



YOU SAVE WITH EVERYDAY DEEP-CUT DISCOUNT PRICES!

ALL KINDS OF MEAT ARE DEEP-CUT DISCOUNT PRICED AT MARKET BASKET!

We got so wrapped up in the news of our great new Tenderay Brand Beef that we haven't said enough about our fine selection of other meats. So we decided that this week we'd use our space to list a few of our Deep-Cut Discount Prices on fine poultry and Moire D' cuts of pork and lamb. These, too, are unbeatable for quality and low price... try some and see for yourself.

This Cart—Full of Groceries Cost \$4⁰² to \$5³⁵ Less at Market Basket!

A few days ago we chose a customer at random, Mrs. Opal Reed of Hawthorne, and asked her permission to make a list of her purchases which amounted to \$35.67. Had she bought the same groceries at two other leading food chains she would have paid \$4.02 or \$5.35 more than what she paid at Market Basket. The totals from the other chains include specials as well as regular prices. No doubt you, too, can save as much if you shop Market Basket every week.



This is an actual photo of Mrs. Opal Reed's basket of groceries taken April 10, 1967.

WHAT ARE THE BENEFITS OF SHOPPING AT MARKET BASKET?

- You save more on your total food bill every week—up to 15% more.
- Market Basket offers deep cut discount prices on every item*, every hour of every day.
- You save gas and tire money because Market Basket makes store-hopping for specials unnecessary.
- You choose whatever the item, brands and sizes you want without bothering to wait for "weekend specials".

*Except fair-traded or government-controlled prices.

Tenderay Beef

Tenderay Brand Beef is guaranteed both fresh and tender EVERY TIME. Natural flavor and juices are protected while natural tendering action is speeded up by precisely-regulated temperature, humidity and air-circulation in special rooms. Tenderay Brand Beef is fully aged in 44 HOURS OR LESS instead of weeks. No other beef so fresh can be so naturally tender!

USDA CHOICE **MARKET BASKET TENDERAY BEEF**

Market Basket Tenderay Beef Is All U.S.D.A. Choice Grade...and It's All Deep-Cut Discount Priced!

CENTER CUT RIB PORK CHOPS

75¢ SAVE 10¢

LB.

EVERY-DAY DISCOUNT PRICE

LARGE LOIN FAMILY PACK PORK CHOPS, LB. 69¢
CENTER CUT LOIN PORK CHOPS, LB. 79¢
WAFER THIN PORK CHOPS, LB. 98¢

BONUS DISCOUNT BUY COUNTRY CLUB

CANNED HAM

5-LB. CAN **\$3⁹⁸** SAVE 61¢

BONUS DISCOUNT BUY U.S.D.A. GRADE A OR PEERLESS BRAND

HEN TURKEYS

LB. **33¢** SAVE 16¢

- DEEP CUT EVERYDAY DISCOUNT PRICES**
- U.S.D.A. Grade 'A' Whole Frying Chickens... lb. **29¢** 10¢
 - Fresh Cut Up Fryers... lb. **33¢** 12¢
 - Frying Chicken Thighs... lb. **55¢** 14¢
 - Frying Chicken Drumsticks... lb. **59¢** 10¢
 - With Rib Cage Fryer Breasts... lb. **59¢** 10¢
 - U.S.D.A. Choice Spring Lamb Shoulder... lb. **39¢** 30¢
 - U.S.D.A. Choice Leg of Lamb... lb. **77¢** 12¢
 - U.S.D.A. Choice Lamb Shoulder Chops... lb. **79¢** 19¢
 - U.S.D.A. Choice Lamb O-Bone Chops... lb. **89¢** 20¢
 - U.S.D.A. Choice Lamb Loin Chops... lb. **89¢** 9¢
 - U.S.D.A. Choice Lamb Rib Chops... lb. **89¢** 9¢
 - U.S.D.A. Choice Lamb Loin Chops... lb. **\$1²⁹** 40¢
 - U.S.D.A. Choice Lamb Rib Eye Chops... lb. **\$1²⁹** 30¢
 - Fresh Ground Beef and Lamb Lamburger... lb. **39¢** 10¢
 - Swift's Premium Smokie Links... Pkg. **75¢** 4¢
 - Lower Forms Franks... Pkg. **49¢** 6¢
 - Market Basket Sliced Cooked Ham... Pkg. **49¢** 10¢
 - Market Basket—All Beef, Reg. or Thick Sliced Bologna or Ham Left Lunch Meats... Pkg. **65¢** 4¢
 - Market Basket—All Beef or All Meat Bologna or All Beef or Cotto Slices Lunch Meats... Pkg. **29¢** 6¢
 - Buddy's Sliced—Smoked Chicken, Turkey, Corned Beef, Ham or Beef Lunch Meats... Pkg. **35¢** 4¢

