

IT'S FUN TO BE FOOLED BUT NOT WHEN IT COST ... YOU MONEY ...

So don't be misled by big type "specials" in food market ads. They make up only a small part of your food bill. It takes many items to complete your shopping list—and that is why it takes MANY LOW PRICES to cut down the total cost of a cartful of foods. You'll find that you'll save much more money—and serve better meals in the bargains—when you buy ALL your food needs here where EVERY price is a LOW PRICE ... and many low prices on your food list add up to smaller food bills for you.



It Takes LOW To Cut

SUPREMA
RED TART PITTED
PIE
CHERRIES
5 NO. 303 16-OZ. CANS \$1.00

COMSTOCK SLICED
PIE
APPLES
5 TALL CANS 1-lb., 4-oz. \$1.00

HEREFORD
IMPORTED
CORNED BEEF
3 12-OZ. OBLONG CANS \$1.00

GOLDEN CREME
SKIM MILK
QUART CARTON 9¢ 1/2-GAL. CARTON 17¢

CARNATION
INSTANT MILK
REG. 75c
8-QUART SIZE **59¢**

GOLDEN CREME
FRESH DAILY
COTTAGE CHEESE
PINT CARTON **21¢**

HEINZ JUNIOR
BABY FOODS 3 Jars for 35¢
HEINZ TOMATO SOUP 3 11-OZ. CANS 37¢

SWIFT'S
100% PURE COTTONSEED
JEWEL OIL
FULL QUART BOTTLE **39¢**

67c ENERGY
HEAVY DUTY
WASHDAY
DETERGENT
GIANT ECON. 67c SIZE **49¢**

BISQUICK
Regular 47c
BETTY CROCKER
JUMBO 40-OZ. PKG. **37¢**

GOLD MEDAL
KITCHEN TESTED
FLOUR
REGULAR 65c 5-LB. BAG **49¢**
REGULAR 1.25 10-LB. BAG **97¢**

Durkee's
GENUINE
MAYO
Reg. 59c Size **LARGE 24-OZ. JAR**

DIXIE
U. S. GOVERNMENT
FRYING CHICKEN
2 POUND SIZE
1 WHOLE CHICKEN CUT-UP

PERSONALLY SELECTED PRODUCE
U. S. NO. 1 FANCY RUSSET
POTATOES 10 LB. PLIO BAG **29¢**

FANCY LARGE PIPPIN ALL GREEN APPLES BEST FOR SAUCE 4 Lbs. 29¢	NEW CROP DEGLET NOOR HYDRATED DATES 12-OZ. PKG. 17¢	FANCY PUERTO RICO RED VELVET YAMS 2 Lbs. 19¢
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FISHER'S BISCUIT MIX 40-oz. Package 41¢	DOXSEE MINCED CLAMS No. 1/2 Can 33¢	DUTCH CLEANSER Giant Cans 2 cans 25¢	DUNBAR COVE OYSTERS 4 1/2-oz. Can 45¢
FLORIENT DEODORIZER Can 79¢	FAB DETERGENT Large Package 35¢	EASY-OFF OVEN CLEANER 12-oz. Jar 66¢	EARLY CALIFORNIA LARGE OLIVES 7 1/2-oz. Can 35¢
GERBER'S JR. BABY FOODS 3 cans for 35¢	GREEN GIANT TENDER PEAS 17-oz. Can 20¢	GEBHARDT'S CHILI CON CARNE With Beans—15 1/2-oz. 31¢	LIQUID GLIM 12-oz. Jar 39¢
	HEMET SPICED PEACHES No. 2 1/2 Can 25¢	HILL BROS. INSTANT COFFEE 6-oz. Jar \$1.33	GLASS WAX With WONDER EARTH Pint Bottle 57¢

Delicatessen

LUER'S ALL MEAT FRANKS 1-lb. Cello Wrapped Pkg. 53¢	WISCONSIN MILD FULL CREAM LONGHORN CHEESE 49¢ lb
WOLLMAN'S BLUE CHEESE DRESSING Large 16-oz. Jar 49¢	FINEST QUALITY PICKLE & PIMIENTO — SLICED LOAF 45¢ lb

Van de Kamp's DOUGHNUT WEEK SPECIALS
Oct. 10-13

Plain or Sugared DOUGHNUTS 6 for 23¢ (Reg. 6 for 21¢)

Crumb, Chocolate, or Cruller DOUGHNUTS 6 for 27¢ (Reg. 6 for 33¢)

Raised DOUGHNUTS 6 for 31¢ (Reg. 6 for 35¢)

Jelly DOUGHNUTS 4 for 25¢ (Reg. 4 for 29¢)

2-Layer Fresh Orange CAKE 89¢ ea. (98¢ Value) 48¢ half

ORANGE BLOSSOMS Fine Candies 25¢ (Reg. 29¢) 7 1/2 ozs.

Van de Kamp's BAKERIES-COFFEE SHOPS

910 W. SANTA BARBARA at VERMONT CUT DOWN YOUR TOTAL FOOD BILL - THE