



JOHN BURCH  
Veteran Banker

## Banker Observes 40 Years

John Burch, vice president and manager of Crocker-Citizens National Bank's South Bay branch, has celebrated his 40th anniversary with the bank.

Burch, a Redondo Beach resident, began his career with Crocker-Citizens in 1927. He became an assistant manager in 1946 and was elevated to branch manager in 1950. Four years later, he was made and assistant vice president.

He became a vice president and manager of the bank in 1960 and has headed the South Bay branch since it was opened in 1955.

BURCH IS A charter member and past president of the Riviera Village Rotary Club, a member and past president of the Redondo Beach Chamber of Commerce, a member and past treasurer of the Palos Verdes Breakfast Club, a member of the Riviera Village Business Men's Association, and a past president of the Redondo Beach Red Cross.

In addition, Burch is an active member and past officer of the Palos Verdes Peninsula Council of the Navy League, a member of the Redondo Sister City Committee, and a charter president of the Redondo Beach Round Table.

HE WAS selected to receive the Man-of-the-Year award in 1965 by the Redondo Beach Chamber of Commerce.

Burch is a graduate of the American Institute of Banking, the educational section of the American Bankers Association, and the Pacific Coast School of Banking at the University of Washington in Seattle.

He lives at 205 Avenue H.

## Chamber Manager Honored

Redondo Beach Chamber of Commerce Manager R. S. "Dick" Fitzgerald has been presented a "Jaycee Advocate award by the United States Jaycees.

The Award was presented by National Jaycee President Bill Suttle, for "Outstanding and continuing support in materially adding to the Jaycee purpose of developing young men and building strong communities."

Fitzgerald is a past president of the California state and a former national vice president. He was named as California's "Outstanding Young Man" of 1955.

## Auto Taken From Area Dealership

A man leaving his car for service will have to find other transportation after an auto thief stole his 1967 Mercury Cougar from the service yard of Bill Hopkins, Lincoln Mercury, 20460 Hawthorne Blvd., Saturday night.

The repair yard was entered over a fence, police said, and the auto taken after the thief broke through an exit gate. Police said the auto may have been used as a ram through the fence due to damage to the gate.

The auto, owned by John Melvish, 2432 Pacific Coast Hwy., Lomita, was reported stolen when the service yard was discovered open Sunday.



This is an actual photo of Mrs. James Howd's basket of groceries taken July 10, 1967.

# DEEP CUT DISCOUNT PRICES!

## SAVE YOU MONEY AT MARKET BASKET

### THE TAPE TOTAL TELLS THE TRUTH ABOUT SAVINGS

A few days ago we chose a customer at random, Mrs. James Howd and asked her permission to make a list of the purchases, which amounted to \$12.60. Had she bought the same groceries at two other leading food chains, she would have paid \$1.49 or \$1.51 more than at Market Basket. The totals of the other two chains included specials as well as regular prices.

No doubt you, too, can save as much if you shop Market Basket every week. And thanks to Deep-Cut Discount Prices on EVERY item\* every day, you don't have to limit your selections to certain items, brands or sizes to save money at Market Basket.

\*Except government-controlled or fair-traded prices.

U.S.D.A. GRADE A FROZEN YOUNG CROP

## TOM TURKEYS

WHOLE OR HALF LB. **35¢**

SAVE 14¢

U.S.D.A. GRADE A WHOLE BODY

## FRYING CHICKENS

**29¢** LB.

(SAVE 10¢)

### No Other Beef So Fresh Can Be So Naturally Tender

Tenderay Brand Beef is guaranteed both fresh and tender EVERY TIME. Natural flavor and juices are protected while natural tenderizing action is speeded up by precisely regulated temperature, humidity and air circulation in special rooms. Tenderay Brand Beef is fully aged in 44 HOURS OR LESS, instead of weeks. No other beef so fresh can be so naturally tender!

