



Plain Talk About The Finest Flavored Beef You Can Buy:

How can you be sure of quality in the beef you buy? No problem—if you choose Alpha Beta's own Lancaster Brand. Nothing's left to chance with this beef. It's pre-selected and grain-fed in specially chosen feed lots. It's the top half of the most-in-demand grade of beef, because Alpha Beta refuses to accept anything less than that. It's aged slowly, the natural way. Alpha Beta's own trim'd-rite method even sees to it that only the proper proportion of fat is retained so you get less waste, more flavor. And it's conveniently packaged in the new Snowflake styrofoam tray that needs no re-wrapping, never sticks to meat. Yet, with all this special attention and care, Lancaster Brand trim'd-rite beef actually costs less than many inferior cuts in other stores. Even comes with a double-your-money-back guarantee. No question about it—Lancaster Brand beef is bound to please!



the BEST BRANDS you can BUY!

Lancaster • Sunrich • IDEAL • Gold Seal • Louella • Virginia Lee

OUR GROWIN' IS SHOWIN' AGAIN...
THIS TIME IT'S IN
EL CAJON
(SAN DIEGO COUNTY)

IDEAL
303 CANS • SAVE 11c
FRUIT COCKTAIL
5 FOR \$1.00

IDEAL • 19-OZ. • 4 VARIETIES • SAVE 67c
CAKE MIX 5 FOR \$1.00

IDEAL • 46 OUNCE CANS • SAVE 35c
TOMATO JUICE 5 FOR \$1.00

IDEAL • 303 CANS • SAVE 20c • GREEN
BEANS CUT OR FRENCH SLICED 6 FOR \$1.00

ALPHA BETA BLEACH 39c
IN ONE GALLON PLASTIC CONTAINER
SAVE 6c

IDEAL MAYONNAISE 29c
24 OZ. JAR
SAVE 10c

IDEAL • 303 CANS
GRAVENEIN APPLE SAUCE 8 FOR \$1.00
SAVE 40c

ALPHA BETA BONUS COUPON
FREE ONE ONLY INDIAN HEAD NAPKIN
WITH THIS COUPON & MINIMUM \$10 OF PURCHASE IN 30c EACH WITH COUPON 232 MINIMUM \$1.00 PURCHASE (EXCLUDING FLUID DAIRY PRODUCTS)
COUPON GOOD THRU THURS., FEB. 9
COUPON NO. 4

Louella • CATERING QUALITY
ICE CREAM 1/2 GAL. SAVE 10c 59c

IDEAL • 303 CANS • SAVE 35c
PEAR HALVES 5 FOR \$1.00

REG. OR DRIP GRIND • SAVE 14c
IDEAL COFFEE 1-LB. CAN 65c

2-POUND CAN SAVE 26c \$1.29

3-HOLE • WIDE OR COLLEGE RULE
FILLER PAPER 200 SHEETS SAVE 30c 39c

BOTTLE OF 60 • SAVE 30c
BUFFERIN TABLETS 59c

ACME • SAVE 10c • ONE PINT
RUBBING ALCOHOL 15c

Lancaster BRAND trim'd-rite BEEF
CHUCK STEAK
SAVE 30c LB.
39c LB.

Lancaster BRAND trim'd-rite BEEF
T-BONE STEAK SAVE 50c LB. 95c LB.

Lancaster BRAND trim'd-rite BEEF
PORTER-HOUSE SAVE 50c LB. 99c LB.

Lancaster BRAND trim'd-rite BEEF
TOP SIRLOIN SAVE 60c LB. \$1.19 LB.

Lancaster BRAND RED • THICK • THIN SLICED BACON 49c
Lancaster BRAND PLAIN OR KOSHER STYLE CORNED BEEF BRISKET 69c

Lancaster BRAND trim'd-rite BEEF
7-BONE ROAST SAVE 30c LB. 49c LB.

Lancaster BRAND trim'd-rite BEEF
Round-Bone ROAST 59c LB.

Lancaster BRAND trim'd-rite BEEF
CHUCK ROAST BONE-LESS 79c LB.

Lancaster BRAND trim'd-rite BEEF
BIEF SHORT RIBS 19c LB.

