



# JOIN THE PRICE REVOLUTION! DEEP CUT DISCOUNT PRICES ON ALL YOUR EASTER FOODS

These EVERYDAY Discount Prices take DOLLARS off your food bill!

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MARCH 23, 1967

MARKET BASKET WILL BE  
**OPEN EASTER 10 a.m. to 7 p.m.**

GRAND OPENING OF NEW MARKET BASKET STORE AT  
2520 GLENDALE BLVD. IN SILVERLAKE THIS WEEK.

**DEEP CUT EVERYDAY DISCOUNT PRICES**

- TREE TOP **Apple Juice** 32-OZ. CAN 33¢ 2¢
- ASSORTED **Hi-C Drinks** 3 46-OZ. CANS 93¢ 7¢
- BEECH-NUT STRAINED **Baby Food** 4 1/2-OZ. JAR 9¢ 1¢
- NABISCO—15 1/4-OZ. PKG. **Shredded Wheat** 38¢ 3¢
- ASSORTED FLAVORS **Toast'ems** PKG. OF 10 45¢ 4¢
- MARKET BASKET MEL-O-SOFT **Bread** 15-OZ. LQAF 23¢ 4¢
- NABISCO PREMIUM **Saltines** 16-OZ. PKG. 31¢ 4¢
- BURRY ASSORTED **Scooter Pies** 14-OZ. PKG. 43¢ 6¢
- DUNCAN HINES ASSORTED **Cake Mixes** 18 1/2-OZ. PKG. 35¢ 4¢
- (INCL. 2¢ OFF LABEL) **Ajax Cleanser** 14-OZ. CAN 14¢ 1¢
- AJAX AEROSOL **Window Cleaner** 20-OZ. CAN 43¢ 16¢

**DEEP CUT EVERYDAY DISCOUNT PRICES**

- JERSEYMAID FIRST QUALITY GRADE AA **Butter** 16-OZ. CARTON 79¢ 4¢
- JERSEYMAID CATERING QUALITY **Ice Cream** 1/2-GAL. CARTON 69¢ 10¢

U.S.D.A. GRADE AA LARGE HILLCREST **EGGS** 39¢  
DOZEN IN CARTON  
YOU SAVE 8¢

NOW...you can shop ANY DAY at Market Basket and be sure of greatest savings—without the bother of watching for "weekend specials!" You'll find Deep-Cut Discount Prices on an outstanding selection of your favorite brands of groceries, housewares, health and beauty aids, Sunrise Fresh Produce, U.S.D.A. Choice Tenderay Brand Beef and other government inspected meats. And, even at these discount prices, quality and freshness are GUARANTEED on everything\* you buy!  
No Stamps, No Games, No "Weekend Specials," No Long Store Hours... But You Can Save Up To 15%!

**DEEP CUT EVERYDAY DISCOUNT PRICES**

- CAL FAME FROZEN **Orange Juice** 6-OZ. CAN 19¢ 1¢
- FROZEN—PINEAPPLE, PINEAPPLE-ORANGE, PINEAPPLE-GRAPFRUIT **Dole Juices** 6-OZ. CAN 19¢ 1¢
- SIMPLE SIMON—BOYSENBERRY OR CHERRY **Frozen Pies** 9-INCH EACH 59¢ 4¢
- ALL OTHER VARIETIES, 55¢, SAVE 4¢
- MORTON FROZEN **Honey Buns** 9-OZ. PKG. 27¢ 2¢
- BANQUET FROZEN—ALL VARIETIES **Cream Pies** 14-OZ. EACH 29¢ 4¢
- PICTSWEET FROZEN **Cut Corn** 10-OZ. PKG. 21¢ 1¢
- CORN ON COB, 4-EAR BAG, 45¢, SAVE 4¢
- PICTSWEET FROZEN **Peas & Carrots** 10-OZ. PKG. 20¢ 3¢
- LEAF SPINACH OR CHOPPED BROCCOLI, 10-OZ., 19¢, SAVE 3¢
- PICTSWEET FROZEN—FRENCH FRIED OR CRINKLE CUT **Potatoes** 9-OZ. PKG. 14¢ 3¢
- SQUASH, 12-OZ. PKG., 22¢, SAVE 3¢

