



# CELEBRATES THE GRAND OPENING of the SOUTH BAY CENTER

Join the fun! Enjoy the values! Plenty of parking space... drug and variety stores, a bank, specialty shops... and Ralphs, Southern California's pioneer grocery company to supply all your food needs!

Register for free prizes... you may win one of the valuable Ralphs coupon books being given away! See the clowns and the circus, all the excitement of an opening... now, in your new shopping center!



has so much to offer you!

### Lower Prices!

Prove to yourself that Ralphs outstanding "specials" and lower shelf prices enable you to save consistently when you buy all your groceries at Ralphs!

### Free Dividends!

Choose from handsome gifts like the new coffee-maker! With Ralphs gold cash-register tapes, absolutely FREE!

### Quality!

For 84 years, Ralphs has been the symbol of quality... so, naturally, everything you buy at Ralphs is unconditionally guaranteed!

Ralphs meats are properly trimmed before weighing! Ralphs produce is fresher, rushed from source to store every day... washed, trimmed and ready by store-opening!

Ralphs dairy products and ice cream, from Ralphs own creamery, are tops in purity, quality, and value! Ralphs baked goods come direct from Ralphs own ovens each morning... pure and delicious, at "sells for less" prices!

Ralphs stocks frozen, canned, and packaged goods in vast variety... dependable health and beauty aids, household articles... everything... in one store, under one roof... for you!

Yes, **Ralphs** has so much to offer you!

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"I SEARCH FOR ADVENTURE" Thurs. 7:00-8:00 P.M.

CHANNEL 13



## I GOT IT FREE, YOU CAN TOO

New! Modern Design! Makes "Drip" Coffee by percolating! Duncan Hines Stainless Steel "Jet-O-Matic" automatic coffeemaker! Doesn't boil the coffee... saves up to 30% because it extracts more coffee, of perfect flavor and aroma. Fully automatic, fast, makes 3 to 10 cups, signals when done, keeps coffee hot!

at



YOURS FREE for 38 \$20 envelopes of Ralphs Gold Cash-Register Tapes!

OTHER FREE DIVIDENDS

STAINLESS STEEL COOKWARE, DISHES, KITCHEN UTENSILS, NYLONS, TOWELS, AND MANY MORE!



MOUNTAIN BARTLETT Pears FANCY	7c
NORTHERN SEEDLESS Grapes NO. 1	7c
VALENCIA JUICE Oranges SWEET	7c
THICK MEAT BELL Peppers Good Sizes for Stuffing	7c

PINEAPPLE-GRAPEFRUIT DRINK DEL MONTE	27c
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Ralphs CATERING Dutch Apple Ice Cream	2 for 49c
DEL MONTE CRUSHED Pineapple	2 for 25c

PACIFIC HONEY TREAT Graham Crackers	27c
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CRACKERS NABISCO Snow Flake Salted or Unsalted	21c
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**Ralphs**  
SELLS FOR LESS

Store Hours 9 A.M.-9 P.M. Mon. thru Sat. 9 A.M.-6 P.M. Sunday. Some stores open later. Call local store for hours. Crenshaw-Rodan & Sunset stores open till midnight every night.

Club \$115 T-Bone \$119	BONELESS Top Sirloin	\$129
Porterhouse	Beef Tenderloin Fillet	\$179
IOWA BRAND SMOKED Picnic Shoulders	SWIFT'S PREMIUM FROZEN MEATS	39c
MISSISSIPPI BRAND Sliced Bacon	CHOPPED BUTTERED Beef Steaks	6-oz. Pkg. 33c
IDLE WILD FARMS FROZEN ROCK CORNISH Game Hens	LOIN Luncheon Steaks	6-oz. Pkg. 39c
FRESH ALASKA Sliced Halibut	Hamburger Patties	9-oz. Pkg. 39c
SIR FRANCIS DARK RED Kidney Beans	ALL MEAT Franks	1-lb. Pkg. 49c
QUAKER STATE Mushrooms	A-1 Sauce	9-oz. Marked "5c Off" Price \$1.24 Less 5c Sale Price 49c
GREEN GIANT PEAS	Folger's Instant Coffee	6-oz. Jar Marked "15c Off" Price \$1.24 Less 15c Sale Price 109c
CROSSE & BLACKWELL SEAFOOD Cocktail Sauce		12-oz. 29c

Good at any Ralphs Market

**FREE**

This Ralphs Coupon

Good for one Free 14-oz. Can

**BAB-O CLEANSER**

Thursday, Friday, Saturday and Sunday only, August 22, 23, 24, & 25, 1957

LIMIT ONE COUPON PER CUSTOMER

BREAST-O'-CHICKEN LIGHT CHUNK Tuna	6 1/2-oz. 23c
WISH-BONE French Dressing	8-oz. 29c

TUNA STAR-KIST Light Chunk	6 1/2-oz. 23c
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TOMATOES HUNT'S Solid Pack	1-lb. 19c
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CHICKEN OF THE SEA LIGHT CHUNK Tuna	6 1/2-oz. 23c
Bisquick Biscuits HOME STYLE OR BUTTERMILK	8-oz. Can. 13c

WAXTEX Wax Paper	100-Ft. Roll. 20c
CHIFFON Facial Tissue	Pkg. of 400. 26c



Cinnamon Loaf	17c
Hot Dog Rolls or Hamburger Buns	21c
FARMER IN THE DELL Barbecued CHICKEN IN A BASKET COMPLETE FROZEN DINNER	69c
STAR-KIST FROZEN Tuna Pie	8-oz. 19c
SWANSON'S FROZEN Fruit Pies	32c
APPLE BLUEBERRY OR CHERRY	Pkg. of 2. 36c
LEMONADE SUNKIST FROZEN	3 6-oz. Cans 25c

Scot Towels	2 for 33c
NINE LIVES Cat Food	6-oz. Can. 2 for 23c

Wesson Oil	59c
Quart Marked "5c Off" Price 64c Less 5c Sale Price 59c	Gal. 199c

GREEN BEANS DE LUXE Cut	15 1/2-oz. Can 2 for 29c
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**Ralphs**  
SELLS FOR LESS

Prices Effective in all Ralphs Stores Thursday, Friday, Saturday and Sunday August 22, 23, 24 & 25, 1957 We Reserve the Right to Limit Quantities

Complete Food Stores Serving Los Angeles County for 84 Years