THE FASTEST GROWING FOOD CHAIN IN CALIFORNIA

PRICES EFFECTIVE WED. THRU SUN. SEPT. 30, OCT. 1, 2, 3, 4 ALL ITEMS LIMITED TO STOCK ON HAND



ALPHA BETA DELICATESSEN **SPECIALS**

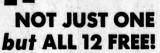
RLPHR BETR . SAVE 10c . 1-LB. PKG.

ROLOGNA ALPHA BETA . SLICED . 34 LB. PKG.

ALPHA BETA . 2-LB. CUP . SAVE 10c POTATO

SALAD 15-0Z. CUP . POTATO SALAD SAVE 29c PRESS-HERALD you'd buy them on sight . . .

they're





Holiday ACCESSORY PIECES

See the handsome, matching "Holiday" accessories on display in all Alpha Beta stores. You'll buy them on sight—for just one-half regular retail price! 32-oz. Beverage Server (retail value 8.95)—\$4.48. Ice Bucket with metal base and handle (retail value, 8.95)—\$4.48. Serving Dish with a removable aluminum liner for baking, freezing. serving (retail value, \$9.95)—\$4.98.

These beautiful "Holiday" thermo cups and tumblers are free to you from Alpha Beta. Matched sets for that quality look. A new and exclusive styling in sophisticated fire bronze sparked with white. By "Holiday," the "sterling" of thermoware. When it's a free gift for you, Alpha Beta just doesn't fool around with catchpenny items. Instead they shopped around for the quality you'd want to buy. Thermoware that's not only double walled, but also has vacuum sealed insulation to keep beverages and soups piping hot or icy cold. So carefully made, there's not a rough edge or mould mark anywhere. So indestructible, they're gueranteed for a full yeer. Superior plastic that's unbreakable in normal use and dishwasher-proof. You'll see them in leading department stores at \$6.95 for a set of 6.

Get one free every week, with the coupon clipped from Alpha Beta's mid-week ad and a minimum purchase of \$10.00. (With a \$5.00 purchase and coupon you pay only 50c.)

In just 12 short weeks, you'll have your complete set of 6 thermo cups and 6 tum-

In just 12 short weeks, you'll have your complete set of 6 thermo cups and 6 tumblers . . . to enjoy at home or to give proudly as Christmas gifts. Watch for and clip coupon from Alpha Beta's mid-week ad each week.

JELL-O

3-OUNCE

3 PKGS. 29C

ZEE PAPER -WRAP NAPKINS

PKG. OF 80

2 FOR 23c

CHICKEN

OF THE



CLIP VALUABLE COUPON BELOW AND START YOUR SET TODAY!



ONE ONLY Holiday

THERMO TUMBLER

OR 50c EACH WITH COUPON AND MINIMUM

S,00 PURCHASE

S,00 PURCHASE

(EXCLUDING FLUID DAIRY PRODUCTS)

ADULTS ONLY COUPON GOOD THROUGH TUES., OCT. 6



COUPON No. 1-A



ALPHA BETA MEATS WITH YOUR APPROVAL

ALPHA BETA' Trimed-Ritte WESTERN GRAIN FED BEEF

ALPHA BETA Trimid-Rite WESTERN BEEF SHORT

RIPHA BETA DEPENDABLE QUALITY

ALPHA BETA Trimid-Rote WESTERN BEEF

ALPHA BETA SELECTED

BESF LIVER NUTRITIOUS • CENTER CUT SALMON STEAK 89% WILSON . I POUND ROLL

PORK SAUSAGE WILSON . 1-LB. PKG. . CERTIFIED SLICED BACON

WILSON . FULLY COOKED . BONELESS

FESTIVAL HAMS

CANNED HAMS 5 4 349

Have you tried .-

OXTAIL in the POT?

LEAN 'N MEATY

BEEF OXTAILS

(Printed Recipes Available in Store)

REGULAR OR MENTHOL . REGULAR 98c GILLETTE INCLUDES 776

\$1.78 VALUE . SAVE 28c . 12 BLADES

GILLETTE STAINLESS STEEL BLADES

ALPHA BETT PEAK OF THE SEASON . SWEET AND JUICY

SEA CHUNK TUNA 1-LB BOX NO. 34 49c SOFT-WEVE TOILET TISSUE 2 PACK 23c

> SAVE 10c MAXWELL HOUSE SAVE 40¢ INCL. 20¢ OFF

HUNT'S • 14-OZ. BOTTLE • SAVE 13c

HUNT'S • 32-OZ. (Quart) CANS • SAVE 50c

PACIFIC STA CRISP SAVE 10c

CRISCO 24 OZ. BTL.

BLACK FLAG

171/2-OZ. AEROSOL BOMB \$1.39

AURORA

BATHROOM TISSUE

2 PLY 2 PACK 25c

HERSHEY INSTANT COCOA MIX

HUNT'S . 300 CAN . SAVE 176

TOMATOES

HONEY TREAT . 1-LB. BOX . SAVE 10c CRACKERS

HUNT'S . 21/2 CAN . SAVE 24c

Solid Pack **TOMATOES**

4lc

1-LB. SIZE

SALES TAX COLLECTED ON ALL TAXABLE ITEMS

THESE PRICES EFFECTIVE IN ALL 110 **ALPHA BETA** MARKETS CHECK YOUR PHONE DIRECTORY FOR THE

ADDRESS OF YOUR NEAREST LOCATION

TORRANCE
2720 Cabrillo Ava.—5130 190th St., at Anza
REDONDO DOMINGUEZ HILLS
1880 S. Pacific Coast Hwy. 190th St. at Avalor

GOLD LABEL . MASHED . 16-0Z. PKG. INSTANT

HAWAIIAN . FIELD RIPENED . LARGE

LAKE COUNTY