

# Shop ALPHA BETA

Get the Best for Less plus **SN** GREEN STAMPS, too!



## ALPHA BETA • WISCONSIN CHEESE SALE!

AMERICA'S MOST HONORED CHEESE—LAKE to LAKE CHEESE • Alpha Beta's long time supplier has again won Wisconsin's highest award for cheese excellence, the Governor's Sweepstakes Award at the 1967 Wisconsin State Fair. Try some and see if you don't agree with the experts.



ALPHA BETA YOUR CHOICE  
**LONGHORN CHEDDAR** 79¢ LB.  
• MILD CHEDDAR  
• MONTEREY JACK  
SAVE UP TO 16¢ LB.  
GET 5¢ SN GREEN STAMPS, TOO!

ALPHA BETA • WISCONSIN • SAVE 10¢ LB.  
**SHARP CHEDDAR** 89¢ LB.

MAYBUD • 8 OUNCE WHEEL  
**BABY GOUDA** SAVE 20¢ 49¢

MAYBUD • 8 OUNCE WHEEL  
**BABY EDAM** SAVE 20¢ 49¢

SUNNYLAND • 48 OZ. BOT. • SAVE 16¢ ALPHA BETA OR FARMER JOHN  
**ORANGE JUICE** 49¢ ALL MEAT **59¢**  
QUART BOTTLE • SAVE 12¢ 33¢ 1-LB. PACKAGE • SAVE UP TO 10¢

PRICES EFFECTIVE 7 BIG DAYS THURS. thru WED. OCT. 19-25

You can trust the Meat at Alpha Beta



FARMER JOHN FRESH EASTERN QUALITY  
**PORK LOIN ROASTS** 39¢ LB.  
RIB HALF 7 RIB MINIMUM

SAVE 30¢ LB.

FARMER JOHN EASTERN QUALITY FROM GRAIN FED PORKERS  
**SLICED PORK LOIN** 59¢ LB.  
FAMILY PACK SAVE 30¢ LB.

FARMER JOHN EASTERN QUALITY • SAVE 30¢ LB.  
**CENTER CUT PORK CHOPS** 89¢ LB.

FARMER JOHN FULL SHANK HALF  
**SMOKED HAMS** FULLY COOKED 49¢ LB.

ALPHA BETA OR FARMER JOHN BUTT PORTION 59¢  
**SLICED BACON** 1-LB. PKG. 59¢

FARMER JOHN SKINLESS • 1/2 LB. PKG.  
**PORK LINK SAUSAGE** 29¢  
COUNTRY STYLE FLAVORFUL SEASONING  
**PORK SAUSAGE** 39¢

FRESH FILLET OF **DOVER SOLE** 87¢  
**CENTER CUT STEAKS** 89¢  
SWORD-FISH

ALPHA BETA *Finest* WESTERN GRAIN FED BEEF  
**TOP SIRLOIN STEAK** FLAVOR AGED \$1.47 LB.

**T-BONE STEAK** FLAVOR AGED \$1.25 LB.

**PORTERHOUSE STEAK** FLAVOR AGED \$1.29 LB.

CERTIFIED FRESH • FROZEN • 7-OZ. PKG. **SOUTHERN FRIED SHRIMP** 79¢  
CAMP'S • FROZEN • 12-OZ. PKG. **BUTTERED BEEF STEAKS** 63¢

NO. 1 TALL CAN • SAVE 4¢  
**CARNATION MILK** 2:31¢

ALPHA BETA • 32 OZ. JAR  
**MAYONNAISE** 49¢  
BEST FOODS MAYONNAISE 59¢  
CHICKEN OF THE SEA LIGHT MEAT-CHUNK STYLE  
**TUNA** NO. 10 CANS 3:89¢

You'd have to get up early to beat Alpha Beta's Man In Blue



You'll find Alpha Beta's Man In Blue, the man in charge, at the Alpha Beta near you. He takes pride in his store and in its products. And his genuine interest in his customers is shared by every member of his staff—the friendly, courteous, helpful people who make Alpha Beta the nicest place in your neighborhood to shop. You'll like it.

ALPHA BETA BONUS COUPON  
WITH THIS COUPON AT ALL ALPHA BETA MARKETS ONE DOZEN ONLY  
ALPHA BETA Farm Fresh  
**LARGE GRADE AA EGGS** 35¢  
LIMIT 1 COUPON PER FAMILY  
COUPON GOOD OCTOBER 19-25

ALPHA BETA JUMBO ROLL COLORS OR DECORATOR  
**KLEENEX TOWELS** 25¢  
SAVE 8¢  
GET 5¢ SN GREEN STAMPS, TOO!

