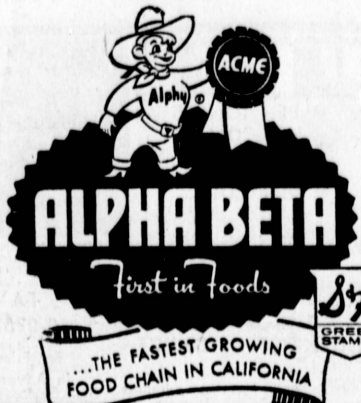


ALPHA BETA "ROCKS" SOUTHERN CALIFORNIA



BEEF PRICES GO DISCOUNT!

EVERYDAY! ... ON "DOUBLE YOUR MONEY BACK GUARANTEED" BEEF!

PRICES EFFECTIVE JULY 1, 2, 3, 4 & 5 WED., THURS., FRI., SAT., AND SUN. ALL ALPHA BETA STORES WILL BE OPEN SATURDAY, JULY 4th, 9 A.M. to 7 P.M. ALL ITEMS LIMITED TO STOCK ON HAND

FIRESIDE • SKINLESS HOT DOG!

FRANKS

2.78^c LB. PKG.

ALPHA BETA Pkg. of WIENER BUNS SAVE 29^c



ALPHA BETA **BONELESS BEEF ROAST** 69^c LB.

GREAT TO BARBECUE! USE "TENDER TASTE" MARINATING SEASONING!

• RUMP or • BOTTOM ROUND

THIS IS THE SAME FINE QUALITY BEEF THAT YOU KNOW SO WELL, AND NOW YOU CAN SAVE TWO WAYS ON ALL YOUR BEEF PURCHASES. SAVE ON EVERYDAY BEEF PRICES DAY IN AND DAY OUT! PLUS ... SAVE ON WEEKEND SPECIAL FEATURES! AND GET S & H GREEN STAMPS TOO ...



SOME EXAMPLES OF DISCOUNT PRICES:

ITEM	PERCENT OFF	NEW PRICE	OLD PRICE
GROUND BEEF	4%	39 ^c 10 ^c	41 ^c 10 ^c
CHUCK STEAK	6%	59 ^c 10 ^c	63 ^c 10 ^c
RIB ROAST	9%	79 ^c 20 ^c	86 ^c 20 ^c
ROUND STEAK	9%	89 ^c 10 ^c	97 ^c 10 ^c
SHORT RIBS	4%	35 ^c 14 ^c	36 ^c 14 ^c
CHUCK ROAST	6%	55 ^c 10 ^c	58 ^c 10 ^c
STEWING BEEF	8%	79 ^c 10 ^c	85 ^c 10 ^c

DUBUQUE OR CORN KING **CANNED HAM** 5 LBS. CAN \$3.49 10 LBS. CAN 65^c

SHRIMP 1⁹⁸

VEAL STEAKS 79^c

SMOKE LINKS 59^c

KAPTAH KRUSTY • 24-OZ. FIELD 1⁹⁸

SLICED BACON 49^c

PORK SAUSAGE 35^c

FISHSTICKS 59^c

WILSON

COOKED LOBSTER 98^c

FESTIVAL HAMS 98^c

ALPHA BETA **Western Beef With Eastern Trim**

SIRLOIN T-BONE PORTER-STEAK 79^c LB.

STEAK 89^c LB.

HOUSE 98^c LB.

