



All Shoppers Markets Join in Celebrating the

Grand OPENING

OF OUR BEAUTIFUL
NEW MARKET IN INGLEWOOD

Celebrate

with these **FOOD BUYS** for the **BUDGET** W

7 SALE DAYS

THURSDAY THRU WEDNESDAY, SEPT. 8-14, 1960

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No more dark, old dingy stores for us... or you!

Hardly anyone starts out in business with big, beautiful stores, factories and offices. And we're no exception. When Charley and his dad started the first "Shoppers Market" at First and Boyle in East Los Angeles it was a small, open-air market with lettuce leaves on the floor and plaster of paris fruit displayed in front. Over the years the plaster chipped but, eventually it couldn't be replaced—seems no one makes those kind any more.

Now we're nine going on ten—stores, that is. Some of those stores were not very modern. They were clean, convenient, well run—but not modern. It costs a lot of money to remodel a super market. It costs a lot more to build a new one. Do you sell the old one and build a new one? Some folks do but we don't. Sure, we build new markets but we like to keep the old ones, too. When you've been doing business in the same place for ten or fifteen years you can't just pack up and leave and turn your friends over a stranger. That's the way we feel about it. That's why we modernize our stores from floor to roof whenever we can afford it.

Just look at our beautiful, remodeled stores in East Los Angeles, Santa Monica and now Inglewood. We're just as proud of those as if they were brand new markets. In some ways they're nicer than new markets. They're nicer because they're familiar to so many folks who have been shopping in them for months or years. Many of our customers take pride in a new-old market. They tell us so.

We sincerely hope you are as pleased with these lovely changes as we are.

If the Shoppers Market near you is a new one and not a remodeled one, please don't feel bad. It's just as nice as an old one.

See you next week.

Leslie SALT
26-oz. Box **10¢**



Fradelis Dinners
Frozen • All Varieties EA. **49¢**

WESSON OIL
FULL QUART **39¢**

PRESIDENT • VAC-SEAL
BEEF or VEAL STEAKS
FROZEN **3** 6-oz. Pkgs. **\$1.00**
Your Choice

DONALD DUCK SECTIONS OF
GRAPEFRUIT..... **5** 303 CANS **\$1.00**
Banquet • Beef - Chicken - Turkey • Frozen
MEAT PIES..... **5** PKGS. **\$1.00**
MACLEANS • FROZEN • FRIED
FISH STICKS..... **4** 8-OZ. PKGS. **\$1.00**

BROOKHAVEN **SLICED PINEAPPLE** ... #2 CAN **29¢**
BROOKHAVEN **WHOLE KERNEL CORN** 8 12-OZ. CANS **\$1**
CAL FAME • FROZEN **BOYSENBERRIES** 5 10-OZ. CANS **\$1**
REG. SIZE **SWEETHEART SOAP** 12 BARS **\$1**

SHASTA Ass't Flavors
CANNED SODA POP
12 10-OZ. CANS **\$1**

• STRAWBERRY
• BLACKBERRY
• PEACH
Preserves
(Old Tavern)
3 20-OZ. JARS **\$1**

Skippy DOG FOOD
12 1-LB. CANS **\$1**

FANCY, SWEET, RED DELICIOUS APPLES
2 29¢ POUNDS
Sweet, Fine for Juice or Eating
ORANGES 4 -lb. Film Bag **29¢**
Fancy, Long, Green Fine for Slicing
Cucumbers 3 FOR **10¢**

TREAT TIME **REDSKIN PEANUTS** 13-OZ. PKG. **39¢**
15¢ Off Label—You Pay Only.. **89¢**
Folger's Instant Coffee 6-OZ. SIZE 10-OZ. SIZE
15¢ Off Label—You Pay Only.. **\$1.49**
McMILLAN **10 W 30 MOTOR OIL** 3 qts. **\$1**

KRAFT NATURAL SWISS CHEESE SLICED 6-oz. Pkgs **33¢**
Delicatessen
ROSE **Cooked HAM** 5-OZ. PKG. SLICED **49¢**
BORDEN'S CREAM CHEESE 8-OZ. PKG. **33¢**

LIQUORS
SPRUCE SPRING KENTUCKY STRAIGHT **BOURBON** Bottled in Bond • 100 PROOF Distilled & Bottled in Kentucky, 5th **\$4.29**
SHOPPERS **Vodka** Southern California's Favorite Mixer 5th **\$2.98**
PARLIAMENT PREFERRED IMPORTED CANADIAN **WHISKEY** A Blend 5th **\$4.39**

The Perfect Coffee Creamer INSTANT **PREAM** 4-oz. Jar **35¢**
CARNATION MILK Large Cans Small Cans 2 For **33¢** 4 For **33¢**
TREE TEA 1/4-Lb. Black 45¢ 48-Ct. Bags 69¢

PACIFIC COAST HIGHWAY at GRENS