

Grand

Thursday--Sept. 29
 Friday--Sept. 30
 Saturday--October 1

De Simone MARKET

ACRES OF PARKING

STORE HOURS 9 A.M. to 10 P.M.

701 North Pacific Coast Hiway, Redondo Beach

Opening

A SUPER MARKET

DESIGNED ESPECIALLY FOR WOMEN

We tried to think of everything . . . spacious aisles, easy-to-reach displays . . . outstanding values (we have room for almost 500 cars) the newest and best in modern equipment, the best in personnel. Even Our Walls are hued in decorator tones to make you feel more at home. Please remember . . . this is your store . . . it was designed for you!

**Distinguished Guests
 Famous Celebrities**

- LEO CARRILLO, brilliant star of stage and screen will speak!
- TOM TULLY, well known character actor, will be an "Emcee"!
- JIMMY LE FEVRE AND HIS SADDLE PALS will play western tunes!
- BETSY GAY AND LOU DINNING of Radio and Television fame, will sing.

Every Day: Spectacular "Opening" Values! Every Night: Contests! . . . Prizes! Entertainment! . . . PRIZE: 16-inch Television Set! . . . Square Dancing! Free Balloons for the Children!

MONEY SAVING GROCERY

Nucoa Full 1-lb. Pkgs. **22 1/2¢**
 Specially Low Priced for DE SIMONE'S OPENING DAYS!

MARCO DOG FOOD
 3 FULL 1-LB. CANS **17¢**

PILLSBURY'S BEST FLOUR
 REPLENISH YOUR FLOUR BIN NOW & SAVE!
 10 LB. SACK **69¢**

Stock Up at Savings!
 Tall Cans - SEGO MILK **9¢**
 Large 2 1/2-lb. Pkg. BISOUICK **36¢**
 HUNTS NO. 2 1/2 CAN PEACHES **15¢**
 Famous Rath Black Hawk, 12-oz. Can Luncheon Meat **33¢**
 MORNING GLORY SYRUP 2-lb. Jar **19¢**

Specially Priced - SUN VALLEY **OLEO** **14 1/2¢ lb**
 Famous Brand . . . Made from fresh Vegetable Oil
 HONEY MAID Full 1-lb. Pkg. **GRAHAM CRACKERS** **19¢**
 PURE BEELAND 5-lb. Tin **HONEY** **49¢**
 THRIFTEE - Lge. Whites, Pinks, Pinto **BEANS** 2-lb. pkg. **19¢**
 White King Granulated - Giant Pkg. **SOAP** **39¢**
 Speedy, Efficient . . . Easy on the hands!

Crisco Save On The BIG 3-LB. CAN **3 lb 64¢**

LAURA SCUDDER **PEANUT BUTTER** **29¢**
 Full 1-lb. Jar, Creamy, smooth, Crunchy
KRAFT'S VELVEETA CHEESE FOOD **76¢**
 Tasty, tangy. For sandwiches, baked dishes, rabbits - 2-lb. Loaf
 100 SHEETS 10 x 10 **Swanky Hankies** 2 large pkgs. **9¢**
 Stock up several at this low price

FROZEN FOOD FAVORITES
 AT SPECIAL LOW PRICES
 12-oz. Pkg. **Sweet Pickins Peas** **10¢**
 6-oz. Can **Snow Crop Orange Juice** **19¢**
 SLICED—12-oz. Pkg. **Pine Sweet Strawberries** **27¢**

Eggs Large Fresh Grade 'A' Grand Opening Savings!
 Large Selected Strictly Fresh First Quality Eggs at 'Way Below The Market Price!
65¢ doz

EXTRA FANCY WHITE ROSE **POTATOES**
 10 lbs. **23¢**

EXTRA FANCY SWEET **SEEDLESS GRAPES**
 THE RIND THE WHOLE FAMILY LOVES! . . . BUY PLENTY AT THESE SAVINGS! **5¢ lb**

FINE JUICE ORANGES
 FULL OF JUICE AND RUNNING OVER WITH VITAMINS! . . . DRINK ORANGE JUICE . . . AND SAVE!
 10 lbs. **25¢**

