



New! smooth as satin Market Basket Mel-O-Soft Bread

GRAND OPENING THIS WEEKEND...

3210 E. ANAHEIM, LONG BEACH

New! 16 Other Tempting Market Basket Brand Baked Foods...

- | | | |
|--|--|---|
| WHEAT BREAD
100% WHOLE WHEAT BREAD
HONEY CRACKED WHEAT BREAD
HONEY WHEAT BREAD
SPECIAL FORMULA BREAD | RAISIN BREAD
FRENCH SOUR DOUGH
FRENCH SWEET DOUGH
RYE BREAD
FRENCH ROLLS
HAMBURGER BUNS | HOT DOG ROLLS
BROWN & SERVE ROLLS
ENGLISH MUFFINS
CAKE DOUGHNUTS
PETITE DOUGHNUTS |
|--|--|---|



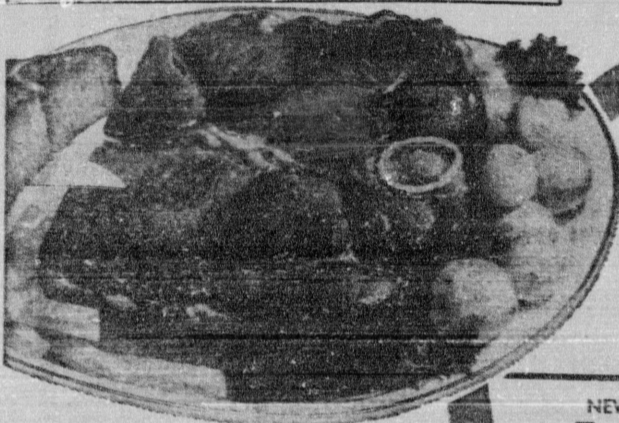
Now... enjoy the extra softness, extra tenderness, extra flavor of Market Basket's exclusive Mel-O-Soft Bread.

New bread-baking formula not only makes texture soft-smooth but banishes big holes—spreads won't seep through on you. Crust is so tender and tasty you won't want to cut it off.

All this for you at the lowest cost, too, with Market Basket Mel-O-Soft Bread. Try a loaf or two real soon.

INTRODUCTORY OFFER THIS WEEKEND ONLY SAVE 17c ON YOUR FIRST LOAF
CLIP THIS COUPON

VALUABLE COUPON
INTRODUCTORY OFFER: MARKET BASKET MEL-O-SOFT
BREAD 10c
One 15-oz. Loaf With This Coupon. COUPON WORTH 17c TOWARD REGULAR PRICE OF 27c. COUPON EFFECTIVE THURS., FRI., SAT., SUN., APRIL 1, 2, 3, 4 AT ANY MARKET BASKET STORE.



U.S.D.A. CHOICE BEEF
ROUND STEAK CUT ANY THICKNESS
LB. **59c**

- FRESH CALIFORNIA GROWN ECONOMY QUALITY (SKIN TEARS)
- Roasting Chickens LB. 39c
 - Rump Roast U.S.D.A. CHOICE BEEF, OVEN READY, REGULAR CUT LB. 59c
 - Sliced Bacon FARMER JOHN 1-LB. PKG. 49c
 - PAUMAN'S ROUNDS OF Corned Beef LB. 79c
 - LARGE LOIN Lamb Chops LB. 79c
 - PIN BONE Lamb Chops LB. 59c
 - COLD KIST FROZEN 2-OZ. Beef Steaks 10 FOR \$1
 - JONES DAIRY FARM SAUSAGE 8-OZ. PKGS. 89c
 - TURK-NECK FROZEN Drumsticks 12-OZ. PKG. 59c
 - TURKEY OR VEAL
 - U.S.D.A. CHOICE BEEF CUBE, SIRLOIN TIP OR TOP ROUND SIRLOIN TIP, ROUND OR RUMP BONELESS ROAST LB. 79c
 - BONELESS EYE OF ROUND, OR Breakfast Steak LB. \$1.29
 - FRESH (GROUND ROUND, 18.50-1) Ground Shoulder LB. 55c
 - ARMOUR STAR WISCONSIN SHOULDER Veal Roast BONELESS ROLLED LB. 79c
 - ARMOUR STAR ALL WHITE MEAT Turkey Roast 2-LB. 3-18. 6-OZ. SIZE \$3.49
 - WHITE & DARK MEAT MIXED, 2-18. 6-OZ. SIZE \$2.98

