hear ye! hear ye!

ANNOUNCING the NEW DISCOUNT SUPER FOOD MARKET At...

LEONARDS
DISCOUNT DEPARTMENT STORES

NOW! DISCOUNT FOOD PRICES IS OUR BUSINESS!

"CASE LOT" SALE
Buy 'em By the Case from Leonards and Save!

PINEAPPLE 4.19 CASE
SLICED — MAYFRESH — 24 NO. 1¼ CANS

FRUIT COCKTAIL 4.49 CASE
MAYFRESH — 24 NO. 303 CANS

SLICED PEACHES 3.14 CASE
OR HALVES — MAYFRESH — 24 NO. 303 CANS

FRUIT DRINK 2.74 CASE
PINEAPPLE-GRAPEFRUIT — MAYFRESH — 12 46-OZ. CANS

PINEAPPLE Juice 2.77 CASE
MAYFRESH — 12 46-OZ. CANS

KIDNEY BEANS 2.77 CASE
MAYFRESH — 24 NO. 303 CANS

PORK 'n BEANS 4.28 CASE
MAYFRESH — 24 NO. 2½ CANS

GREEN BEANS 3.76 CASE
MAYFRESH — 24 NO. 303 CANS

CREAM CORN 3.75 CASE
MAYFRESH — 24 NO. 303 CANS

APPLESAUCE 2.95 CASE
MAYFRESH — 24 NO. 303 CANS

5-LB. FLOUR 39c
MAYFRESH GIANT 5-LB. BAG

'EVERYTHING' AT BELOW SUPER MARKET PRICES 'EVERY DAY'

Now the Newest From Leonards! Food Prices 'Discounted Wall-to-Wall' . . . Not Just a Few Items Discounted But Everything! Food Prices Discounted So Low You'll Find It Hard to Believe! We've Found This Insures Us of a Terrific Volume Which Allows Us to Discount Our Prices Even More. Compare Every Item—You'll Find That Leonards Every Day Shelf Prices Are Consistently Lower As Proven By An Independent Price Survey, and to Help You Compare, We Mark Every Item With Two Prices—The Price You Normally Pay and Our Low Discount Price! Plus Leonards Consistently Features National Name Brands!

POTATO CHIPS
Golden West—
Reg. 69c a Bag . . . 49c

DETERGENT
Daisy Lou Sudsing
Giant 20-lb. Pkg. 2.25

CLICQUOT DRINK
Cliquot Club—
Ass't. Flavors
Full Quart . . 10 FOR $1

YUBAN COFFEE
Flavorful, Delicious—
Full Pound Can 61c

Sampson Bleach
Get Wash Whiter—
Gallon Jug 29c

Arden ICE CREAM
Asst. Flavors—
Full 1/2 Gallon 68c

DELICATESSEN

WIENERS 35c
MANHATTAN—1-lb. Cello Pak

CAN HAM 5.98
DUBUQUE — GIANT 9-POUND

LUNCH MEATS 4 PKGS 99c
MANHATTAN
6-oz. Ass't. Varieties

SWISS CHEESE 37c
PHENIX, Sliced • Large 10-oz. Pkg.

SUPER MARKET PRICES EFFECTIVE AT EL SEGUNDO STORE ONLY!

LEONARDS
DISCOUNT DEPARTMENT STORES

2 BIG STORES

INTERNATIONAL STORE
600 N. SEPULVEDA BLVD., EL SEGUNDO
(3 BLKS. S. OF INTERNATIONAL AIRPORT) OR. 8-4762, EA. 2-2135

GARDEN GROVE STORE
12891 HARBOR BLVD., GARDEN GROVE
(2 MILES SOUTH OF DISNEYLAND) JE. 7-5000

OPEN 7 DAYS AND 5 NIGHTS