SAN JUAN • VAC-PAC • FROZEN
SOLE FILLETS 12-OZ. PKG. 49c

SAN JUAN • VAC-PAC • FROZEN
PERCH FILLETS 12-OZ. PKG. 39c

4 FISHERMEN • FROZEN
SCALLOPS 7-OZ. PKG. 49c

Have you tried...?
BEEF STEW MAGNIFIQUE?
Brown 2 lbs. stew meat in 2 T. oil; add 4 cups boiling water, 1 clove garlic, 1 sliced onion, 2 bay leaves, 1 T. salt, 1 Tsp. sugar, 1/2 Tsp. pepper and a dash of cloves. Cover and simmer 2 hours. Remove bay leaves and garlic. Add 12 small carrots, 18 small onions, and 6 quartered potatoes. Cover and cook 30 minutes until vegetables are tender. Makes 6 generous portions.
Lancaster BRAND • trim'd-rite BONELESS STEWING BEEF 79c lb.
RECIPE AVAILABLE IN STORE

ALPHA BETA • 1/2 GALLON • SAVE 20c
FABRIC SOFTENER 49c

SUNRICH • 32-OUNCE BOTTLE • 80c VALUE
LIQUID DETERGENT INCL. 35c OFF 39c

ALPHA BETA • 10 BAK PACKAGE • SAVE 10c
COMPLEXION SOAP 49c

ALPHA BETA • 10-LB. BOX • \$2.29 VALUE
LO SUDS DETERGENT INCL. 50c OFF \$1.49

IDEAL FROZEN VEGETABLES
10-OUNCE PACKAGES • SAVE UP TO 84c
• **CHOPPED BROCCOLI** 8 FOR \$1
• **CHOPPED SPINACH**
• **LEAF SPINACH**
10-OUNCE PACKAGES • SAVE UP TO 47c
• **GREEN PEAS** 7 FOR \$1
• **CUT CORN**
• **PEAS & CARROTS**
10-OUNCE PACKAGES • SAVE UP TO 50c
• **MIXED VEGETABLES**
• **SUCCOTASH**
• **LIMA BEANS** 6 FOR \$1
• **GREEN BEANS**
10-OUNCE PACKAGES • SAVE 45c
• **BROCCOLI SPEARS** 5 FOR \$1
• **BRUSSELS SPROUTS**
• **CAULIFLOWER**

BETTER PRODUCE • BETTER PRICE
and you get 4x GREEN STAMPS, TOO
U.S. NO. 1 RUSSET POTATOES
5 LB. BAG 39c
ONIONS SLICING SIZE 5c LB.
SQUASH THICK MEATED • GOLDEN BANANA 5c LB.
STREAK SIZE MUSHROOMS PER 1/2-LB. SAVE 10c 39c
SUN DRIED • EXTRA FANCY MIXED FRUIT 3 1/2 LBS. \$1.00

BALA CLUB
REGULAR OR THINLINE
12-OZ. CANS 12 FOR \$1.00

CHICKEN OF THE SEA
WHITE MEAT
CHUNK TUNA
NO. 15 CAN 37c

DOLE CRUSHED PINEAPPLE
BUFFET CANS 2 FOR 39c

BANQUET • FROZEN DINNERS
6 VARIETIES 49c EA.

C & H SUGAR
BROWN OR POWDERED
1-LB. BOXES
2 FOR 35c

ORE-IDA • FROZEN FRENCH FRIES
5-LB. BAG \$1.29

PACIFIC HONEY TREAT GRAHAMS
1-LB. BOX 35c

GERBER'S JUNIOR VEGETABLES
ALL VARIETIES
2 FOR 35c

KOTEX
REGULAR OR SUPER
PKG. OF 24 87c

KLEENEX
2 PLY
BOX OF 200 25c

REYNOLDS WRAP
12 INCHES x 25 FEET
33c

3EE TOILET TISSUE
4 ROLL PACK 37c

RINSO
LARGE SIZE
33c

ACTIVE ALL
LOW SUDS DETERGENT
GIANT SIZE 77c

VIM DETERGENT TABLETS
GIANT SIZE
69c

LUX LIQUID
12-OZ. SIZE
35c

TOP JOB CLEANER
REG. SIZE—INCL. 12c OFF 29c

ALPHA BETA
OUR GROWIN' KEEPS SHOWIN'
PAY UTILITY BILLS FREE!
AT ALPHA BETA
MONEY ORDERS ONLY 20c EACH

- TORRANCE 3720 CARRILLO AVE.
- TORRANCE 5130 190th ST. of ANZA
- REDONDO 1810 S. PAC. COAST HWY.
- DOMINGUEZ HILLS 190th ST. of AVALON