NORTHERN FROZEN
HALIBUT STEAK LB. **39c**

- SHAKE RIVER IDAHO Fresh Trout 5-OZ. MIN. EACH 49c
- Red Snapper 1-LB. PKG. 59c
- FROZEN Swordfish Steaks 1-LB. 59c
- RUPERT'S FROZEN Rupert's Fish Sticks 14-OZ. PKG. 59c
- FROZEN Rupert's Frozen Rupert's Sole Fillet 1-LB. PKG. 63c
- Perch or Cod Fillet 1-LB. PKG. 49c
- "W" BRAND Frozen Smelts 1-LB. PKG. 39c
- CARNATION Frozen Whiting 1-LB. PKG. 39c
- KRAFT MILD SPAGHETTI Dinner 8-OZ. PKG. 19c
- Deluxe Macaroni, 14 oz. 39c; Tangy Spaghetti, 8 oz. 29c

PRICES EFFECTIVE THURS.-SUN., APRIL 1, 2, 3, 4

DELICATESSEN

- FARMER JOHN ALL MEAT Wieners 1-LB. PKG. 49c
- MARKET BASKET HEALTHY COLE-SLAW, MACARONI SALADS 16-OZ. CTN. 29c
- BOB'S BLUE CHEESE, 1000 ISLAND OR SOUR CREAM Dressings 3 8-OZ. BOTS. \$1
- PILLSBURY SWEET OR BUTTERMILK Biscuits 3 8-OZ. CTNS. 19c
- KRAFT PHILADELPHIA Cream Cheese 8-OZ. CTN. 29c
- MONTIERE Jack Cheese 1-LB. 59c
- PILLSBURY CHOCOLATE CHIP, GINGER MOLASSES, OATMEAL RAISIN OR SUGAR Cookies 14-OZ. CTN. 39c
- MARKET BASKET COTTO SALAMI, PICKLE & PIMENTO, SANDWICH LOAF OR ALL MEAT OR ALL BEEF Bologna 4 6-OZ. PKGS. \$1
- NEW! RATH HAWAIIAN HAM 4-LB. CAN \$4.79
- MARINATED IN NATURAL FRUIT SAUCE, DECORATED WITH PINEAPPLE AND MARASCHINO CHERRIES.
- INCLUDES 20c OFF Nescafe Instant Coffee 6-OZ. JAR 85c
- VEGETARIAN OR PORK Heinz Baked Beans 2 16-OZ. CANS 27c
- NAULEY 1X1—WITH BEANS Chili Con Carne 40-OZ. CAN 69c
- KRAFT Jet Puff Marshmallows 1-LB. PKG. 25c
- VITA PAK Lemon Juice 2 8-OZ. BOTS. 43c
- SUNSHINE Yum Yum Cookies 11-OZ. PKG. 49c
- MARKET BASKET Instant Coffee 10-OZ. JAR \$1.09
- PETUNA Tuna for Cats 5 6-OZ. CANS 59c