U.S.D.A. CHOICE TENDERAY BRAND BEEF (SAVE 25¢)

**Porterhouse** LB. **\$1.19**

BONUS DISCOUNT BUY—U.S.D.A. CHOICE TENDERAY BRAND BEEF

**Top Sirloin** CUT ANY THICKNESS BONELESS (SAVE 30¢) LB. **\$1.39**

U.S.D.A. CHOICE TENDERAY BRAND BEEF (SAVE 17¢)

**Rib Steak** FARMER JOHN, LUER QUALITY OR HOFFMAN BETTERMAID (SAVE 12¢) LB. **88¢**

**Sliced Bacon** 1-LB. PKG. **67¢**

U.S.D.A. CHOICE TENDERAY BRAND

**T-Bone Steak** LB. **\$1.14**

ALL TENDERAY BRAND BEEF IS GOVERNMENT GRADED U.S.D.A. CHOICE

DEEP CUT EVERYDAY DISCOUNT PRICES

Gerber's Sterilized Baby Food... 4 1/2-Oz. Jar **10¢**

Market Basket Bread... 15-Oz. Loaf **23¢**

Market Basket Hot Dog Rolls or Hamburger Buns... Pkg. of 6 **25¢**

Dolly Madison Coffee Cake Ring **54¢**

Market Basket Coffee... 1-Lb. Can **59¢**

Market Basket (2-Lb. Can \$1.15—Save 28¢)

Instant Coffee... 10-Oz. Jar **99¢**

Pacific Ship-Crisp Crackers... 16-Oz. Pkg. **27¢**

Sunshine—10-Oz. Pkg. Hi Ho Crackers **31¢**

Jerseymaid First Quality Grade AA Butter... 16-Oz. Ctn. **79¢**

FRESHER, LEANER GROUND MEATS AT DEEP CUT DISCOUNT PRICES.

### GROUND BEEF

Freshly ground and wrapped in the store just before you buy it, this good ground beef compares to that offered by other stores at much higher prices.

PER LB. **39¢**

**NEW FLAVOR-SEAL PACK**

Premium quality, extra lean ground beef that stays fresh for days with no preservatives, thanks to the air-tight Flavor Seal Pack!