- DEEP CUT EVERYDAY DISCOUNT PRICES**
- Iowa Farms or Hormel Red Label Sliced Bacon... Pkg. **55¢** 10¢
 - Former John, Hoffman Bettermead, Luer Quality, Morrill Yorkshire or Wilson Corn-King—1-Lb. Pkg. Sliced Bacon... **57¢** 12¢
 - Roth Blackhawk or Swift Premium, 1-Lb., 59¢ Dole Sliced Bacon, 12-Oz. Pkg. **77¢**
 - Oscar Mayer Saron Wrapped Sliced Bacon... Pkg. **67¢** 12¢
 - Wafer Thin, 1-Lb. Pkg. **79¢** 10¢
 - Market Basket Cryovac Wrapped Brisket Corned Beef... **79¢** 10¢
 - Corred Beef Rounds, 1-Lb. Pkg. **79¢** 10¢
 - Rupert Frozen Fish Sticks... 8-Oz. Pkg. **41¢** 4¢
 - Certi-Fresh Frozen Fish & Chips... Pkg. **68¢** 2¢

Fresher, Leaner Ground Meats At Deep-Cut Discount Prices!

GROUND BEEF

Freshly ground and wrapped in the store just before you buy it, this good ground beef compares to that offered by other stores at much higher prices.

PER LB. **37¢**

Premium quality, extra-lean ground beef that stays fresh for days with no preservatives, thanks to the air-tight Flavor Seal Pack.

- 3-LB. CHUB **47¢**
- 1-LB. CHUB **1.39**

GROUND SHOULDER LB. 57¢
GROUND ROUND LB. 68¢
GROUND SIRLOIN LB. 79¢
BEEF & PORK, UNSEASONED MEAT LOAF MIX LB. 49¢

FOR COOKING OR SALADS

WESSON OIL

24-OZ. BOT. **44¢** SAVE 5¢

BONUS DISCOUNT BUY

- DEEP CUT EVERYDAY DISCOUNT PRICES**
- Del Monte Sweet Pickle Chips... Jar **38¢** 3¢
 - Del Monte Kasher Fresh Dill Spears... 11 1/2-Oz. Jar **31¢** 4¢
 - Del Monte Sweet Relish... 14 1/2-Oz. Jar **32¢** 5¢
 - S&W Kidney Beans... 15-Oz. Can **18¢** 2¢
 - S&W-16-Oz. Can Carrots Julienne... **25¢** 2¢
 - S&W-15-Oz. Can Garbanzo Beans... **33¢** 2¢
 - S&W Oven Baked Beans... 28-Oz. Can **35¢** 4¢
 - S&W Sauerkraut... 16-Oz. Can **21¢** 2¢
 - S&W 3 Sieve Peas... 17-Oz. Can **26¢** 3¢
 - Top Flavor Applesauce... 16-Oz. Can **13¢** 2¢
 - Hillcrest Sliced or Halves Peaches... 29-Oz. Can **22¢** 3¢
 - Hillcrest Cut Green Beans... 16-Oz. Can **35¢** 5¢
 - Hillcrest Peas... 16-Oz. Can **16¢** 2¢
 - Hillcrest Sliced Beets... 16-Oz. Can **15¢** 2¢
 - Post Fortified Out Flakes... 10-Oz. Pkg. **37¢** 2¢
 - Shortening Crisco... 48-Oz. Can **86¢** 3¢
 - Lipton Chicken Noodle Soup Mix... 2-Pk. **29¢** 2¢
 - Lipton Onion Soup Mix... 2-Pk. **36¢** 3¢
 - C.H.B. Mayonnaise... 24-Oz. Jar **39¢** 4¢
 - Pompeian Olive Oil... 8-Oz. Bot. **47¢** 2¢

