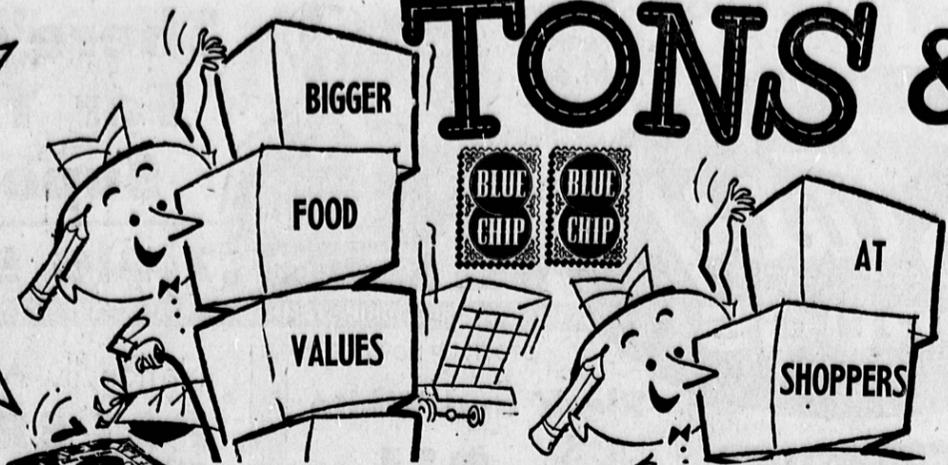


S Shoppers MARKETS

7 SALE DAYS

THURSDAY THRU WEDNESDAY, AUG. 11-17, 1960
 • TAX COLLECTED ON TAXABLE ITEMS • LIMIT RIGHTS RESERVED

TONS & TONS



What's In A Name?

Last week we had a wonderful sale of Shoppers own label products. If you are a typical smart shopper you stocked up on those fine products. If you are a skeptic, let's talk a moment.

Wouldn't it be pretty silly to package an inferior product under your own name? Of course! That's exactly the way we feel about it, too. There really is no point in giving your name to a product unless it is the best in its class. Now we can't tell you who packages our products (after all—we have to have SOME secrets), but if you know what was in that Shoppers Detergent box your neighbor used yesterday on her laundry, you'd turn green with envy. She's buying the best for less. (Say, that's a good slogan). This is true, of course, for any of Shoppers label items you saw on sale. Now aren't you sorry you didn't come and buy out the store?

The reason we had our Shoppers label sale was to familiarize you with some of the fine products bearing our name. There are many more, of course, and if you like these you will naturally want to try others. If, by some fantastically remote possibility, you do not particularly like our products (it could happen) don't stop coming to shop at Shoppers. We have lots of other names besides "Shoppers" on our shelves—just about anything you can think of.

But, really—don't just wait for a sale to try wonderful Shoppers products. You'll be getting amazing economy along with quality. After all, we wrap our future inside every one of those pretty new labels. We want to stay around and serve you for a long time to come and the only way we can is to be a little bit better than anyone else. If we are not... please tell us.

What's in a name?—everything!

See you next week.

Golden Creme
 Creme-Pak
Ice Cream
 HALF GAL. **49¢**

GOLDEN CREME QUALITY PRODUCTS

Hamburger Buns or Wiener Rolls 6-PAK **19¢** 8-PAK **25¢**

Cottage Cheese
 PINT SIZE **23¢** FULL QUART **45¢**

EXTRA RICH • HALF GAL. CTN. **Orange Drink 19¢**

ALCOA WRAP
 25-ft. Rolls **29¢**

A-1 FLOUR
 5 **39¢** lbs.

KRAFT MIRACLE WHIP
 FULL Qt. **39¢**

Golden Ranch BREAD
 WHITE LARGE LOAF **27¢**

Pedigree **DOG FOOD**
 #1 Tall Tins **15¢ FOR \$1.00**

Scottie Facial Tissue 4 400 Ct. **\$1.00** Boxes

Gifford Salad Olives 3 8-oz. **\$1.00** Bottles

Mr. Clean GIANT BOTTLE 10¢ Off Label • You Pay Only **59¢**

Butternut Coffee 1-lb. Can **69¢**

Golden City WHOLE • UNPEELED APRICOTS
 4 #2½ Cans **\$1.00**

CAL-FAME Frozen ORANGE JUICE
 6 6-oz. Cans **\$1.00**

SEEDLESS GRAPES

Thompson Fancy Extra Sweet **LB.**

CUCUMBERS Ideal for Slicing **LB.**

BELL PEPPERS Fine for Stuffing **LB.**

TREESWEET Grapefruit JUICE
 46-oz. Can **29¢**

BIRDS EYE FROSTED FOODS
 • PEAS • PEAS & CARROTS
 • CHOPPED & LEAF SPINACH
 • CUT CORN • FRENCH FRIES
 • CUT BEANS • FRENCH CUT BEANS

Mix or Match **6 P K G S \$1.00**

DIETING?... EAT BAKER BOY'S DELIGHTFUL **LOW CALORIE 33¢ DIET CAKE**
 (NO SUGAR! NO SALT! NO SODA!)

Oscar Mayer ALL MEAT Sliced BOLOGNA
 13-oz. PKG. **59¢**

Watch For the VALUES Featured on

MILLION DOLLAR MOVIE

NOW PLAYING "ARIZONA" • Jean Arthur • William Holden

STARTS MONDAY "LOVE OF CARMEN" • Rita Hayworth • Glen Ford

NIGHTLY AT 9 on CHANNEL 9

AJAX Giant Size 2 for **49¢**

DASH For automatics 3-lb. Box **81¢**

FLAPJACK MIX ALBER'S 20-oz. **23¢**

Butttoni Frozen **LASAGNE** 9-oz. Pkg. **39¢**

Chicken of the Sea • FROZEN **TUNA PIES** 4 8-oz. Pkgs. **\$1.00**

WISCONSIN BIG EYE **SWISS** Sliced 5-oz. Pkg. **29¢**

ROSE COOKED **HAM** Sliced 5-oz. Pkg. **49¢**

PACIFIC COAST HIGHWAY at CRENSHAW