CERIES

YOUR CHOICE
2 for 25c

Italian Dressing
LOZ. SIZE
99c

4 for 89c

CLICQUOT CLUB
SODA 14 for 99c
12-oz. Can

NEW ENGLAND STYLE
SALTSEA—15-oz. Can
CLAM CHOWDER.. 5 FOR 99c

FRENCH'S
Mustard 2 FOR 31c
9-oz. Jar

24-oz. Bottle Real Prune
PRUNE JUICE 3 FOR 89c

Uncle Ben's—2-lb., 10-oz.
RICE Converted Long Grain 59c

FARM FRESH PRODUCE

U.S. No. 1 RUSSET
POTATOES 8 Lb. Plio Bag 33c

Firm, Crisp
Lettuce Head 10c

Coachella Valley
GRAPEFRUIT 8 lb. Plio Bag 33c

Spanish
Onions 2 lbs 19c

U.S. No. 1
YAMS 2 lbs 19c

LIQUOR & WINES

SNOWCREST
Beer 16-oz. Cans for 6 for 89c
24-Can Case $3.29

FULL QUART
Big Ben Maryland Bourbon Whiskey $3.69
A Blend—80-Proof .....

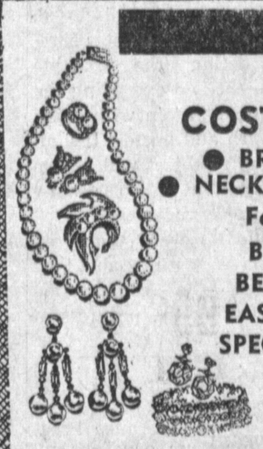
BIG BEN GENUINE
Canadian Whiskey $4.25
90.4% Proof
Big Fifth .....

Even Groceries at BIG BEN • up to 36 MONTHS to pay •

PRICES EFFECTIVE MONDAY, TUESDAY AND WEDNESDAY,
APRIL 9, 10, 11
LAYAWAY NOW

BIG BEN
Complete Discount Dept. Store

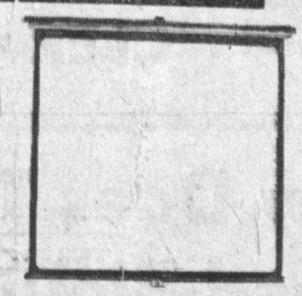
JEWELRY



EASTER COSTUME JEWELRY
● BRILLIANT EARRINGS
● NECKLACES ● PENDANTS
Fantastic Values up to $10
BIG BEN'S EASTER SPECIAL 79c
We bought the entire stock of a famous manufacturer.

CAMERAS

SCOOP!
30" x 40"
PROJECTION Screen
Big Ben Easter Special
$2.88 Each



$9.95 Value

HOUSEWARES

SET A PRETTY TABLE . . .
SAVE A PRETTY PENNY . . . WITH THIS
45-PIECE SET OF
CHINA DINNERWARE
SERVICE FOR 8 . . . 2 BEAUTIFUL PATTERNS
"RED MILL" and "BLUE SPRUCE"
If perfect this set would sell for $24.95
Big Ben Price for 45 Pieces $8.88

16-PIECE CHINA LUNCHEON SET
"ROSE WHEAT" patterns—
Consists of 4 cups, 4 saucers, 4 plates and 4 dessert plates
SPECIAL $3.99

BIG BEN MARQUEE SPECIAL!
GRADE 'AA' LARGE

EGGS
3 Dozen 99c

WOMEN'S WEAR

Children's
Blouses
Pedal Pushers
Capris
Shorts
Cabin Boys
Polos

100% WASHABLE COTTON
SIZES 3-14 VALUES TO $1.69
Your Choice at Big Ben
89c Each

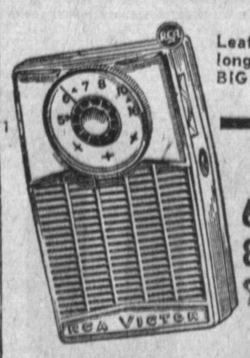
MEN'S WEAR

Men's Easter DRESS
SLACKS
Rayon and acetate blends
Wash-n-wear . . .
Continental and belt loop models . . .
All the latest colors.
Sizes 28-42.
Regular $7.98
BIG BEN PRICE $4.88

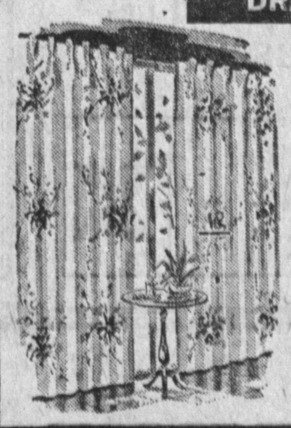
Men's Short Sleeve
DRESS SHIRTS
100% cotton . . . sanforized.
Sizes 14-17
Regular $2.49
BIG BEN PRICE $1.57
2 for $3.00

Ladies' Wedge
SANDALS
100's of styles to choose from.
Values to 3.99
BIG BEN PRICES from $1.77

MEN'S STURDY SANDALS
Leather strap uppers, long wearing soles.
BIG BEN PRICES from $2.47



DRAPERY & LINENS



New Drapery for Easter
48" x 84"
RAYON DOBBY
Drapery
2 beautiful patterns in a modern block and a colorful birdcage pattern.
Regular $4.95
BIG BEN PRICE ..... $3.66 Pair

OPENING DAY BASEBALL SPECIAL

RADIOS — PHONOS

6 TRANSISTOR RADIOS from . . . $ 8.88
8 TRANSISTOR RADIOS from . . . $14.88
9 TRANSISTOR RADIOS from . . . $15.88
ALL COMPLETE WITH CASES, EARPHONES AND BATTERIES

TRANSISTOR RADIO BONANZA!

9 Volt Batteries	15c
Penlite Batteries	9c
Charger & Battery	$1.88
External Speaker	$1.88

NCE • OPEN MON.-FRI. 12 Noon-9PM • SAT.& SUN. 10 AM-6PM