CANDY BARS | All Reg. 3c Bars 3 for 10¢ |
| CIGARETTES | Filter King Size Carton 2.11 |

Paper Items

| | |
|-------------------|-----------------------------|
| FACIAL TISSUE | Northern 300-ct. Box 17¢ |
| COLORTEX NAPKINS | Assorted 60-ct. Pkg. 8¢ |
| PAPER NAPKINS | MARCAL 30 Ct. Pkg. 11¢ |
| ZEE PAPER TOWELS | 225 Count JUMBO ROLL 26¢ |
| ZEE TOILET TISSUE | 4-roll Pkg. 35¢ |
| TOILET TISSUE | Guest Ranch 4-roll Pkg. 29¢ |
| SANITARY NAPKINS | Kotex 24-ct. Box 69¢ |
| PLASTIC WRAP | Baggie 25' Roll 39¢ |
| PAPER PLATES | BONDAWARE 40-st. Pkg. 49¢ |

DOUGLAS FIR CHRISTMAS TREES

This season we offer Southern California the best quality tree in years... The freshest, greenest Douglas Fir ever... Full branches to hold loads of ornaments... LOWEST PRICES!

\$1.09 and up

3 TO 10 FOOT TREES

Dairy Foods

| | |
|------------------|---|
| ICE CREAM | FOREMOST-Family Style 1/2-Gal. Ctn. 49¢ |
| FOREMOST BUTTER | 1st Quality 1-lb. Ctn. 67¢ |
| COTTAGE CHEESE | Foremost Pt. Ctn. 25¢ |
| FOREMOST EGG NOG | Quart Carton 49¢ |

Pet Foods

| | |
|----------------------|---------------------------|
| CAT FOOD | LORD & LADY 8-Oz. Can 10¢ |
| VETS DOG FOOD | 16-oz. Can 9¢ |
| DAILY DIET DOG FOOD | 1-lb. Can 7¢ |
| GRAVY TRAIN DOG FOOD | 10-lb. Bag 1.29 |
| GAINES DOG BURGERS | 18-oz. Pkg. 44¢ |
| PURINA DOG CHOW | 25-lb. Bag 2.89 |

Salt-Sugar & Spice

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|---------------------|------------------------------|
| SPRECKLES SUGAR | 5-lb. Bag 59¢ |
| MORTON'S SALT | 26-oz. Box 12¢ |
| WATER SOFTENER SALT | Lealle 50-lb. Bag 96¢ |
| SEASON SALT | Lawry's 3 1/2-oz. Btl. 27¢ |
| POULTRY SEASONING | Schilling 7 1/2-oz. Pkg. 14¢ |

Soups

| | |
|----------------|--------------------------------------|
| CAMPBELL SOUP | VEG. BASE 10 1/2-oz. Can 13¢ |
| SOUP MIX | Liston Chicken Noodle 2-Pk. Pkg. 29¢ |
| SPLIT PEA SOUP | Anderson 303 Can 19¢ |

Peanut Butter & Syrup

| | |
|----------------|---|
| PEANUT BUTTER | BELL BRAND 16-oz. Jar 55¢ |
| PEANUT BUTTER | Skippy 18-oz. Jar 56¢ |
| BUTTERED SYRUP | 4c Off Label Vermont Maid 24-oz. Bottle 59¢ |
| KARO SYRUP | Crystal White 1 1/2-lb. Btl. 33¢ |
| GRAPE JELLY | Karna 8-oz. Jar 49¢ |
| STRAWBERRY JAM | Festival Queen 20-oz. Jar 45¢ |

Fruits & Juices

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|-------------------|--------------------------------|
| CRANBERRY SAUCE | Ocean Spray 300 Can 22¢ |
| APPLESAUCE | Harvest Day 2 1/2 Can 27¢ |
| SPICED CRABAPPLES | Rustic Whole 16-oz. Jar 28¢ |
| FRUIT COCKTAIL | Harvest Day 303 Can 20¢ |
| CLING PEACHES | Del Monte Yellow 2 1/2 Can 27¢ |
| CLING PEACHES | Harvest Day 2 1/2 Can 23¢ |
| SPICED PEACHES | Hunt's 2 1/2 Can 25¢ |
| SLICED PINEAPPLE | Harvest Day 5 for \$1 |
| APPLE JUICE | Harvest Day 1 1/2 Can 29¢ |
| WELCH GRAPE JUICE | 24-oz. Bottle 37¢ |
| PINEAPPLE JUICE | Harvest Day 46-oz. Can 29¢ |

Canned Meats

| | |
|--------------------|-------------------------------|
| LIBBYS CORNED BEEF | 12-Oz. Can 49¢ |
| SPAM LUNCHEON LOAF | 12-oz. Can 45¢ |
| CORNED BEEF HASH | Libbys 16-oz. Can 35¢ |
| CHILI WITH BEANS | Dennison's 15 1/2-oz. Can 34¢ |

