



# ALPHA BETA

## "WHY PAY MORE?"

PRICES EFFECTIVE:  
WED. THROUGH SUN.  
JAN. 12, 13, 14, 15, 16

ALPHA BETA REPEATS, by popular demand...



ONLY 19¢ A PIECE WITH EACH \$5 PURCHASE  
NO COUPON REQUIRED

Here it is again—the exquisite Montijo pattern of satin-finish stainless tableware by National Silver Company! You'll know why Montijo is the aristocrat of stainless, the moment you see it and hold it. Heavy, beautifully balanced, with a luxurious satin finish that lasts a lifetime and never needs polishing. Rust-proof, stain-proof and dishwasher-proof, of course. And the graceful lines of this lovely pattern are a masterpiece of sculpture. You can see why you'd pay almost 5 times the price at retail. This 4-piece setting is a \$3.72 value. You'll pay a total of only 76¢! Only Alpha Beta can make this offer. It's the same beautiful stainless ware we offered before. Buy one piece for 19¢ with each \$5.00 purchase at Alpha Beta. No coupons necessary. No limit on the number you may buy. If your grocery purchase is \$15, for example, you may buy 3 of the pieces offered that week. The first week start with the dinner fork. Then in succeeding weeks, get the soup spoon, teaspoon and solid-handle knife.

**Item of the week—DINNER FORK** WITH EACH \$5.00 PURCHASE **19¢**

Buy Beautiful Serving Pieces anytime, without a minimum purchase!  
NOW! See them all on display at your ALPHA BETA store.

ALPHA BETA • BOX OF 200 • 2 PLY • FACIAL  
**TISSUE** WHITE OR PINK **15¢**  
SAVE 5¢

BANQUET • FROZEN • 8-OZ. • 3 VARIETIES  
**MEAT PIES** **15¢**

BETTY CROCKER • 18-OZ. • SAVE 10¢  
**CAKE MIX** **29¢**

• DARK CHOCOLATE FUDGE • DEVILS FOOD • GERMAN CHOCOLATE • LEMON VELVET  
• TROPICAL MIST • MARBLE • SPICE 'N APPLE • SPICE • WHITE • YELLOW

LANCASTER BRAND OR WILSON'S CERTIFIED • ALL MEAT  
1 LB. PKG. • SAVE 14¢  
**FRANKS** **49¢**

REGULAR OR DRIP HILLS BROS.  
**COFFEE** **73¢**  
1 LB. CAN

LANCASTER BRAND • 6 OZ. PKG. • SAVE 10¢  
**SLICED BOLOGNA** **25¢**  
ALL BEEF LARGE

2 LB. CAN REG. OR DRIP **\$1.45**  
INCL. 20¢ OFF **\$1.25**  
10 OZ. INSTANT

ALPHA BETA • SAVE 10¢ LB.  
**Monterey Jack CHEESE** **69¢**

ALL CHICKEN • 6-OZ. CAN  
**CHIC-E CAT FOOD** **10¢**

ALL ITEMS LIMITED TO STOCK ON HAND SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

ALPHA BETA WHY PAY MORE?  
U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite  
**T-BONE STEAK**  
**98¢** LB

U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite  
**CHUCK STEAK** **45¢** lb  
U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite • BONELESS  
**Shoulder Clod** **89¢** lb  
ALPHA BETA • YOUNG & TENDER • SLICED  
**BEEF LIVER** **59¢** lb

HONEYBUCKLE • FROZEN  
**TURKEY ROAST** **\$3.29**  
2 1/2 LB. PKG.  
FROZEN • 12 OZ. PKG.  
**BREADED DRUMSTICKS** **59¢**  
VEAL OR TURKEY

Better Meat at a Better Price!

