

# WHITE FRONT

## ALL STORES JOIN IN THIS GALA SALE

CELEBRATING OUR NEWEST MODERN DISCOUNT DEP'T STORE IN PLEASANT HILL, CALIF.

SPECIAL HOURS FOR THIS SALE: WED. thru FRI. 11 to 10 P.M. • SAT. & SUN. 10 to 7

WHEREVER YOU LIVE IN SOUTHERN CALIFORNIA THERE IS A COMPLETE WHITE FRONT NEAR YOU!

# Grand Opening

THE LARGEST DISCOUNT DEP'T. STORE CHAIN IN THE WEST AND STILL GROWING

PRICES SMASHED ON OUR ENTIRE \$12 MILLION DOLLAR STOCK!



### WHAT DO WHITE FRONT STORES MEAN TO YOU?

- The LARGEST SELECTION OF TOP BRANDS
- ALL 1st QUALITY—NEW PRODUCTS
- MONEY-BACK GUARANTEES
- EASY CREDIT & CHARGE PLANS
- 45 COMPLETE DEPARTMENTS
- NO DOWN PAYMENTS WITH CREDIT CARD OR APPROVED CREDIT
- FINEST AFTER SALE SERVICE
- INCREDIBLE DISCOUNT PRICES
- 35 YEARS OF DEPENDABILITY

#### HERE IS JUST A SAMPLE OF THE VALUES!

**SHIMMERING ACETATE THROW PILLOWS**  
MANY COLORS & SHAPES TO CHOOSE FROM...  
**66¢ EA.**  
COMPARE AT 1.49

**17x23" BED PILLOWS**  
Pillows, well filled w/soft, plump Acrylic fiber! Assorted cotton ticking. Finished size. COMPARES TO 1.49  
**66¢**

**S-T-R-E-T-C-H DENIM CAPRIS**  
Stretch cotton & nylon denims with that perfect fit...  
**2.50**

**3'x5' - 50 STAR AMERICAN FLAG • 6 FT. ALUMINUM 2 PC. POLE**  
With gold eagle ornament. Complete with mounting brackets & tie cord.  
**1.99**

**HAVOLINE MOTOR OIL**  
1" 20 OR 30 WEIGHT  
SALE PRICE QT. **29¢**

**SEAMLESS NYLONS**  
Seamless or flat mesh. Taupe or beige. Sizes 8 1/2 to 11.  
**2.66¢ PR.**

**"NUT SHELF" CASHEWS**  
KING SIZE - 13 OZ. CAN BY KELLING  
**88¢ PER CAN**

**"STYLE" HAIR SPRAY**  
REG. OR SUPER LARGE 1.19 SIZE  
**2 FOR \$1.00**  
10 OZ. SIZE

**GOLF BALLS**  
Famous maker. Extra durability & distance.  
**2.88 DOZ.**

#### YOUR CHOICE OF ANY ITEM BELOW!

**30" WEDGEWOOD GAS RANGE**  
AUTOMATIC TOP BURNER & OVEN LIGHTING  
FULL SIZE OVEN



**G.E. DISHWASHER**  
Power Washing Arm, exclusive Flush-a-way Drain. Here's a price you can't afford to miss!



**YOUR CHOICE**  
**\$99.88** EACH  
SO THAT WE MAY INSURE DELIVERY TO ALL WE ASK A FAMILY LIMIT OF ONE OF EACH!

**GENERAL ELECTRIC DRYER**  
Automatic controls. Gentle tumbling in porcelain tub.



**MOTOROLA STEREO**  
Automatic intermix changer plays all records, automatic shut-off, brilliant stereo sound & beautiful furniture!



#### HARD-TO-BELIEVE SAVINGS! HURRY!

**MILWAUKEE'S CHOICEST BEER**  
FANTASTIC INCREDIBLE PRICE!  
7 OZ NO RETURN BOTTLES  
**8¢ EA.**

**FAMOUS FM TABLE RADIO**  
Enter the wonderful world of FM sound. Big volume speaker, precision dialing for a minimum of drift.  
**1.88**  
PRICE SLASHED



**BRAUMEISTER BEER**  
CASE OF 24  
**1.88**

**6 TRANSISTOR POCKET RADIO**  
Sharp, clear tone. Room-size volume speaker or optional private earphone listening. COMPLETE WITH BATTERY, EARPHONE & LEATHER CASE.  
**4.96**  
SPECTACULAR VALUE!



**SNUZE DIAPERS**  
More absorbent. 27x27". No hems to chafe or ravel. Pinked edges. Fast drying.  
**\$1.58 DOZ.**

**STEREOPHONIC 4 SPEED PHONO PORTABLE**  
Stereo twin detachable speakers. Balance & volume control.  
**2.88**  
COMPARES TO 49.95



**COLGATE TOOTH PASTE**  
89¢ FAMILY SIZE TUBE  
Fantastic savings... don't miss this great value.  
**48¢ VAL.**

**8" PORTABLE TV**  
BRAND NEW MODEL!  
Big set performance. Plays anywhere... just plug in. One panel top control. Built-in antenna. For private or dual listening - Handle for carrying.  
**59.88**  
NOT AT 3 VALLEY STORES, CENTRAL & S.W.