**DEEP CUT EVERYDAY DISCOUNT PRICES**

- IMPERIAL **Diet Margarine** 16-OZ. BOTTLE 42¢ 3¢
- PARKAY **Soft Margarine** 16-OZ. CTN. 42¢ 3¢
- MAZOLA **Corn Oil** 24-OZ. BOTTLE 52¢ 7¢
- JIF **Peanut Butter** 18-OZ. JAR 57¢ 6¢
- MORTON—PLAIN OR IODIZED **Salt** 26-OZ. CARTON 11¢ 2¢
- DRESSING FOR FOOD **Imo** PINT CARTON 39¢ 1¢
- SCHILLING **Vanilla Extract** 2-OZ. BOT. 43¢ 6¢
- SCHILLING FOOD "4" **Color Kit** EACH 31¢ 4¢
- M.J.B.—Chicken, Beef, New Orleans or Italian **Flavored Rice** 6-OZ. PKG. 35¢ 4¢
- ZEE **Toilet Tissue** 4-ROLL PKG. 36¢ 3¢
- ZEE REGULAR ASSORTED **Towels** PKG. OF 180 26¢ 5¢
- KLEENEX **Dinner Napkins** PKG. OF 50 25¢ 2¢
- FOOD WRAP **Baggies** PKG. OF 25 36¢ 3¢
- ZEE **Wax Paper** 100-FT. ROLL 19¢ 2¢
- KENDALL **Burgerbits** 80-OZ. PKG. 79¢ 4¢
- REGULAR **Cigarettes** CARTON \$2.12 20¢
- KING OR FILTER **Cigarettes** CARTON \$2.15 17¢

FARMER JOHN OR LUER SHANK HALF OR **WHOLE HAMS** 49¢  
YOU SAVE 13¢

GRADE A FROZEN **CORNISH GAME HENS** 59¢  
MIN. WT. 20-OZ. EACH  
CASE OF 12, \$4.98

COUNTRY CLUB **CANNED HAMS** \$6.98  
10-LB. CAN  
YOU SAVE \$1.71

CALIFORNIA GROWN FROZEN HEN OR TOM **TURKEYS** 35¢  
1-LB. DISCOUNT BUY  
YOU SAVE 12¢ (SUBJECT TO SIZES ON HAND)

## Tenderay Beef

TENDERAY\*...an exclusive process using climate-controlled aging rooms...where beef is aged in 44 hours or less, instead of for weeks. The result is beef with a marvelous FRESH FLAVOR along with guaranteed natural tenderness every time. If you have not tried Tenderay brand yet, find out what you've been missing...today!

\*Former midwesterners will remember this extremely popular brand of beef—now available for the first time in California.

All Tenderay Beef is examined by U.S. Department of Agriculture experts. Market Basket features U.S.D.A. CHOICE Grade Beef.

TENDERAY BRAND U.S.D.A. CHOICE BEEF WHOLE OR LARGE MEATY END **RIB ROAST** 69¢  
YOU SAVE 20¢

TENDERAY BRAND U.S.D.A. CHOICE BEEF STEAK CUT ANY THICKNESS **BONELESS TOP SIRLOIN** \$1.29  
EVERY-DAY DISCOUNT PRICE 1-LB. YOU SAVE 30¢

DETERGENT (INCL. 10¢ OFF LABEL) **FAB** 64¢  
49-OZ. PKG.  
YOU SAVE 15¢

- DETERGENT **Cold Power** 49-OZ. PKG. 79¢ 4¢
- MARKET BASKET **Bleach** GALLON BOTTLE 38¢ 31¢
- MARKET BASKET LOW SUDS **Detergent** 160-OZ. PKG. \$1.25 4¢
- PALMOLIVE GOLD **Deodorant Soap** BATH BAR 20¢ 1¢
- CASHMERE BOUQUET (INCL. 1¢ OFF LABEL) **Toilet Soap** 4 REG. BARS 34¢ 2¢
- FRUITLESS **Spray Starch** 22-OZ. CAN 67¢ 12¢
- (INCLUDES 10¢ OFF LABEL) **Action Bleach** 22-OZ. PKG. 65¢ 14¢

- HUNT'S **Catsup** 14-OZ. BOTTLE 19¢ 4¢
- HUNT'S **Tomato Sauce** 3 8-OZ. CANS 28¢ 7¢
- HUNT'S **Tomato Puree** 29-OZ. CAN 33¢ 2¢
- HUNT'S **Tomato Paste** 6-OZ. CAN 14¢ 1¢
- HUNT'S—WITH CHEESE **Tomato Sauce** 8-OZ. CAN 13¢ 2¢
- HUNT'S **Pork & Beans** 52-OZ. CAN 32¢ 7¢
- HUNT'S STEWED **Tomatoes** 14 1/2-OZ. CAN 22¢ 2¢
- HUNT'S SOLID PACK **Tomatoes** 28-OZ. CAN 31¢ 4¢
- HUNT'S **New Potatoes** 14 1/2-OZ. CAN 15¢ 1¢
- HUNT'S **Chili Beans** 30-OZ. CAN 24¢ 5¢

