



# DON'T MISS OUR GRAND OPENING!

## THE NEW IDEAL RANCH MARKET

2067 Torrance Blvd., Torrance

**OPENING DAYS**  
**THURS. -- FRI.**  
**SATURDAY**  
 •  
**APRIL**  
**23 - 24 - 25**

**FREE**  
**100 NEW**  
**MARY LEE TAYLOR**  
**COOK BOOKS**  
 WITH PURCHASE OF  
 PET MILK

**FREE!**  
**50 Bags**  
**Groceries**  
 (SAMPLES)  
*Everyone Can Win!*  
 Drawings To Be Held  
 All Day Saturday  
 Bags Filled With  
 Nationally Known  
 Food Products!  
 First Drawing 10 A. M. Sat.

### 3 GREAT DAYS!

LET'S LICK THE JAPS — HELP US EAT OUR GIANT.

## Victory Cake



**\$50**

GIVEN IN  
 DEFENSE  
 STAMPS

**FREE STAMPS**  
**VALUED 10c**  
**TO \$5.00. THEY**  
**ARE IN THE CAKE!**

OUR HUGE  
 VICTORY CAKE  
 SERVED SAT.  
 AFTERNOON

## Free Stamps

63 lucky numbers in the cake . . . win from 10c to \$5.00. Here's your chance to eat your cake and win valuable Defense Stamps . . . Everybody-welcome.

OUR GIANT VICTORY CAKE MADE WITH:

IRRADIATED  
**PET MILK 6 Small 3 Tall 24c**

SOFTASILK  
**CAKE FLOUR Pkg. 24c**

**Ben Hur Vanilla 17c**

**EGGS Extra Large Fresh Grade A . . . . DOZ. 33c**

GOLDEN CITY  
**PEACHES NO. 2 1/2 CAN 15c**

### Gifts, Fun and Bargains Galore At Ideal Opening

With flags flying, banners waving, celebrated circus clowns cavorting and other fanfare of "big town" movie premieres, the "new" Ideal Ranch Market, 2067 Torrance boulevard, is staging its Grand Opening under new management for three big days this week-end, beginning today, Thursday.

But the biggest drawing cards offered the public at the spectacular opening will be an array of food bargains, the like of which has never been seen in this district. Economy-wise housewives will thrill at the extreme values advertised on this page and the next two following pages.

**\$50 Stamp Gifts**

One of the treats prepared for patrons of the Ideal Ranch Market is a huge victory cake, which contains lucky numbers redeemable for \$50.00 in War Savings Stamps. The defense stamps will be distributed absolutely free of charge in denominations of ten cents to \$5.00, so that a large number of patrons may participate in the awards, which will be made Saturday afternoon. Here's your chance to cut yourself a piece of cake—and receive up to \$5.00 in War Savings Stamps.

**Free Bags of Food**

Other gifts to be distributed include, 50 bags of groceries, the first of which will be given away at 10 a. m. Saturday and continue through the final days of the grand opening sale.

Penny Parker, world's funniest clown, will entertain visitors at the Ideal market all day Saturday, and the management promises a "circus of fun" with something doing every minute, and plenty of prizes for the kiddies as well as their elders.

**Messages by Pigeons**

Thru the cooperation of the Folger Coffee Company, the famous Folger Carrier Pigeons will be on hand beginning at 2 p. m. Saturday. These remarkable birds will be released in front of the market to carry messages in the form of Pigeon-grams to YOUR friends and relatives anywhere in the United States — absolutely free.

**New Management**

The grand opening of the "New" Ideal Ranch Market has been planned by Sam Gayman, proprietor of the grocery and produce departments in co-operation with Tiscareno Brothers who are continuing as owners and operators of the meat and delicatessen departments.

**Lowest Meat Prices**

Local housewives have learned from long experience that they can buy better meats for less money at the Ideal Market, and Tiscareno Brothers, who are large wholesale and retail meat buyers in Southern California, have planned an extensive array of the finest meats on the market which will be offered during the three days of the grand opening at rock-bottom prices.

Harry C. Cozart, well-known produce man, is manager of the fresh fruits and vegetable department.

## Penny Parker

WORLD'S FUNNIEST CLOWN WILL ENTERTAIN YOU ALL DAY SATURDAY:

## NEW ACTS

YOU'LL LAUGH AND THRILL AT PENNY PARKER'S NEW 4-STAR SHOW:

## A CIRCUS of FUN

SOMETHING DOING EVERY MINUTE — AND PLENTY OF PRIZES FOR KIDDIES . . . IT'S YOUR SHOW!

**PAGES OF THE GREATEST FOOD BARGAINS IN TOWN**