GERBERS STRAINED

ORANGE JUICE

12 4-OZ. CANS **\$1** SAVE 20¢

BONUS DISCOUNT BUY

INCLUDES 4¢ OFF LABEL

PUREX BLEACH

GAL. BOT. **49¢** SAVE 12¢

BONUS DISCOUNT BUY

DETERGENT COLD POWER

Includes 10¢ Off Label

49-OZ. PKG. **69¢** SAVE 14¢

BONUS DISCOUNT BUY

Bonus Discount Buys

MANUFACTURER'S ALLOWANCES ARE PASSED ON TO YOU TO PROVIDE ADDITIONAL SAVINGS. PRICES IN EFFECT WHILE STOCKS LAST.

U.S.D.A. Choice Lamb Breast... lb. **15¢** 14¢

LEG 'O PORK

(FRESH HAM)

- WHOLE OR SHANK HALF Fresh Hams... lb. **49¢** 12¢
- Fresh Ham Butt Portion... lb. **59¢** 10¢
- Fresh Ham Center Slices... lb. **89¢** 50¢

REGULAR OR SUPER

TAMPAX

BOX OF 40 **\$1²⁹** SAVE 40¢

EVERY-DAY DISCOUNT PRICE

DEEP CUT EVERYDAY DISCOUNT PRICES

Purx Red Meat Tuna for Cats 4-Oz. Can **12¢** 3¢

Nabisco Pet Food—16-Oz. Pkg. **29¢** 2¢

Flavor Snacks... **29¢** 2¢

Friskies Meat or Liver 1 1/2-Oz. Can **15¢** 2¢

Dog Food... Can **15¢** 2¢

Deep-Cut Discount Prices on Sunrise Fresh Fruits and Vegetables

If you insist on absolute freshness when you buy fruits and vegetables you'll love your favorites from Market Basket's Produce Department. They're the pick of the finest crops... packed with flavor and nutrition. That's why all Market Basket fresh fruits and vegetables carry this Sunrise-Fresh Guarantee: You must be completely satisfied with any Market Basket produce you buy or your item will be replaced or your money refunded.

SURRISE FRESH

MARKET BASKET MILD

CHEDDAR CHEESE

79¢ SAVE 10¢

EVERY-DAY DISCOUNT PRICE

- DEEP CUT EVERYDAY DISCOUNT PRICES**
- Aqua Net Hair Spray... 13-Oz. Can **69¢** 30¢
 - Maalox... 12-Oz. Bot. **99¢** 50¢
 - Similac... 13-Oz. Can **26¢** 5¢
 - Injecter Blades... Pkg. of 11 **\$1¹⁹** 30¢
 - Liquid Metrecal... 8-Oz. Can **28¢** 3¢
 - Style Hair Spray... 13-Oz. Can **69¢** 30¢
 - Fast Pain Relief Bayer Aspirin... Bot. **73¢** 16¢
 - Mouthwash Colgate 100... 14-Oz. Bot. **68¢** 30¢
 - Toothpaste Crest... 6 1/2-Oz. Tube **71¢** 24¢
 - Antiseptic Listerine... Bot. **\$1⁰⁸** 31¢
 - Johnson & Johnson Baby Powder... 14-Oz. Size **77¢** 21¢

