

THROUGH YOUR LOYAL SUPPORT . . . FRIENDSHIP AND PATRONAGE

YOU'VE MADE IT ANOTHER RECORD-BREAKING YEAR . . . and to show our warm feelings, we are continuing in the one way we know that pleases you best. Continuing friendliness, prompt courteous service, top quality perishables (Meat, Produce, Delicatessen), best known brands of merchandise, BEST ADVERTISED SPECIALS, and, best of all, the LOWEST EVERYDAY SHELF PRICES . . . A combination we know you will like.



TRY 'EM - THEY'RE GOOD!

SIMPLE SIMON

PURE FRUIT FROZEN **PIES**

24-OZ. PIES
8-Inch Size

\$1.00

Apple - Peach - Boysenberry
Mince - Pumpkin - Cherry
Blueberry - Apricot

REGULAR 59c SIZE

REFRESHING EASTERN FLAVOR
GOLDEN GRAIN BEER
THE SPARKLING CLEAR HARVEST

CASE OF 24 12-OZ. CANS

\$2.69

6 - 12-oz. Cans in a Handy Pak

69¢

Golden Creme **BUTTER** "AA"
1/2-LB. CARTON

29¢

NEW . . . NEW !!
SPECIAL INTRODUCTORY LOW PRICE
M.J.B. BRAND

INSTANT COFFEE

JUMBO 6-oz. Jar

Equals 3 Pounds of Ground Coffee

\$1.00

PERSONALLY SELECTED PRODUCE

U.S. NO. 1 IDAHO RUSSET **POTATOES**

10 - Pound Pliofilm Bag **35¢**

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| EXTRA FANCY COACHELLA VALLEY TANGERINES SWEET AND JUICY 15¢ lb. | MAGNOLIA BREAKFAST CALIFORNIA PRUNES 2 - Pound Cello Bag 29¢ | GARDEN FRESH YOUNG CARROTS FULL ORIGINAL BUNCHES 6¢ bu. |
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| DOUBLE LUCK, CUT and SHORT CUT BLUE LAKE GREEN BEANS 10 - Tall 16-oz. Cans for \$1.00 | BITS O' HON CORN FINE QUALITY GOLDEN CREAM STYLE 1 - 16-oz. Can for \$1.00 |
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WE HAVE THEM **SARA LEE** (In Our Frozen Food Department)

COFFEE CAKE 14-OZ. IN ALUMINUM PAN READY TO HEAT **85¢**

SWIFT'S MEATS (In Our Frozen Foods Department)
BUTTERED CHOPPED BEEF STEAK 8-OZ. ALUMINUM FOIL PACKAGE **39¢**

CREME PAC ICE CREAM

OYSTER PECAN LO

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| FRADELIS Complete FROZEN DINNERS VEAL CUTLET or SWISS STEAK 79¢ ea | KERN'S, PURE STRAWBERRY PRESERVES 12-OZ. JAR 25¢ |
| GOLDEN CREME BREAD Saves 3c Each 26¢ | THORO FED DOG FOOD 3 tall cans 35¢ |
| TREE TOP APPLE JUICE 32-oz. Bottle 28¢ | |

Van de Kamp's SPECIALS Jan. 17, 18, 19

4-Layer Lemon COCONUT CAKE 89¢ (98c Value) 46c half

Orange Roll COFFEE CAKE 25¢ (29c Value) pan of 6

Oatmeal, Shortbread, Sugar COOKIES 25¢ pkg. (Reg. 29c Pkg.)

Van de Kamp's BAKERIES • COFFEE SHOPS

LUER'S, ALL MEAT FRANKS 1-lb. Cello Packages **45¢**

BORDEN'S FAMOUS CREAM CHEESE 1/2-LB. PRGS. **31¢**

VIZCA BEEF 3 lb.

910 W. SANTA BARBARA at VERMONT CONTINUING OUR GREAT 35th ANNIVERSARY