

Discounts all prices.

(except government controlled and fair traded items)

BE THE PRICE LEADER TOO!

Examples of the everyday savings in store for you!

DON'T PLAY GAMES WITH YOUR MONEY
— Save It at Alpha Beta

HOUSEHOLD ITEMS

GIANT SIZE Comet Cleanser	24¢	23¢
FABRIC SOFTENER • GIANT SIZE DOWNEY	89¢	79¢

Double Discount

ALPHA BETA
ONE GALLON
BLEACH
36¢

OTHER STORES CHARGE 39¢

JOHNSON FLOOR WAX • LARGE KLEAR WAX	98¢	93¢
DISHWASHER DETERGENT • 35 OZ. BOX CASCADE	75¢	69¢

Double Discount

KLEENEX BOUTIQUE • 500 2-PLY • 2 ROLL PKG.
TOILET TISSUE
26¢

OTHER STORES CHARGE 29¢

POPULAR BRANDS **CIGARETTES**

Double Discount	REG. & KING 289 CTN	SUPER 100'S 299 CTN
	OTHERS CHARGE 3.09	OTHERS CHARGE 3.19

72 OZ. PKG. Gaines Burgers	\$179	\$152
DOG FOOD • NO. 1 TALL CAN SKIPPY	11¢	9¢

Double Discount

GIANT SIZE
TIDE DETERGENT
65¢

INCL. 10¢ OFF
OTHER STORES CHARGE 78¢

LIP BALM • 3 PACK CHAPSTICK	\$1 ⁰⁰	79¢
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MISCELLANEOUS

SKIPPY • 28 OZ. JAR PEANUT Butter	93¢	87¢
GOLD MEDAL FLOUR—5 lb.	63¢	58¢

Double Discount

ALPHA BETA • 15 OZ. MINIMUM
FLUFFY BREAD
22¢

OTHER STORES CHARGE 25¢

BIG "G" • 15 OZ. BOX CHEERIOS	53¢	47¢
KELLOGG'S • 19 OZ. BOX CORN FLAKES	41¢	38¢

BEECHNUT • STRAINED BABY FOOD	9¢	8¢
MOREMOST IMITATION MILK • ½ GAL. DITTO	39¢	36¢

ALL FLAVORS • 3 OZ. PKGS. • GELATIN JELL-O	2 FOR 21¢	2 FOR 19¢
VEGETABLE SHORTENING • 3 LB. CAN CRISCO	89¢	83¢

LOG CABIN • 24 OZ. BOTTLE SYRUP	71¢	67¢
5 LB. BAG C&H SUGAR	59¢	55¢

Double Discount

CREST TOOTHPASTE
63¢

FAMILY SIZE INCL. 6¢ OFF
OTHER STORES CHARGE 95¢

COLD CAPSULES • PACKAGE OF 10 CONTACT	\$149	99¢
SUAVE • 13 OZ. HAIR SPRAY	99¢	58¢

VITALIS CONCENTRATE • 4.5 OZ. TUBE Hair GROOM	INC. 10¢ OFF \$109	77¢
ECONOMY SIZE WITH DISPENSER Jergen's Lotion	\$109	86¢

HEAD & SHOULDERS • MED. SIZE LOTION	INC. 6¢ OFF 89¢	62¢
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Stamps Out! Discounts In!

That's the new Alpha Beta policy. But for your convenience, we will give S&H Green Stamps on all January purchases from Alpha Beta. Save your green cash register tapes. Mail them at the end of January in a special envelope you can pick up at all Alpha Beta check stands. You will then receive your S&H Green Stamps by return mail! We will honor all green cash register tapes received by us and postmarked not later than midnight February 3, 1968.

12,028 QUALITY PRODUCTS ARE SUDDENLY 12,028 QUALITY DISCOUNTS!

We've discounted prices throughout our 140 stores! The products stay the same. The variety stays the same. The people stay the same. Nothing changes but those little stamped numbers on our merchandise. Those numbers are smaller now.

How did we do it and still keep up our standards? By doing away with frills like trading stamps... games... gimmicks... and long store hours. What's left is the same high quality and service you've always expected. And there's nothing gimmicky about that.

About Our Double Discounts

Double Discount 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.

ALPHA BETA
Best for Less!

Sales tax collected on all taxable items • Satisfaction guaranteed or your money refunded

OUR NEW STORE HOURS

Monday, Tuesday, Wednesday, Thursday, Friday — 10 A.M. to 9 P.M.
Saturday — 10 A.M. to 7 P.M. • Sunday — 10 A.M. to 7 P.M.