Canned Fish

| | |
|------------------|-------------------------------------|
| CHUNK TUNA | CARNATION LT. MT. 6 1/2-oz. Can 25¢ |
| LT. MT. TUNA | Chicken of Sea 6 1/2-oz. Can 31¢ |
| PINK SALMON | PETER PAN 16-oz. Can 63¢ |
| SARDINES | BEACH CLIFF 1/2 Can 12¢ |
| SUN BELL OYSTERS | 8-oz. Can 31¢ |

Sauces & Rice

| | |
|--------------------|---------------------|
| HEINZ CATSUP | 14-oz. Btl. 22¢ |
| HARVEST DAY CATSUP | 12-oz. Btl. 14¢ |
| TOMATO SAUCE | DEL MONTE 3 for 25¢ |

Baby Foods

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|-----------------|--|
| BABY FOOD | Heinz Strained 4 1/2-oz. Jar 3 for 26¢ |
| HI MEAT DINNERS | Swift's 4 1/2-oz. Jar 15¢ |
| PABLUM CEREAL | MIXED 16-oz. Box 39¢ |

Crackers

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|--------------------|---------------------------------------|
| KRISPY CRACKERS | Sunshine 1-lb. Box 27¢ |
| HI HO CRACKERS | Sunshine 13 1/2-oz. Box 36¢ |
| STA CRISP CRACKERS | Pacific 1-lb. Box 23¢ |
| HONEY GRAHAMS | NABISCO SUGAR 1-lb. Box 36¢ |
| PINWHEELS | Nabisco Chocolate 12 1/2-oz. Pkg. 45¢ |
| FUDGE COOKIES | Langendorf Chocolate 1-lb. Pkg. 43¢ |

Flour & Mixes

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|------------------|---|
| CAKE MIXES | Betty Crocker Angel Food 15-oz. Box 49¢ |
| AUNT JEMIMA | PANCAKE FLOUR 2-lb. Box 39¢ |
| MUFFIN MIX | Py-o-My Blueberry 12-oz. Box 37¢ |
| CAKE MIX | Betty Crocker Regular Pkg. 35¢ |
| GINGER BREAD MIX | Dromedary 14 1/2-oz. Box 27¢ |
| COOKIE MIX | Nestles 14-oz. Box 35¢ |

Shortening & Oil

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|-------------------|---------------------------|
| CRISCO SHORTENING | 3-lb. Can 79¢ |
| SHORTENING | Springfield 3-lb. Can 59¢ |
| WESSON OIL | 24-oz. Btl. 32¢ |
| MAZOLA CORN OIL | Qt. Bottle 59¢ |
| SAFFLOWER OIL | Saffola 24-oz. Btl. 45¢ |

Olives & Pickles

| | |
|---------------|--|
| OLIVES | EARLY CALIF. Large Pitted Tall Can 31¢ |
| SWEET PICKLES | C H B Whole 22-oz. Jar 45¢ |
| DILL PICKLES | Del Monte 22-oz. Jar 38¢ |

Coffee & Tea

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|---------------------|-------------------------------------|
| COFFEE | Hills Bros. - Folgers 1-lb. Can 59¢ |
| TAVERN COFFEE | 1-lb. Can 49¢ |
| INSTANT COFFEE | M J B 6-oz. Jar Inc. 10c Off 89¢ |
| INSTANT COFFEE | Yuban - 5-oz. Jar 95¢ |
| LIPTON TEA BAGS | 46-ct. Box 59¢ |
| TENDERLEAF TEA BAGS | 7c Off 46-ct. Box 55¢ |
| INSTANT TEA | LIPTONS 3-oz. Jar 85¢ |

Vegetables & Juices

| | |
|---------------------|------------------------------------|
| B & M BAKED BEANS | 28-oz. Can 32¢ |
| PORK & BEANS | Harvest Day 2 1/2 Can 18¢ |
| PORK & BEANS | Van Camps 2 1/2 Can 22¢ |
| GREEN BEANS | Del Monte French Style 303 Can 25¢ |
| GREEN BEANS | Harvest Day French 303 Can 17¢ |
| CUT BEETS | LIBBYS 303 Can 15¢ |
| SLICED BEETS | Harvest Day 303 Can 14¢ |
| DEL MONTE CORN | 303 Can 6 for \$1 |
| HARVEST DAY CORN | 303 Can 2 for 27¢ |
| DUTCH ONIONS | York County 303 Can 29¢ |
| PEAS & CARROTS | Libby's 303 Can 20¢ |
| V-8 VEGETABLE JUICE | 46-oz. Can 38¢ |
| TOMATO JUICE | Libby's 46-oz. Can 28¢ |