U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite  
**PORTER-HOUSE** **\$1.05** LB.  
U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite  
**TOP SIRLOIN** **\$1.29** LB.  
U.S.D.A. CHOICE OR ALPHA BETA Trim-Rite  
**Boneless STEAKS** **\$1.09** LB.  
• CUBE • BREAKFAST • SIRLOIN TIP

FRESH CALIFORNIA GROWN U.S.D.A. GRADE A  
**CUT-UP FRYERS** **39¢** LB.

QUART JAR • SAVE 26¢  
**KRAFT MAYONNAISE** **33¢**

300 CAN • STEWED OR SOLID PACK  
**HUNT'S TOMATOES** SAVE UP TO 8¢ **15¢**

Louella • CATERING QUALITY • SAVE 10¢  
**ICE CREAM** HALF GALLON **59¢**

ANDERSEN'S • 303 CANS • SAVE 10¢  
**TOMATO SOUP** INCL. 5¢ OFF **2 FOR 25¢**

DEL MONTE • 46 OUNCE CAN • SAVE 10¢  
**Pineapple-Grapefruit DRINK** **25¢**

BETTY CROCKER WHITE or PILLSBURY MIRACLE  
**ANGEL FOOD CAKE MIX** 15 OZ. PKG. SAVE 20¢ **39¢**

SPLIT TOP • 100% WHOLE WHEAT • FRONTIER  
**ALPHA BETA BREAD** 1 LB., 6 OZ. LOAVES **3 FOR \$1.00**

GIANT PACKAGE • SAVE 40¢ • INCL. 25¢ OFF  
**ALPHA BETA DETERGENT** **39¢**

SALES TAX COLLECTED ON ALL TAXABLE ITEMS

FROZEN FOOD SALE

SWANSON • FROZEN ALPHA BETA WHY PAY MORE?  
**TV DINNERS**  
ALL VARIETIES **45¢**

MINUTE MAID • FLORIDA • 6 OZ. CAN • SAVE 6¢  
**ORANGE JUICE** 12 OZ. CAN **19¢**  
37¢

MORTONS • 14 OZ. • 7 VARIETIES  
**CREAM PIES** SAVE 9¢ **25¢**

BIRDSEYE • FROZEN  
**FRENCH FRIES** 9 OZ. PKG. **10¢**

IDEAL • 24 OZ. BAGS • SAVE UP TO 35¢  
**Bagged Vegetables** **3 FOR \$1.00**  
• PEAS • CORN • PEAS & CARROTS • MIXED VEGETABLES • 20 OZ. GREEN BEANS

VAN DE KAMP • 9 OZ. PKG.  
**FRIED HALIBUT** **69¢**

MORENO'S • 3 VARIETIES  
**FROZEN DINNERS** **3 FOR \$1.00**  
6 PACK TACOS ..... \$1.00  
8 OZ. ENCHILADAS ..... \$1.00

LARGE • RIPE  
**TOMATOES**  
**2.29** LBS  
ALPHA BETA WHY PAY MORE?

LARGE • FUERTE  
**AVOCADOS** **19¢**

CRISP BUNCHES  
**ROMAINE** **10¢**

GARDEN FRESH • BULK  
**TURNIPS or CARROTS** 2 1/2 **15¢**

VALLEY VIEW BREAKFAST  
**PRUNES** 1 1/2 LB. PKG. **3 FOR \$1**

STYLE • SAVE 52¢  
**HAIR SPRAY** REG. OR HARD TO HOLD 13 OZ. CAN **47¢**

REG. 79¢ TUBE  
**Groom & Clean** **37¢**  
SAVE 42¢

ALPHA BETA MULTIPLE  
**VITAMINS** BOTTLE OF 100 **78¢**



Get wonderful things for your home and family with S&H Green Stamps

YOUR NEARBY ALPHA BETA MARKETS ARE LOCATED AT:  
Torrance  
2720 CABRILLO AVE.  
Torrance  
5130 190th ST. at ANZA  
DOMINGUEZ HILLS  
190th ST. at AVALON  
REDONDO  
1880 S. PAC. COAST HWY.