- Bonus Discount Buys**
- MANUFACTURER'S ALLOWANCES ARE PASSED ON TO YOU TO PROVIDE ADDITIONAL SAVINGS. PRICES IN EFFECT WHILE STOCKS LAST.
- Great Shakes—4 Pack Choc. Shaker... **33¢** 6¢
 - Great Shakes Chocolate or Vanilla Refill Pack... **63¢** 10¢
 - Market Basket Coffee... 16-Oz. Can **59¢** 10¢
 - Market Basket Coffee... 32-Oz. Can **\$1¹⁷** 20¢
 - Inc. 3¢ Off Label—14-Oz. Can Dutch Cleanser... **14¢** 3¢
 - Kerna Strawberry Preserves... Jar **55¢** 20¢
 - Quick & Easy Minute Rice... 28-Oz. Pkg. **79¢** 10¢
 - Includes 5¢ Off Label—57-Oz. Pkg. White King Water Softener... **52¢** 9¢

- MARKET BASKET BLUE**
- or 1000 Island 16-Oz. Bot. Salad Dressing... **56¢** 3¢
 - Rougefort, 89¢, Save 10¢
 - Swiss Knight & Portion Gruyere Cheese... **55¢** 3¢
 - Assorted, 4 portion, 59¢
 - Mayfield Cheese Pkg. Gouda or Edam... **62¢** 3¢
 - Ballard Buttermk or Regular Biscuits... 3 Cns. **25¢** 5¢
 - Market Basket Black Cherry, Cherry Pineapple, Waldorf, Ctn. Carrot Pineapple or Fruit Treat Gelatin Salads... **33¢** 6¢

MODERN ENCYCLOPEDIA OF

Baby & Child Care

VOL. 1 ONLY **49¢** 99¢

VOLS. 2-10 EACH **99¢**

FINAL CLOSE-OUT APRIL 30... COMPLETE YOUR SET NOW!

EVERYDAY DISCOUNT PRICE

STRAWBERRIES... 12-Oz. Bkt. **29¢**

BONUS DISCOUNT BUY

Bermuda Onions... 3 Lbs. **29¢**

EVERYDAY DISCOUNT PRICE

ROYAL SUN (1/2-Gal., 65¢) Orange Juice... Qt. Bot. **33¢**

EVERYDAY DISCOUNT PRICE

SUGARPE EXTRA LARGE Dried Prunes... 1 1/2-Lb. Pkg. **67¢**

CHIQUITA BRAND BANANAS

10¢ LB.

FRESH HAWAIIAN PINEAPPLE

39¢ EACH

- LIQUOR BUYS:**
- 100% GRAIN NEUTRAL SPIRITS 1/2 Gal. **\$6⁶⁶**
 - Roskov Vodka**... 1/2 Gal. **\$6⁶⁶**
 - FRANZIA BROS. VIN ROSE, CHANTI, RHINEWEIN OR BURGUNDY 1/2 Gal. **99¢**
 - Table Wines**... Gal. **99¢**
 - KENTUCKY STRAIGHT BOURBON **Johnny Drum**... Qt. **\$4⁹⁹**
 - STEINBRAU Draft Beer... Qt. Bot. **35¢**
 - 100% GRAIN NEUTRAL SPIRITS 1/2 Gal. **\$6⁶⁶**
 - Sara Lee Frozen Apricot, Apple or Cherry Danish Coffee Cake**... Each Frozen—6-Oz. Can **82¢** 7¢
 - Delaware Punch**... 10-Oz. Pkg. **27¢** 2¢
 - Strawberries**... 10-Oz. Pkg. **27¢** 2¢
 - Swanson Frozen Chicken & Noodle, Chili & Beans, Macaroni & Beef or Spaghetti & Meat Balls **Dinners**... Each **39¢** 4¢
 - Swanson Frozen, Assorted TV Dinners... Each **48¢** 1¢

EVERYDAY DISCOUNT PRICE

POTATOES

10 39¢ LB. BAG

STORE HOURS

MONDAY THRU FRIDAY **10 a.m. to 9 p.m.**

SATURDAY AND SUNDAY **10 a.m. to 7 p.m.**

• TORRANCE/REDONDO, 1401 Hawthorne Blvd.

• WILMINGTON, 129 Lomita Blvd.

• SAN PEDRO, 501 So. Gaffey (at 5th St.)