FARM-FRESH SWEET **CARROTS** 3 Large Bunches **10¢**
 LITTLE ROCK **BARTLETT PEARS** Fancy quality Bartlett Pears at a Special Low Price! 3 lbs. **10¢**

BANANA APPLES
 SWEET, TASTY . . . TOPS FOR PIES, SAUCE, PUDDINGS, ALSO DELICIOUS EATING APPLES!
 10 lbs. **15¢**



OPENING SPECIALS!
Cocoanut Macaroons **19¢ doz.** (Regularly 25¢ doz.)
French Butter Rolls **29¢ doz.**

13-EGG UNICED Angel Food Cake **69¢ ea.** (Regularly 89¢ ea.) 35¢ half
Apple Turnovers **10¢ ea.** (Regularly 2 for 25¢)

Cinnamon Rolls **33¢ doz.** (Regularly 42¢ doz.) 6 for 17¢
FINE CHOCOLATES 1 Pound **79¢** (Regularly \$1.00)

ALWAYS LOOK FOR THE BLUE WINDMILL

REESE MEATS

THE NEW WAY TO BUY MEATS . . . You'll like this ultra modern way of shopping for meats because you can reach right in and help yourself to the exact size and cut you want from the tremendous selection in the open refrigerated cases. Pre-cut, trimmed, weighed (guaranteed accurate weight to the ounce) priced and wrapped in cellophane right in the store . . . you can even watch it being done! No tedious waiting for service, yet you can take all the time you want to shop. The last word in modern efficiency with SAVINGS reflected in every lower price!

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| <p>★ Morrell's Pride ★ Cudahy's Puritan ★ Armour's Star ★ Hormel's</p> <p>HAMS Finest Quality, Lowest Price. Tenderized, Skinned, Whole or Shank Half. 55¢ lb</p> <p>FRESH DRESSED - CUT-UP FRYERS Ready for the pan. All you have to do is eat! 65¢ lb</p> <p>Fresh Lean Top Quality GROUND BEEF 45¢ lb And Famous Country Style PORK SAUSAGE 45¢ lb CHOICE CENTER CUTS PORK CHOPS 69¢ lb DRY CURED SALT PORK 39¢ lb BACON SQUARES 35¢ lb FRESH BEEF TONGUE 39¢ lb PORK LIVER 39¢ lb ARMOUR'S BANNER HORMEL'S MINNESOTA SLICED BACON 59¢ lb</p> | <p>Fancy Young Stall-Fed Beef Tops in Quality! Lowest in Price!</p> <p>ROASTS Center Cut 7-Bone BEEF ROASTS 45¢ lb Picnic Style PORK ROASTS 39¢ lb Oven-Ready Boneless ROLLED BEEF ROASTS 65¢ lb Fresh Pork LOIN ROASTS 55¢ lb Finest Quality LAMB LEGS 59¢ lb Lamb Shoulder ROAST 47¢ lb</p> <p>STEAKS PORTERHOUSE . . . 85¢ T-BONE 79¢ CLUB 75¢ SIRLOIN 69¢ ROUND 69¢ SWISS 65¢ Ground Round Steak 65¢</p> |
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Luer's Finest Hygrade Eastern Sliced, Packaged **BACON** BEST LEAN QUALITY **67¢ lb**

Thrift-D-Lux Cleaning and Laundry!
 Beautifully Done! **Cleaned!** **39¢** **WASHED! SHIRTS** **16¢**
 Slacks - Sweaters - Skirts - Sport, Shirts (Plain) LONGER WEARING PROCESS SAVES CLOTHES!

Expertly Done **Cleaned!** **69¢** **WASHED! SHEETS** **10¢**
 Suits - Coats - Dresses (Plain) SOFT WHITE and CLEAN