NEW ZEALAND FROZEN SPRING LAMB
LAMB LEGS OVEN READY LB. **57c**



C & H SUGAR 5-LB. BAG **39c** SAVE 16c

BANQUET FROZEN MEAT **PIES** CHICKEN, BEEF, TURKEY EACH **15c**

KINGS FANCY FREESTONE ELBERTA, SLICED OR HALVES, 30-OZ CAN **PEACHES 4 FOR 95c**

CONCENTRATE SHAMPOO **PRELL** 5-OZ. FAMILY SIZE TUBE, REG. \$1.39 (INCLUDES 14c OFF) **89c** ONLY

MARKET BASKET **COFFEE** 2-LB. CAN, \$1.17
1-LB. CAN **59c**

- DETERGENT Family Tree Dishwasher 20-OZ. PKG. 39c
- PETER PAN Chunk Tuna 3 6 1/2-OZ. CANS 69c
- KRAFT CASINO OR COLESLAW Dressings 8-OZ. JAR 35c
- Salad Oil C.H.B. 24-OZ. BOTTLE 29c
- Ice Cream JERSEYMAID CATERING 1/2-GAL. CTN. 59c
- Margarine PARKAY 1-LB. CARTON 3 FOR 75c

- KETCHUP Heinz 20-OZ. BOT. 27c
- MAYONNAISE KRAFT QUART JAR 43c
- CEREALS CHEERIOS, 10 1/2-OZ.; TRIX, 8 1/2-OZ.; WHEATIES, 12-OZ. BIG G 3 PKGS. \$1
- SALMON PETER PAN PINK 16-OZ. CAN 49c
- PRESERVES KRAFT STRAWBERRY 10-OZ. JAR 35c
- TOWELS KLEENEX—ASSORTED COLORS 2 ROLLS IN PKG. 35c

- ROGERS BITS 'O HONEY PEAS 17-OZ. CAN
- CORN WHOLE KERNEL, VACUUM PACK, 12-OZ. CAN
- CORN GOLDEN CREAM STYLE OR WHOLE KERNEL, 17-OZ. CAN YOUR CHOICE 6 CANS \$1

INCLUDES 10c OFF
Rinso RINSO 55-OZ. PKG. **49c**
THE MODERN DETERGENT
10c OFF SAVE 30c
Copyright 1965 Market Basket

- TREESWEET FROZEN Orange Juice 4 6-OZ. CANS 89c
- MARKET BASKET Peanut Butter 16-OZ. JAR 39c
- DELSEY (THREE 2-ROLL PKGS.) Toilet Tissue 6 ROLLS 69c
- COLGATE KING SIZE 5-OZ. TUBE (INCLUDES 5c OFF) Toothpaste REG. 75c 2 FOR 99c
- WHITE BOND, 8 1/2" x 11" TYPING OR Scratch Pads 5 FOR \$1
- FABRIC SOFTENER Final Touch 33-OZ. BOT. 89c
- LUX Liquid Detergent 22-OZ. BOT. 65c
- LIFEBUOY Toilet Soap 2 BATH BARS 37c
- PRALISE Toilet Soap 2 REG. BARS 31c
- PRALISE Toilet Soap 2 BATH BARS 41c
- FOR YOUR LAUNDRY Wisk Detergent 32-OZ. BOT. 69c
- DETERGENT Cold Water All OT. BOT. 79c

U.S. NO. 1 IDAHO RUSSET **POTATOES** 10-LB. BAG **79c**
CALIFORNIA DEGLETT NOOR **DATES** UNPITTED, 12-OZ. CUP 29c

- GREEN GIANT FROZEN CORN NIBBETS, MEDIUM PEAS, MIXED VEGETABLES, SLICED GREEN BEANS OR MEXICORN WITH PEPPERS Vegetables 3 PKGS. \$1
- GOLDEN SHORE FROZEN Shrimp Creole 8-OZ. PKG. 49c
- BIRDS EYE FROZEN CUT OR Italian Beans PKG. 27c
- HEINZ Vinegar 8-OZ. BOT. 29c
- BORDEN'S Cremora 8-OZ. JAR 45c
- BORDEN'S 12-OZ. PKG. Starlac Milk 89c
- FEMININE NAPKINS BOX OF 24 Kotex 75c
- Schilling's Seasoning Salts SAVORY, GARLIC, ONION OR CELERY YOUR CHOICE 3 1/2-OZ. JAR 25c

129 Lomita Ave. at Main — Wilmington
1401 S. Hawthorne Blvd. — Redondo Beach