

everybody's having a sale
...except us!

THAT'S BECAUSE OUR SALE PRICES ARE IN EFFECT EVERY DAY OF THE YEAR!

You'll find that we've lowered every price that the law would allow . . . EVERY PRICE IS LOWER — EVERYDAY! Below is a partial listing of just a few of the many values in store for you; they all add up to greater savings 365 days a year!



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

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

ROUND STEAK
 U.S.D.A. Choice or Big Bear Bonded **69¢**

- SIRLOIN STEAK 89c lb.
- STANDING RIB ROAST 72c lb.
- TOP SIRLOIN — BONELESS 1.49 lb.
- BONELESS ROUND STEAK 79c lb.

GROUND BEEF
 Big Bear Bonded Fresh Ground **33¢**

- GROUND CHUCK 49c lb.
- GROUND ROUND 69c lb.
- SHORT RIBS OF BEEF 29c lb.
- RIB BOILING BEEF 9c lb.

LAMB ROAST
 USDA CHOICE SHOULDER CUT **44¢**

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

Baby Foods
 BABY FOOD 4 for 41¢
 SWIFTS BABY MEATS 25¢
 GERBERS BABY FOOD 15¢

Coffee & Tea
 COFFEE 59¢
 INSTANT COFFEE 89¢
 SANKA INSTANT COFFEE 99¢
 LIPTON TEA BAGS 59¢
 INSTANT TEA 85¢

Beverages
 CANADA DRY 12 for \$1
 COCA COLA 6 for 59¢
 BREW "102" BEER 6 for 1.17
 GOLDEN CROWN BEER 2.99

RIB STEAK
 U.S.D.A. Choice or Big Bear Bonded Lean and Juicy **79¢**

- CHUCK STEAK 49c lb.
- CUBE STEAK 98c lb.
- SLICED BACON 49c lb.
- SIRLOIN TIP STEAK 89c lb.

T-BONE STEAK
 U.S.D.A. Choice or Big Bear Bonded **98¢**

- RIB FILET STEAK 1.49 lb.
- CROSS RIB ROAST — BONELESS 79c lb.
- RUMP ROAST 69c lb.
- CHUCK ROAST — BLADE CUT 39c lb.

SMOKED HAM
 Shank Half **39¢**

- CENTER CUT HAM SLICES 89c lb.
- PORK CHOPS, BLADE CUT 49c lb.
- RIB CUT PORK CHOPS 89c lb.
- PORK SHOULDER ROAST 39c lb.

DELICATESSEN DEPT.
 MANHATTAN FRANKS **39¢**

- LUNCH MEATS 4 for 1.00
- BISCUITS 23¢
- COTTO SALAMI 39¢

Soups
 MEAT BASE SOUP 16¢
 SPLIT PEA SOUP 19¢
 SOUP MIXES 9¢

Salad Dressing
 SALAD DRESSING 37¢
 BEST FOODS MAYONNAISE 59¢
 GARLIC SPREAD 25¢
 WISHBONE ITALIAN 37¢
 MAYONNAISE 46¢

Salt—Sugar & Spice
 MORTON SALT 12¢
 SPRECKELS SUGAR 59¢
 SEASON SALT 27¢
 BLACK PEPPER 35¢

BONDED 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.

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

Cereal
 POST ALPHA BITS 32¢
 FRUIT LOOPS 32¢
 CORN FLAKES 27¢
 CREAM OF WHEAT 42¢
 WHEATIES 32¢

Dairy Foods
 FOREMOST BUTTER 68¢
 VELVEETA 89¢
 DUTCH PRIDE 33¢
 ICE CREAM 68¢

Pet Foods
 CAT FOOD 27¢
 FISH CAT FOOD 29¢
 SKIPPY DOG FOOD 9¢
 PURINA DOG CHOW 1.29
 GAINES DOG BURGERS 87¢

Canned Meats
 BEEF STEW 49¢
 LIBBYS CORNED BEEF 49¢
 SWIFTS ROAST BEEF 45¢
 CORNED BEEF HASH 58¢
 ALL BEEF TAMALES 27¢

Canned Fish
 STAR KIST CHUNK TUNA 31¢
 CHUNK TUNA 25¢
 WHT. MT. TUNA 29¢
 PINK SALMON 59¢
 MINCED CLAMS 29¢

Flour & Mixes
 CAKE MIXES 35¢
 BISQUICK 41¢
 CORN BREAD MIX 25¢
 PANCAKE FLOUR 32¢
 PILLSBURY FLOUR 52¢

Margarine & Milk
 MAZOLA MARGARINE 37¢
 NUCOA MARGARINE 25¢
 CARNATION MILK 14¢
 DRY MILK 66¢

Frozen Foods
 TV DINNERS 49¢
 MEAT PIES 6 for \$1
 SPAGHETTI & MEAT 27¢
 BEEF ENCHILADA 35¢
 MORTONS FRUIT PIES 29¢
 FISH STICKS 59¢
 BIRDSEYE PEAS 16¢
 BEEF STEW 36¢
 PEPPERONI PIZZA 89¢
 FRENCH FRIES 25¢
 ORANGE CONCENTRATE 6 for \$1

