South Side

By Lynne Alessio

Since the spring production at South, "South Pacific," is double cast, it will have two dopening nights, Friday and Saturday.

The first cast, performing also May 10, stars Darlene Ramsey as Nellie, Joel Schneider as Emille, Keith Snook as Lt. Cable, Peggy Gohl as It. Cable, Peggy Gohl as Billis.

Saturday night performers, dent director while the chore
Saturday night performers.

Saturday night performers.

... quietly

DELICATESSEN & SOME STORES CHARGE PRICE

4-DUNCE PACKAGE - IMPORTED - 59¢ VALUE FILTER SLIGED HAM 54

JELLIED CORNED BEEF 54

ALPHA BETA

BOLOGNA

POTATO SALAD with EGG 37

14 OUNCE CARTON . 39¢ VALUE SLAW 376

FIESTA JELL-O SALAD 37

GREAM CHEESE 15c VALUE 8-02. PACKAGE—39c VALUE 38c TREMANDED HALF GALLON IMITATION MILK 39° 376

LONGHORN CHEDDAR

MILD CHEDDAR

We're celebrating our

58th Anniversary

Alpha Beta is celebrating 58 years of service to the shoppers of Southern California. How does California's leading discount chain

When we presented our total discount program to you, we pledged that the expensive frills would go - and that includes

quiet birthday.

parties, give-aways, vacation trips and trading stamps. So were celebrating our 58th year of service by renewing our pledge of TOTAL DISCOUNTS and to always bring you quality products, at the

lowest prices, with the finest in customer service - every day, every year.

We invite you to visit us on our happy,

celebrate an anniversary? Quietly and inexpensively.

PRESS-HERALD

C-7

# It's

## to review your savings program

Much is happening this year that could affect your financial future. So it's a good time to review your savings program. How much are your savings earning for you? Are they safe and secure? Are they available when you need them? Why not check and be sure? Then, take a look at

Lincoln's passbook account offers savers the highest interest rate available in the nation on an insured passbook account. Your savings earn 5.13% when our current annual rate of 5% is compounded daily and maintained for a year.

If you're a long term saver, choose a Lincoln 51/4% bonus account. In addition to the 5% current annual interest rate, you'll earn an extra 1/4% interest per year. Paid at the end of 3 years on accounts opened in multiples of \$1,000.

What's more, on all accounts, savings earn interest from date of receipt to date of withdrawal when held for three months. Funds received by the 10th of the month earn interest from the 1st.

At Lincoln, your savings are hard working, readily available and safe. Look into Lincoln soon.

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SHERMAN OAKS 13701 Riverside Drive at Woodman,

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TORRANCE 21705 Hawthorne Boulevard at Carson, SANTA ANA 1631 North Bristol at 17th, Santa Ana .

OFFICE HOURS: Main office: Monday thru Friday 9:00 am to 4:00 pm. Branches: Monday thru Thursday 9:00 am to 4:00 pm. Friday: 9:00 am to 6:00 pm

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## f savings in this ad!

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CORN NH COB

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EARLY SPRING FAVORITE **CRIMSON** 

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**ONIONS** 

MUSHROOMS

SUN DRIED . 14 LB. PACKAGI BREAKFAST PRUNES

GOLD LABEL . 614-07. PACKAGE Instant Potatoes

**FRESH** 

FLORIST QUALITY FLOWERS at DISCOUNT PRICES Fresh Cut = TULIPS

MISCELLANEOUS SOME ALHA BETA STORES DISCOUNT CHARGE PRICE

33, 32° HEINZ KETCHUP 16 OUNCE BOTTLE • 3 VARIETIES
Heinz Barbecue Sauce 456

26 OUNCE BOTTLE-HEINZ BBQ SAUCE REG. 69c 64c CIGARETTES \$250 \$289

SAFFLOWER OIL 66 OFF 49

BOX OF 100 - INCLUMING MIJB TEA BAGS \*1" 89° Dunce PACKAGE - FRUIT FLAVORS 43° Post TOASTEMS 49° 43°

CANNED FOODS CHILI WITH BEANS 39° 37° SLOPPY JOE 65. **59**°

CORNED BEEF HASH 49 45 FROZEN . 6-0Z. CAN HAWAIIAN PUNCH

39°

FROZEN FOODS

SOME ALHA BETA STORES DISCOUNT CHARGE PRICE

Birdseye Gool Whip 34' 29 Nabisco Cookies 49: 44

Birdseye Orange Plus 49° 45 ALPHA BETA French Fries 39

1314-0Z. PACKAGE • FROZEN
XINT Beef Tacos
XINT BEEF TACOETIES • 6 OUNCE
39c
38c

BOUNCE - FROZEN - ALL VARIETIES 23 18



SIMPLE SIMON - 24-DUNCE - FROZEN SP' 33'

RIPHR BETR ICE CREAM 75

SWANSON: CHICKEN DINNERS WAS SWANSON: CHICKEN THE SWANSON SWAN PIZZA ROLLS 69° 54°

COTTAGE CHEESE 33c VALUE 31 HAPPY DAY DRINKS 25 REPHA BETA FRANKS



Your ALPHA BETA "Man in Blue" DOUBLE DISCOUNTS They mean extra savings for you. Made possible by special purchases with

the cost reductions passed on to you. Look for them throughout the store. HEAR THE CALIFORNIA ANGELS ON KMPC • 710 HOME GAMES THIS WEEK

THE COLUMBIA ENCYCLOPEDIA VOLUMES 13 & 14
NOW AVAILABLE .....ONLY

BAKERY & CONFECTIONS

MOTHERS COOKIES 49° 45° SNACK CRACKERS 25° 19° "BETTER BUYING SPECIAL" - 1-LB. MARGARINE 126



CRACKED WHEAT BREAD 32 MILK & BUTTER BREAD 32

9 OUNCE PACKAGE - 39C VALUE RIPHA BETH DONETTES 34

POPCORN SNACKS 39° 36 PLANTERS PEANUTS 63. 56

STORE HOURS MON. Thru FRI, 10 A.M. to 9 P.M SAT. and SUN. 10 A.M. to 7 P.M.



79%

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<u>every single day!</u> LEADER TOO!