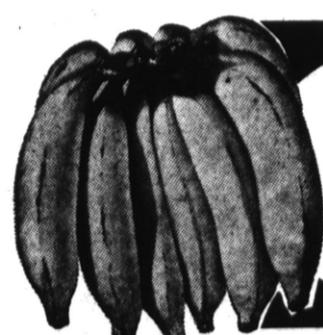
MORTON FROZEN ALL VARIETIES **3-COURSE DINNERS** 64¢  
EACH  
EVERY-DAY DISCOUNT PRICE  
YOU SAVE 1¢

- M.J.B. Regular or Drip **Coffee** 1-LB. CAN 69¢ 4¢
- M.J.B. Regular or Drip **Coffee** 2-LB. CAN \$1.37 8¢
- M.J.B. **Instant Coffee** 10-OZ. JAR \$1.32 17¢

LIQUID **MAALOX** 99¢  
12-OZ. BOTTLE  
EVERY-DAY DISCOUNT PRICE  
YOU SAVE 50¢

### Deep-Cut Discount Prices on Sunrise Fresh Fruits and Vegetables

If you insist on absolute freshness when you buy fruits and vegetables, you'll love your favorites from Market Basket's Produce Department. They're the pick of the finest crops...packed with flavor and nutrition. That's why all Market Basket fresh fruits and vegetables carry this Sunrise-Fresh Guarantee: You must be completely satisfied with any Market Basket produce you buy or your item will be replaced or your money refunded.



CENTRAL AMERICAN PLANTATION PACKED **BANANAS** 11¢  
L.B.  
EVERY-DAY DISCOUNT PRICE

- ALL PURPOSE (INCL. 14¢ OFF LABEL) **Ajax Cleaner** 28-OZ. BOTTLE 52¢ 21¢
- KERN'S STRAWBERRY **Preserves** 32-OZ. JAR 55¢ 20¢
- DETERGENT **Liquid Vel** 22-OZ. BOTTLE 58¢ 27¢
- PET FOOD **Vets' Burgers** 36-OZ. PKG. 73¢ 14¢
- LINDSAY, MEDIUM **Pitted Olives** 7 1/2-OZ. CAN 33¢ 8¢
- STAR-KIST **Chunk Tuna** 6 1/2-OZ. CAN 29¢ 3¢
- AJAX LAUNDRY (INCL. 25¢ OFF LABEL) **Detergent** 84-OZ. KING SIZE 1.06 33¢
- SHORTENING (INCL. 4¢ OFF LABEL) **Crisco** 48-OZ. CAN 84¢ 5¢
- LIQUOR VALUES  
100% SCOTCH WHISKY (LIMITED TIME OFFER)  
**Harvey's Scotch** FIFTH \$5.27  
BLENDED WHISKY  
**Lord of Kentucky** FIFTH \$2.99  
WISCONSIN  
**Gold Label Beer** 12 12-OZ. CANS \$1.49  
CHOICE OF BURGUNDY, ROSE OR CHABLIS  
**Paul Masson Wines** FIFTH \$1.49

- ORAL ANTISEPTIC **Micrin** 18-OZ. BOTTLE 99¢ 40¢
- SUDDEN BEAUTY **Hair Spray** 16-OZ. CAN 69¢ 30¢
- SECRET—7-OZ. CAN **Spray Deodorant** \$1.23 46¢
- FAST HEADACHE RELIEF **Bayer Aspirin** BOTTLE OF 100 73¢ 16¢
- ASSORTED FLAVORS—8-OZ. CAN **Metrecal Liquid** 28¢ 3¢
- SPECIAL FORMULA **Similac Liquid** 13-OZ. CAN 26¢ 5¢
- STYLE **Hair Spray** 13-OZ. CAN 69¢ 30¢
- DISINFECTANT **Lysol Spray** 7-OZ. CAN 89¢ 9¢
- FAMILY SIZE TOOTHPASTE **Crest** 6 1/2-OZ. TUBE 71¢ 24¢
- BRECK **Shampoo** 16-OZ. BOTTLE \$1.39 50¢