ALPHA BETA GOLDEN DAYS NO. 1 FLAT CAN  
**SLICED PINEAPPLE** 10¢  
SAVE 3¢  
GET 5¢ SN GREEN STAMPS, TOO!

LOWEST EVERY DAY PRICES IN TOWN ON ALL POPULAR PRICE BRANDS  
**COFFEE** 65¢  
1-LB. CAN  
REGULAR DRIP OR ELECTRIC PERK  
**MJB COFFEE!**  
1-LB. CAN 65¢  
ALSO AVAILABLE IN 2 AND 3-LB. SIZES IN ALL GRINDS.  
10 oz. Instant \$1.29

1-LB. CAN • REGULAR OR LIVER  
**FRISKIES DOG FOOD** 6:10¢

Scott TISSUE SINGLE ROLL, PINK, WHITE OR YELLOW • 1000 SHEET 2 FOR 27¢  
Scott TISSUE ASSY COLORS & WHITE • 600 SHEET 4 ROLL PACK 39¢  
Lady Scott Facial TISSUE BOX OF 300 PRINT 29¢

GIANT SIZE • INCL. 10¢ OFF  
**BOLD DETERGENT** 68¢

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED • ALL ITEMS LIMITED TO STOCK ON HAND • WE RESERVE THE RIGHT TO REFUSE SALES TO COMMERCIAL DEALERS • SALES TAX COLLECTED ON ALL TAXABLE ITEMS

BIRDSEYE 9 FLUID OUNCES  
**AWAKE** 4:10¢  
ORANGE CONCENTRATE FOR IMITATION ORANGE JUICE  
SAVE 34¢  
GET 5¢ SN GREEN STAMPS, TOO!

DUTCH PRIDE • HALF GALLON • SAVE 10¢  
**IMITATION ICE MILK** 29¢

ARMY/NAVY • FROZEN • 16-OZ. SAVE 10¢  
**CHEESE PIZZA** 59¢  
**PEPPERONI PIZZA** 79¢

WELCH'S • FROZEN • 6-OZ. CANS SAVE 15¢  
**GRAPE JUICE** 5:10¢

ALPHA BETA'S OWN IDEAL • FROZEN • SAVE 6¢  
**BAGGED VEGETABLES** 39¢  
• CUT CORN • PEAS • MIXED VEGETABLES  
20-OUNCE SIZE • CUT GREEN BEANS

Better Produce at a Better Price!

SUNDRIED **BREAKFAST APRICOTS** 3 OUNCE PACKAGE 39¢

**U.S. NO. 1 NORTHWEST RUSSET POTATOES** 10:35¢ LB. BAG  
BEST FOR BAKING OR MASHING

SLICING SIZE • SPANISH **ONIONS** 4 LBS. 25¢

GARDEN FRESH • CRISP **CABBAGE** SOLID HEADS 5¢ LB.

SWEET AND FLAVORFUL **GRAPES** RED EMPEROR 10¢ LB.

ALWAYS FLORIST QUALITY FLOWERS at SUPERMARKET PRICES!  
COLORFUL-ATTRACTIVE POTTED ORNAMENTAL PEPPER PLANT 4 1/2" 99¢

ECONOMY 12 INCH X 75 FOOT ROLL • SAVE 4¢  
**REYNOLDS FOIL** 75¢  
ALPHA BETA FOIL WRAP ECONOMY ROLL 12 INCHES X 75 FEET 69¢

INDIVIDUALLY FOIL WRAPPED **DING DONGS** PKG. OF 12 79¢  
FREE SAMPLES FRI. & SAT. AFTERNOONS OCT. 20, 21

FABULOUS SAVINGS! **"NASSAU" DINNERWARE** by Franciscan BUY WHILE STOCKS ARE PLENTIFUL

PACIFIC STA CRISP SODA CRACKERS 1 LB. 29¢

TREE TOP APPLE CIDER 32 OZ. BOTTLE 35¢  
GALLON SIZE \$1.19

JACK and the BEANSTALK 303 CAN WHOLE KERNEL OR CREAM STYLE CORN 23¢

Your nearby Alpha Beta Markets Are Located at:  
TORRANCE 3700 Cahuilla Ave. at Sepulveda  
5130 190th St. at Ariza  
DOMINGUEZ HILLS 100th St. at Avenue  
REDONDO 1880 S. Pacific Coast Hwy.  
LONG BEACH 1300 S. Willow at Carson