ALPHA BETA • SAVE 10^c

POTATO SALAD 2 LB. CTN. 49^c

15 OZ. CARTON • POTATO SALAD SAVE 4^c 29^c

ALPHA BETA • SLICED • SAVE 10^c

SWISS CHEESE 6-OZ. PACKAGE 29^c

8 OZ. BOTTLE • SAVE 10^c

BOB'S DRESSING • BLEU CHEESE • 1000 ISLAND • SOUR CREAM 29^c

52-OUNCE JAR • SAVE 4^c

HOMADE SAUERKRAUT 29^c

HOMADE • 22-OZ. JAR • "NEW CROP!" SAVE 10^c 29^c

KOSHER PICKLES 29^c

VITA-PAK • QUART DECANTER • SAVE 4^c

ORANGE JUICE 49^c

PLASTIC • BOX OF 50 SANDWICH BAGS 19^c

• BOX OF 25 UTILITY BAGS • 100 FT. WRAP ROLL

Laura Scudder POTATO CHIPS

REGULAR 69^c TWIN PACK 48^c

12 OZ. CANS • SAVE 4^c

BALA CLUB POP 5^c

REGULAR OR THIN LINE ALL FLAVORS

IDEAL • FROZEN • Shoestring POTATOES 24 OZ. PKG. 39^c

26 OUNCE CARTON • IODIZED **LESLIE SALT** SAVE 3^c 10^c

VAN CAMP • 2 1/2 CAN **PORK & BEANS** SAVE 2^c 19^c

HUNT'S OR DEL MONTE • 2 1/2 CAN HALVES OR SLICES SAVE UP TO 50^c

CLING PEACHES 25^c

ONE IDA • FROZEN **ONION RINGS** 7 OZ. PKG. 39^c

12 INCHES BY 75 FEET • SAVE 20^c

REYNOLDS WRAP INCL. 10^c OFF 59^c

BONDSWARE • 9-INCH **PAPER PLATES** PKG. OF 100 \$1.49 VALUE 77^c

PACKAGE OF 100 **DIXIE CUPS** 77^c

COLD CUPS SAVE 18^c

SET OF SIX **CORN SKEWERS** 29^c

• STAINLESS PRONGS • BUTTER GUARD

2-OZ. FREE-FLO TUBE **SEA & SKI SUNTAN LOTION** SAVE 30^c 49^c PLUS TAX

NEW FORMULA **BAN DEODORANT** ROLL-ON REG. \$1.00 69^c PLUS TAX

CREAM REG. 69^c 49^c PLUS TAX

HEAR THE ANGELS in action **KMPC-710 ON YOUR DIAL**

HONEY TREAT GRAHAMS 1-LB. BOX 35^c

COMET GIANT GRAIN RICE

FOR FREE COPY OF COMET RICE DIET SEND BOX TOP TO BOX 544 • DALLAS, TEXAS 75221

98 OZ. SIZE 31^c

ColorTex • Paper • Pkg. of 60 **NAPKINS** SAVE 3^c 7^c

DUTCH PRIDE • 1/2 GAL. **IMITATION ICE MILK** SAVE 10^c 29^c

PARTY TREAT **MIXED NUTS** 13 OUNCE CAN SAVE 21^c 48^c

IDEAL • Frozen • 6 oz. Cans **LEMONADE** 12 OZ. CAN • SAVE 4^c 19^c 10^c

ALPHA BETA **Celeste COUPON**

FREE ONE ONLY Celeste PLATINUM BANDED 14-OZ. COOLER WITH THIS COUPON AND MINIMUM \$10.00 PURCHASE (Excluding Fluid Dairy Products) ADULTS ONLY

NO. 7A COUPON GOOD THROUGH TUES., JULY 7

BUY ANY QUANTITY, ANY STYLE **Celeste GLASSWARE** ONLY 29^c NO COUPON NECESSARY

BETTER PRODUCE AT A BETTER PRICE

... and you get S & H GREEN STAMPS, TOO!

CORN ON THE COB 12 LARGE EARS 49^c

FRESH TENDER AND SWEET

SWEET • LARGE SIZE • SANTA ROSA **PLUMS** 2.25^c LB.

YOUNG AND TENDER • BULK

CARROTS 3^c LB.

SWEET AND MILD • SPANISH

THIN SKIN • FRESH & JUICY **LEMONS** 3.10^c

CLIFF CHAR • SAVE 51^c **BRIQUETS** 10 LB. BAG 58^c

KRAFT • 24-OZ. JAR • SAVE 20^c • INCL. 5^c OFF **MAYONNAISE** 29^c

DEL MONTE • 14-OZ. • SAVE 12^c **CATSUP** 2.25^c FOR

HALF HILL • NO. 16 FLAT CAN • SAVE 5^c **SOLID WHITE TUNA** 29^c

PER TUN • 15-OZ. CAN • SAVE 5^c 2.49^c

MAXWELL HOUSE COFFEE

1-LB. CAN 79^c 3-LB. CAN 2.09^c 10-OZ. INSTANT 1.19^c

LIPTON **INSTANT TEA** 3 OZ. SIZE 79^c 10^c OFF LABEL

LIPTON **SOUPS**

• ALPHABET VEGETABLE • CHICKEN NOODLE WITH MEAT • CHICKEN RICE

BOX OF TWO ENVELOPES 39^c EA.

THESE SALE PRICES EFFECTIVE IN ALL 110 ALPHA BETA MARKETS

ALPHA BETA First in Foods

...THE FASTEST GROWING FOOD CHAIN IN CALIFORNIA

TORRANCE 2720 Cabrillo Ave. 5130 190th St., at Anza

REDONDO 1880 S. Pacific Coast Highway

DOMINGUEZ HILLS 190th St. at Avalon