3-LB. PACK \$1.39 1-LB. PACK **47¢**

**GROUND SHOULDER** 1-LB. **59¢**

**GROUND ROUND** 1-LB. **78¢**

**GROUND SIRLOIN** 1-LB. **89¢**

**MEAT LOAF MIX** 1-LB. **49¢**

Beef and Pork, Unseasoned

DEEP CUT EVERYDAY DISCOUNT PRICES

Ice Cream... 1/2-Gal. **69¢**

Pillsbury Flour... 5-Lb. **61¢**

For Cooking Mazola Oil... 24-Oz. Bot. **52¢**

Allsweet Margarine... 16-Oz. Ctn. **28¢**

DEEP CUT EVERYDAY DISCOUNT PRICES

Chocolate or Vanilla Great Shakes... Pkg. of 6 **69¢**

Market Basket Mild Cheddar Cheese... 1-Lb. **79¢**

Kraft Colby Longhorn Cheddar Cheese... 1-Lb. **85¢**

Kraft Process American Sliced Cheese... 12-Oz. **59¢**

Ballard—9.5-Oz. Each Cinnamon Rolls **29¢**

Von de Kamp All Varieties—8-Oz. Salad Dressings **37¢**

Roquefort—8-Oz. Bot. **57¢**

Reg. Orange or Grape Hawaiian Punch... 34-Oz. Ctn. **66¢**

DEEP CUT EVERYDAY DISCOUNT PRICES

SEA TREASURE

Sea Treasure Frozen—1-Lb. Pkg. **71¢**

Sea Treasure Frozen—1-Lb. Pkg. Haddock Fillet **71¢**

Sea Treasure Frozen—1-Lb. Pkg. Sole Fillet **65¢**

Sea Treasure Frozen—1-Lb. Pkg. Cod Steaks **89¢**

Sea Treasure Frozen—1-Lb. Pkg. Shrimp Snacks **98¢**

DEEP CUT EVERYDAY DISCOUNT PRICES

Market Basket—8-Oz. Pkg. Sandwich Spread **29¢**

Honeyuckle Frozen Sliced Turkey (With Gravy) **87¢**

Normal All Meat Franks... 1-Lb. **55¢**

Market Basket Sliced 7 Varieties Lunch Meat... 1-Lb. **65¢**

Luer Sliced—9 Varieties—6-Oz. Lunch Meat... 35¢

Zum Import Sliced Cooked Ham... 4 1/2-Oz. Pkg. **65¢**

DEEP CUT EVERYDAY DISCOUNT PRICES

Economy Quality Skin Torn Roasting Chickens... 1-Lb. **39¢**

U.S.D.A. Choice Tenderay Brand Beef Rib Roast... 1-Lb. **79¢**

Market Basket Cry-O-Vac Wrapped Corned Beef... 1-Lb. **79¢**

Frying Chicken Breasts (With Rib Coge)... 1-Lb. **65¢**

Frying Chicken Drumsticks... 1-Lb. **65¢**

Frying Chicken Thighs... 1-Lb. **59¢**

DEEP CUT EVERYDAY DISCOUNT PRICES

SEA TREASURE FROZEN FISH STICKS 24-OZ. **98¢**

"KITCHEN PRINTS" (INCL. 3¢ OFF LABEL) ZEE TOWELS 4 180 SHEET PKGS. **\$1**

DETERGENT (INCL. 7¢ OFF LABEL) TIDE 49-OZ. PKG. **69¢**

HILLS BROS. COFFEE

1-LB. CAN **67¢** SAVE 6¢

2-LB. CAN **\$1.33** SAVE 12¢

INSTANT COFFEE—10-OZ. JAR, \$1.32, SAVE 7¢

C&H SUGAR 5-LB. BAG **59¢** SAVE 2¢

MARKET BASKET COLESLAW, HEALTH, MACARONI, POTATO SALADS 15-OZ. CTN. **35¢**

EVERY DAY DISCOUNT PRICE

Dishwasher Cascade... 20-Oz. Pkg. **41¢**

For Dishes Ivory Liquid... 32-Oz. Bot. **83¢**

Ivory Flakes or Ivory Snow... 32-Oz. Pkg. **81¢**

Detergent Duz... 30-Oz. Pkg. **81¢**

Deodorant Right Guard... 7-Oz. **\$1.23**

Toothpaste Crest... 6 1/2-Oz. **71¢**

Regular or Hard to Hold Style Hair Spray... 13-Oz. Can **69¢**

Relief From Headache Bufferin... 100 **\$1.04**

Bubble Bath Mr. Bubble... 12-Oz. Bot. **37¢**

Disinfectant Lysol Spray... 14-Oz. **\$1.35**

Regular or Super—Tampons Tampax... 40 **\$1.29**

Antiseptic Listerine... 20-Oz. **\$1.04**

SEA TREASURE FROZEN LEMONADE 6-OZ. **9¢**

Everfresh Frozen Chopped Broccoli, Cut Corn, Peas, Peas & Carrots 10-Oz. **15¢**

Everfresh Frozen Crinkle-Cut or French Fries 9-Oz. **11¢**

Bequest All Varieties Frozen Dinners... Each **38¢**

Bequest Frozen Beef, Chicken, Turkey Meat Pies... 8-Oz. **19¢**

Gre-Ma Frozen Golden Fries, Crinkle Cut, Tater Tots, 12-Oz. Shaeztrons Potatoes... Pkg. **27¢**

Single Simon Frozen Apples, Custard, Peach Pies... Each **55¢**

Von de Kamp Frozen—11-Oz. Pkg. Macaroni & Cheese **35¢**

Deep-Cut Discount Prices on SUNRISE FRESH FRUITS AND VEGETABLES

You must be completely satisfied with any Market Basket produce you buy or your item will be replaced or your money refunded.

Sweet, Juicy Cantaloupes... 3 for **99¢**

Santa Rosa Plums... 4 Lbs. **\$1**

Vita-Pak Grape, Peach, Orange or Lemonade Fruit Drinks... 11 1/2-Pt. Bots. **99¢**

U.S. NO. 1 RUSSET POTATOES 10-LB. BAG **39¢**

EVERY DAY DISCOUNT PRICE

sunrise FRESH

CENTRAL AMERICAN BANANAS 11¢ LB.