- Sliced Bacon** 1-LB. PKG. 57¢ 12¢
- FARMER JOHN OR LUER—BUTT PORTION **Ham** 1-LB. 59¢ 10¢
- SOUTHERN STAR (5-LB. CAN, \$4.39) **Canned Ham** 9-LB. CAN \$6.98 \$1.60
- MARKET BASKET—ALL MEAT OR ALL BEEF BOLOGNA, ALL BEEF AND COTTO SALAMI, HAM, LQAF **Lunch Meat** 1-LB. PKG. 65¢ 8¢
- MARKET BASKET ALL-MEAT **Franks** 1-LB. 55¢ 4¢
- ALL-BEEF FRANKS, 1-LB. PKG., 59¢

MARKET BASKET PROCESS AMERICAN, PIMENTO, SWISS **SLICED CHEESE** 39¢  
8-OZ. PKG.  
BONUS DISCOUNT BUY  
YOU SAVE 4¢

- MARKET BASKET MONTEREY **Jack Cheese** 1-LB. 79¢ 10¢
- CRACKER BARREL EXTRA SHARP **Cheese** 2-OZ. STICKS 79¢ 2¢
- SHARP, 73¢, VARIETY, 74¢, MILD OR MELLOW, 46¢  
MARKET BASKET—BLUE CHEESE, CLAM, FRENCH ONION, GARLIC **Dips** 8-OZ. EACH 33¢ 6¢
- SUGAR & SPICE **Ham Glaze** 14-OZ. JAR 47¢ 2¢
- MARKET BASKET—MIXED FRUIT, MANDARIN ORANGE, VEGETABLE, FRUIT TREAT, PINEAPPLE COTTAGE CHEESE **Gelatin Salads** 14-OZ. EACH 33¢ 6¢

- U.S.D.A. CHOICE BEEF **T-Bone Steak** 1-LB. 98¢ 21¢
- U.S.D.A. CHOICE BEEF STEAK **Porterhouse** 1-LB. \$1.05 24¢
- U.S.D.A. CHOICE BEEF **7-Bone Roast** 1-LB. 47¢ 22¢
- POT ROAST OR SWISS **O-Bone Roast** 1-LB. 57¢ 22¢
- ROLLED AND TIED CHUCK **Boneless Roast** 1-LB. 77¢ 12¢
- BROIL OR FRY **Club Steak** 1-LB. 89¢ 30¢
- LEAN, BONELESS **Stew Beef** 1-LB. 77¢ 2¢
- TENDER, BONELESS **Cube Steak** 1-LB. 98¢ 41¢
- CHUB PACK **Ground Beef** 1-LB. CHUB 38¢ 11¢
- 3-LB. CHUB, \$1.09, SAVE 24¢  
MARKET BASKET SKINLESS **Link Sausage** 8-OZ. PKG. 29¢ 4¢
- MEDIUM SIZE **Bulk Shrimp** 1-LB. \$1.35 14¢

**Easter Flowers**  
POTTED **EASTER LILIES** 4.5 \$1.79  
6-7 BLOOMS, \$1.89 8 BLOOMS OR MORE, \$1.99  
ALSO—CHRYSANTHEMUMS, TULIPS AND HYDRANGEAS

- EVERYDAY DISCOUNT PRICE U.S. NO. 1 RUSSETS OR WHITE ROSE **Potatoes** 10-LB. BAG 45¢
- EVERYDAY DISCOUNT PRICE LARGE CALIFORNIA NAVEL **Oranges** 8-LB. BAG 87¢
- EVERYDAY DISCOUNT PRICE EXTRA FANCY WASH, RED DELICIOUS **Apples** 5 LBS. \$1

THIS WEEK'S FEATURE: TOWN 'N COUNTRY **STONEWARE COFFEE MUG** 29¢  
EACH  
ONE WITH EACH \$5.00 PURCHASE (Excluding Alcohol or Fluid Milk Products)

THE MODERN ENCYCLOPEDIA OF **BABY AND CHILD CARE** 49¢ 99¢  
VOLUME ONE ONLY | VOLUMES 2-10 EACH

MONDAY THROUGH FRIDAY 10 A.M. TO 9 P.M. SATURDAY AND SUNDAY 10 A.M. TO 7 P.M.  
• TORRANCE/REDONDO, 1401 Hawthorne Blvd. (at 182nd)  
• WILMINGTON, 129 Lomita Blvd.  
• SAN PEDRO, 501 So. Gaffey (at 5th St.)