Laundry Aids

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|----------------------|---------------------------------|
| FAB DETERGENT | 10c Off 65¢ |
| SALVO PELLETS | Detergent 65¢ |
| AJAX CLEANSER | 14-oz. Can 2 for 31¢ |
| CLOROX LIQUID BLEACH | 1/2-Gal. Bottle 39¢ |
| ACTION BLEACH | Colgate-10c Off 16-oz. Pkg. 65¢ |
| DISINFECTANT | Lysol Spray 7-oz. Can 89¢ |
| DOWNY | LIQUID RINSE 35-oz. Can 79¢ |
| YANISH BOWL CLEANER | 35-oz. Can 39¢ |
| AJAX LIQUID | Cleanser 28-oz. Bottle 68¢ |
| LUX TOILET SOAP | Bath Bar 14¢ |

FRYING CHICKEN

Fresh U.S.D.A. Grade "A" Whole Body **29¢ lb**

FRYING CHICKEN BREAST 58c lb.
FRYING CHICKEN LEGS & THIGHS .. 52c lb.
FRYING CHICKEN WINGS 22c lb.
STEWING CHICKEN CUT-UP 24c lb.

RIB STEAK

U.S.D.A. Choice or Big Bear Bonded Lean and Juicy **78¢ lb**

CHUCK STEAK 48c lb.
CUBE STEAK 98c lb.
SLICED BACON 49c lb.
SIRLOIN TIP STEAK 94c lb.

STANDING RIB ROAST

U.S.D.A. Choice or Big Bear Bonded **72¢ lb**

SIRLOIN STEAK 88c lb.
ROUND STEAK 76c lb.
TOP SIRLOIN - BONELESS 1.48 lb.
BONELESS ROUND STEAK 86c lb.

T-BONE STEAK

U.S.D.A. Choice or Big Bear Bonded **98¢ lb**

RIB FILET STEAK 1.48 lb.
CROSS RIB ROAST - BONELESS ... 78c lb.
RUMP ROAST 72c lb.
CHUCK ROAST - BLADE CUT 38c lb.

GROUND BEEF

Big Bear Bonded Fresh Ground **33¢ lb**

GROUND CHUCK 48c lb.
GROUND ROUND 68c lb.
SHORT RIBS OF BEEF 28c lb.
RIB BOILING BEEF 9c lb.

SMOKED HAM

Shank Portion **38¢ lb**

CENTER CUT HAM SLICES 88c lb.
PORK CHOPS, BLADE CUT 48c lb.
RIB CUT PORK CHOPS 88c lb.
PORK SHOULDER ROAST 38c lb.

LAMB ROAST

U.S.D.A. Choice Shoulder Cut **44¢ lb**

RIB LAMB CHOPS 98c lb.
SMALL LOIN LAMB CHOPS 1.28 lb.
LARGE LOIN LAMB CHOPS 69c lb.
BREAST OF LAMB 9c lb.

9-lb. CANNED HAM

Dubuque **\$5.98**

Betty Crocker SUGAR COOKIES, 18-oz. Can 39¢
Betty Crocker - White or Fudge FROSTING, 14-oz. Pkg. 39¢
MANHATTAN FRANKS, 1-lb. Pkg. 39¢

TOYS, GAMES, CHRISTMAS ITEMS AT BIG SAVINGS!

CAROL ANN DOLL **\$3.99**
\$9.95 Value - Big Bear Discount Price

Assorted Hair Colors and Dress RIBBON PACK **31¢**
49¢ Value - Big Bear Discount Price

FOIL ICICLES **27¢**
49¢ Value - Big Bear Discount Price

BEAD CHAINS **33¢**
49¢ Value - Big Bear Discount Price

CHRISTMAS TREE ORNAMENTS From **68¢** per box
Assorted sizes, colors, and styles

TREE LIGHT SETS **99¢**
\$1.49 Value - Big Bear Discount Price
7 Lite Indoor - All U.L. approved

TREE LIGHT SETS **\$2.49**
\$3.49 Value - Big Bear Discount Price
15 Lite Indoor - All U.L. approved

Gift Tag Assortment **36¢**
49¢ Value - Big Bear Discount Price

IPANA TOOTHPASTE 75¢

98¢ Value - Big Bear Discount Price

LAVORIS ORAL ANTISEPTIC - Medium A 57¢ Value Big Bear Discount Price **43¢**
4 WAY COLD TABLETS A 50¢ Value Big Bear Discount Price **29¢**
A 38¢ Value Big Bear Discount Price **21¢**
ANAHIST NASAL SPRAY A \$1.18 Value Big Bear Discount Price **91¢**
CONGESTAID - 6-ounce A \$1.19 Value Big Bear Discount Price **1.00**

BUFFERIN 100 TABLETS 97¢

\$1.29 Value - Big Bear Discount Price

BROMO-SELTZER - Large A 65¢ Value Big Bear Discount Price **53¢**
MENNEN BABY MAGIC A 50¢ Value Big Bear Discount Price **47¢**
COMMAND HAIR DRESSING - Tube A \$1.00 Value Big Bear Discount Price **76¢**
SOP-STROKE SHAVE CREAM Reg. or Men. A 98¢ Value Big Bear Discount Price **76¢**