

you'd buy them on sight . . .

they're

# FREE at ALPHA BETA

NOT JUST ONE  
but ALL 12 FREE!



These beautiful "Holiday" thermo cups and tumblers are free to you from Alpha Beta. Matched sets for that quality look. A new and exclusive styling in sophisticated fire bronze sparked with white. By "Holiday," the "sterling" of thermoware. When it's a free gift for you, Alpha Beta just doesn't fool around with catch-penny items. Instead they shopped around

for the quality you'd want to buy. Thermoware that's not only double walled, but also has vacuum sealed insulation to keep beverages and soups piping hot or icy cold. So carefully made, there's not a rough edge or mould mark anywhere. So indestructible, they're guaranteed for a full year. Superior plastic that's unbreakable in normal use and dishwasher-proof. You'll see them in leading department stores at \$6.95 for a set of 6. Get one free every week, with the coupon clipped from Alpha Beta's mid-week ad and a minimum purchase of \$10.00. (With a \$5.00 purchase and coupon you pay only 50c.) In just 12 short weeks, you'll have your complete set of 6 thermo cups and 6 tumblers . . . to enjoy at home or to give proudly as Christmas gifts. Watch for and clip coupon from Alpha Beta's mid-week ad each week.



**CLIP VALUABLE COUPON BELOW AND START YOUR SET TODAY!**

**ALPHA BETA**  
first in foods

...THE FASTEST GROWING FOOD CHAIN IN CALIFORNIA

PRICES EFFECTIVE WED. THRU SUN.  
SEPT. 30, OCT. 1, 2, 3, 4  
ALL ITEMS LIMITED TO STOCK ON HAND

**ALPHA BETA DELICATESSEN SPECIALS**

- ALPHA BETA • SAVE 10c • 1-LB. PKG.  
**SLICED BOLOGNA 59c**
- ALPHA BETA • SLICED • 3/4 LB. PKG.  
**CHEEDAR CHEESE 49c** SAVE 10c
- ALPHA BETA • 2-LB. CUP • SAVE 10c  
**POTATO SALAD 49c**
- 15-OZ. CUP • POTATO SALAD SAVE 10c **29c**

**Holiday ACCESSORY PIECES**

See the handsome, matching "Holiday" accessories on display in all Alpha Beta stores. You'll buy them on sight—for just one-half regular retail price! 32-oz. Beverage Server (retail value 8.95)—\$4.48. Ice Bucket with metal base and handle (retail value, 8.95)—\$4.48. Serving Dish with a removable aluminum liner for baking, freezing, serving (retail value, \$9.95)—\$4.98.



**ALPHA BETA MEATS WITH YOUR APPROVAL**

## CHUCK ROAST 39c LB.

- ALPHA BETA *Trim'd-Rite* WESTERN BEEF  
**SHORT RIBS 19c LB.**
- ALPHA BETA DEPENDABLE QUALITY  
**GROUND BEEF 39c LB.**
- ALPHA BETA *Trim'd-Rite* WESTERN BEEF  
**CHUCK ROAST 39c LB.** NO BONE
- ALPHA BETA SELECTED  
**BEEF LIVER 49c LB.**
- NUTRITIOUS • CENTER CUT  
**SALMON STEAK 89c LB.**

- WILSON • 1 POUND ROLL  
**PORK SAUSAGE 39c**
- WILSON • 1-LB. PKG. • CERTIFIED  
**SLICED BACON 59c**
- WILSON • FULLY COOKED • BONELESS  
**FESTIVAL HAMS 98c LB.**
- CORN KING • FULLY COOKED  
**CANNED HAMS 5 LB. CAN \$3.49**

*Have you tried?* **OXTAIL in the POT? 29c LB.**

Cover beef soup bone with 2 qts. water. Add 3 tsp. salt and 3 tsp. Worcestershire sauce. Stir in 1/4 tsp. garlic salt and 1/4 tsp. black pepper. Cover and simmer for 1 hour. Take 2 to 4 lbs. lean oxtails which have been cut into pieces and season with salt and pepper. Flour, then brown in 1 tsp. shortening. Transfer to the soup kettle and add 1 bay leaf and 1/4 tsp. marjoram. Simmer 1 hour. Add a 1-lb. can tomatoes and 2 1/2 cup rice. Cover and simmer 1 hour longer. Remove bones and bay leaf. Salt if necessary. Makes 3 to 5 quarts.

**LEAN 'N MEATY BEEF OXTAILS 29c LB.**

(Printed Recipes Available In Store)

REGULAR OR MENTHOL • REGULAR 98c  
**GILLETTE "FOAMY" 77c** INCLUDES 21c OFF

\$1.78 VALUE • SAVE 28c • 12 BLADES  
**GILLETTE STAINLESS STEEL BLADES \$1.50**



ALPHA BETA PEAK OF THE SEASON • SWEET AND JUICY LAKE COUNTY  
**BARTLETT PEARS 10c LB.**

GOLD LABEL • MASHED • 16-OZ. PKG.  
**INSTANT POTATOES 39c**

HAWAIIAN • FIELD RIPENED • LARGE  
**PINEAPPLE 39c EA.**

- JELL-O 3-OUNCE 3 PKGS. 29c
- ZEE PAPER-WRAP NAPKINS PKG. OF 80 2 FOR 23c
- CHICKEN OF THE SEA CHUNK TUNA NO. 3/4 CAN 49c
- SOFT-WEVE TOILET TISSUE 2 ROLL PACK 23c

HUNT'S • 14-OZ. BOTTLE • SAVE 13c  
**CATSUP 2 FOR 25c**

HUNT'S • 32-OZ. (Quart) CANS • SAVE 50c  
**TOMATO JUICE 6 FOR \$1.00**

HUNT'S • 8 OUNCE CANS • SAVE 55c  
**TOMATO SAUCE 16 FOR \$1.00**

ALPHA BETA PACIFIC  
**STA CRISP CRACKERS 19c** 1-LB. BOX SAVE 10c

ALPHA BETA  
**CRISCO OIL 29c** 24 OZ. BTL. SAVE 10c

ALPHA BETA  
**DRIP OR REGULAR MAXWELL HOUSE COFFEE \$1.99** 3 LB. CAN SAVE 40c INCL. 20c OFF

BLACK FLAG HOUSE & GARDEN 17 1/2-OZ. AEROSOL BOMB \$1.39

AURORA BATHROOM TISSUE 2 PLY 2 ROLL PACK 25c

HERSHEY INSTANT COCOA MIX 1-LB. SIZE 41c INCLUDES 4c OFF

HUNT'S • 300 CAN • SAVE 17c  
**STEWED TOMATOES 6 FOR \$1**

HONEY TREAT • 1-LB. BOX • SAVE 10c  
**GRAHAM CRACKERS 25c**

HUNT'S • 2 1/2 CAN • SAVE 24c  
**Solid Pack TOMATOES 4 FOR \$1**

SALES TAX COLLECTED ON ALL TAXABLE ITEMS

THESE PRICES EFFECTIVE IN ALL  
**110 ALPHA BETA MARKETS**

CHECK YOUR PHONE DIRECTORY FOR THE ADDRESS OF YOUR NEAREST LOCATION

ALPHA BETA first in foods

...THE FASTEST GROWING FOOD CHAIN IN CALIFORNIA

TORRANCE 2720 Cabrillo Ave.—5130 190th St., at Anza  
REDONDO DOMINGUEZ HILLS 1880 S. Pacific Coast Hwy. 190th St. at Avalon