

Ralphs **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!

Ralphs

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!

KCOP

"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!

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!



Ralphs FRESH PRODUCE

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

PINEAPPLE-GRAPEFRUIT DRINK
DEL MONTE
46-oz. Can **27c**

Ralphs CATERING
Dutch Apple Ice Cream **2 49c** Pint for
DEL MONTE CRUSHED Pineapple **2 25c** 9-oz. for

Honey Treat PACIFIC HONEY TREAT
Graham Crackers **27c** 1-lb.

CRACKERS
NABISCO Snow Flake Salted or Unsalted
21c 1-lb.

Ralphs
SELLS FOR LESS
Open 9 a.m. To 10 p.m.
7 Days A Week

STEAKS U.S.D.A. CHOICE GRADE SURPLUS FAT AND TAILS REMOVED

- Club **\$115** T-Bone **\$119** BONELESS Top Sirloin **\$129** Lb.
- Porterhouse **\$125** Lb.
- IOWA BRAND SMOKED Picnic Shoulders **39c** Lb.
- MISSISSIPPI BRAND Sliced Bacon **69c** 1-lb. Pkg. From the Tall Corn Country
- IDLE WILD FARMS FROZEN ROCK CORNISH Game Hens **89c** 14-oz. Pkg.
- FRESH ALASKA Sliced Halibut **55c** Lb.
- SIR FRANCIS DARK RED Kidney Beans **2 21c** 1-lb. Cans
- QUAKER STATE Mushrooms **25c** 4-oz. Can. Stems & Pieces
- GREEN GIANT PEAS** 1-lb. 1-oz. **19c**
- CROSSE & BLACKWELL SEAFOOD Cocktail Sauce **29c** 12-oz.
- SWIFT'S PREMIUM FROZEN MEATS CHOPPED BUTTERED Beef Steaks **33c** 6-oz. Pkg. LOIN
- Luncheon Steaks **39c** 6-oz. Pkg.
- Hamburger Patties **39c** 9-oz. Pkg.
- Ralphs ALL MEAT Franks **49c** 1-lb. Pkg.
- A-1 Sauce **49c** 9-oz. Marked "5c Off" Price \$4c Less 5c Sale Price
- Folger's Instant Coffee **\$109** 6-oz. Jar Marked "15c Off" Price \$1.24 Less 15c Sale Price

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 **23c** 6 1/2-oz.

TUNA
STAR-KIST Light Chunk
23c 6 1/2-oz.

TOMATOES
HUNT'S Solid Pack
19c 1-lb. 12-oz. Can

CHICKEN OF THE SEA LIGHT CHUNK Tuna **23c** 6 1/2-oz.

Bisquick Biscuits HOME STYLE OR BUTTERMILK
13c 8-oz. Can

WAXTEX Wax Paper 100-Ft. Roll **20c** Plus 1c Tax

CHIFFON Facial Tissue Pkg. of 400 **26c** Plus 1c Tax

Complete Food Stores Serving Los Angeles County for 84 Years

Ralphs FRESH BAKERY

- Cinnamon Loaf "COFFEE CAKE" LOAF ROLLED WITH CINNAMON—TOPPED WITH SWEET CRUNCH AND SLICED. JUST TRY IT TOASTED! 6-oz. **17c**
- Hot Dog Rolls or Hamburger Buns **21c** FRESH AND DELICIOUS Pkg. of 6
- FARMER IN THE DELL Barbecued CHICKEN IN A BASKET COMPLETE FROZEN DINNER **69c**
- STAR-KIST FROZEN Tuna Pie **19c** 8-oz.
- SWANSON'S FROZEN Fruit Pies BLUEBERRY OR CHERRY **36c** Pkg. of 2

LEMONADE
SUNKIST FROZEN
3 25c 6-oz. Cans

Scot Towels White, Pink or Yellow Regular Size Roll **2 33c** for Plus 2c Tax

NINE LIVES Cat Food **2 23c** 6-oz. Can for Plus 1c Tax

Wesson Oil Quart Marked "5c Off" Price 64c Less 5c Sale Price **59c** Gal. **\$1.99**

GREEN BEANS
DE LUXE Cut
2 29c 15 1/2-oz. Can for

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