WHY PAY MORE FOR YOUR FAVORITE CEREALS

Nobisco Spoon Size Shredded Wheat... 18-Oz. Pkg. **41¢**

Quaker Oatmeal... 8-Oz. Pkg. **34¢**

Post Alpha Bits... 13-Oz. Pkg. **45¢**

Post Grape-Nuts... 13-Oz. Pkg. **41¢**

Post Corn Toasties... 18-Oz. Pkg. **39¢**

Big "G" Cheerios... 10 1/2-Oz. Pkg. **34¢**

Big "G" Lucky Charms... 8-Oz. Pkg. **35¢**

Big "G" Wheaties... 18-Oz. Pkg. **45¢**

Kellogg Corn Flakes... 18-Oz. Pkg. **39¢**

Kellogg Product 19... 7-Oz. Pkg. **31¢**

Old Drink Dixie Cups... 5-Oz. Pkg. of 50 **47¢**

Park Salmon... 6-Oz. Can **10¢**

Hunts Catsup... 14-Oz. Bot. **22¢**

Betty Crocker Potato Buds... 15 1/2-Oz. Pkg. **69¢**

Cose Swayne Sliced Potatoes... 15-Oz. Can **16¢**

Molly—with Beans 15-Oz. Can Chili Con Carne **39¢**

Libby's Corn Beef Hash... 24-Oz. Can **69¢**

Libby's Vienna Sausage... 4-Oz. Can **27¢**

Libby's Corned Beef... 12-Oz. Can **55¢**

Carmel Vanilla or Pineapple Kraft Topping... 10-Oz. Jar **27¢**

REGULAR, SUPER, OR FEMS SANITARY NAPKINS KOTEX 12 BOX OF **36¢**

EVERY DAY DISCOUNT PRICE

Reg. or Dry-Formula—8-Oz. Bot. Breck Shampoo **79¢**

Reg. or Hard to Hold Hair Spray Miss Breck... 13-Oz. **77¢**

LIQUOR VALUES

100% Grain Neutral Spirits Full 1/2-Gal. **\$6.66**

Limit Time Offer—100% Rare Scotch Whisky Full 1/2-Gal. **\$9.99**

Inver House Scotch Brewed with Wonderful Wisconsin Water Wisconsin Gold Label Beer **12-Oz. \$1.09**

Kentucky Straight Bourbon Johnny Drum Full Quart **\$4.99**

THE REAL THING FROM FLORIDA SUNSHINE STATE FROZEN ORANGE JUICE 2 6-OZ. CANS **25¢**

BONUS DISCOUNT BUY

12-Oz. Can **24¢**

12-Oz. Can **24¢**

Save 10¢

MANUFACTURERS ALLOWANCES ARE PASSED ON TO YOU TO PROVIDE ADDITIONAL SAVINGS. PRICES IN EFFECT WHILE STOCKS LAST.

Fullness 10; Off Label Spray Starch **22-Oz. 57¢**

Kraft—32-Oz. Pkg. Velveta Cheese **98¢**

Friberg's—1 1/2-Gal. Off Label Brownie Mix **60¢**

Downey 10; Off Label 33-Oz. Bottle Fabric Softener **69¢**

Vets' Regular, Variety or Chicken Dog Food **10 1/2-Oz. 90¢**

Vets' Nuggets Dog Food... 16-Oz. **\$1.35**

MARKET BASKET BONUS DISCOUNT COUPON

HILLCREST LARGE U.S.D.A. GRADE AA (Produced in Calif.) EGGS REG. 41¢ DOZ. IN CTN. **33¢**

WITH THIS COUPON NOW THROUGH WEDNESDAY, JULY 27, 1967 AT ANY MARKET BASKET STORE. LIMIT ONE DOZEN PER COUPON PER ADULT CUSTOMER.

MARKET BASKET MAYONNAISE Q.T. JAR **39¢**

BONUS DISCOUNT BUY

SAVE 8¢

MARKET BASKET CAKE MIXES 18 1/2-OZ. PKG. **31¢**

BONUS DISCOUNT BUY

SAVE 8¢

MARKET BASKET KOTEX 12 BOX OF **36¢**

EVERY DAY DISCOUNT PRICE

MARKET BASKET POTATOES 10-LB. BAG **39¢**

EVERY DAY DISCOUNT PRICE

STORE HOURS: MONDAY THRU FRIDAY 10 a.m. to 9 p.m. SATURDAY AND SUNDAY 10 a.m. to 7 p.m. HOURS SHOWN ARE FOR MOST STORES. EXACT HOURS POSTED IN EACH STORE.