Shortening & Oil
 CRISCO 79¢
 LUCKY SALAD OIL 29¢
 WESSON OIL 32¢
 OLIVE OIL 39¢

Other Items
 COCOA MIX 43¢
 MACARONI DINNERS 19¢
 ANTHONY SPAGHETTI 21¢
 CIGARETTES 2.11

Olives & Pickles
 SELECT RIPE OLIVES 25¢
 C H B SWEET PICKLES 45¢
 MA BROWN SWEET RELISH 29¢
 C H B DILL PICKLES 29¢

Crackers
 CRACKERS 27¢
 PACIFIC GRAHAMS 31¢
 STA CRISP CRACKERS 23¢
 HYDROX COOKIES 45¢
 SUNSHINE CRACKERS 36¢
 FIG NEWTONS 36¢

Paper Items
 FACIAL TISSUE 18¢
 PAPER NAPKINS 11¢
 SCOTKIN NAPKINS 15¢
 ZEE JUMBO TOWELS 26¢
 ZEE TOILET TISSUE 35¢
 TOILET TISSUE 22¢
 ALUMINUM FOIL 30¢
 WAX PAPER 16¢
 LUNCH BAGS 24¢

Vegetables & Juices
 PORK & BEANS 18¢
 GREEN BEANS 25¢
 NIBLETS CORN 18¢
 GREEN GIANT PEAS 20¢
 HARVEST DAY PEAS 15¢
 LIBBY'S SAUERKRAUT 23¢
 TOMATOES 21¢
 TOMATO JUICE 25¢
 LIBBYS TOMATO JUICE 28¢

HOUSEWARES and WEARING APPAREL at EVERYDAY LOWER PRICES!
 IRONING BOARD PAD & COVER SET 69¢
 CRYSTAL GLASSES 67¢
 BAMBOO RAKE 33¢

ADOLA BRA DEAL
 Our regular stock of popular Adola Bras. Guaranteed one full year. Regular 1.69 a pair. Terrific value. Big Bear Discount Price \$1.69 Value \$1.98 Value
2 for \$1.69

HEALTH and BEAUTY AIDS at EVERYDAY LOWER PRICES!
 "STYLE" HAIR SPRAY 97¢
 CREST TOOTH PASTE 55¢
 LAVORIS MOUTH WASH 43¢
 VICKS FORMULA 44 COUGH SYRUP 72¢
 DRISTAN SPRAY \$1.57

LUCKY BABE DIAPERS
 One Dozen pack, Cut size 27 x 27, Birdseye Diapers. Soft and easy to dry. Big Bear Discount Price \$1.99 DOZEN

peanut Butter & Syrup
 PEANUT BUTTER 45¢
 SYRUP 59¢
 CORN SYRUP 31¢
 GRAPE JAM 45¢
 STRAWBERRY JAM 45¢

Fruits & Juices
 DOLES FRUIT COCKTAIL 23¢
 FRUIT COCKTAIL 31¢
 APPLE SAUCE 14¢
 CLING PEACHES 25¢
 HARVEST DAY PEARS 39¢
 SLICED PINEAPPLE 22¢
 GRAPEFRUIT SECTIONS 29¢
 FRUIT DRINKS 25¢
 WELCH GRAPE JUICE 37¢
 PINEAPPLE JUICE 33¢

Laundry Aids
 RINSO BLUE 65¢
 TIDE-CHEER 75¢
 DETERGENT PELLETS 65¢
 ALL DETERGENT 73¢
 LUX LIQUID 75¢
 LIQUID DETERGENT 68¢
 LUCKY CLEANSER 10¢
 LUCKY LIQUID BLEACH 29¢
 PUREX BLEACH 39¢
 LUCKY LIQUID RINSE 35¢
 TOILET SOAP 9¢

Distilled Spirits
 LUCKY VODKA \$2.99
 LUCKY SCOTCH \$4.99
 LUCKY GIN \$3.55
 BLEND WHISKEY \$2.99

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