

### Liquor Department Is Boon To Hosts

Wondering what to serve at a beautiful new Gardena valley market that special party? Ask Don Armstrong, manager of the Liquor Department at Von's.

Don is an expert on the liquids he dispenses and can offer helpful suggestions to a hurried host.



CAL-RAY COOKIES are Featured at All **VON'S MARKETS**

Of Course! You'll Find **KITCHEN CHARM SUPER WAXED PAPER** at **VON'S MARKETS** Protects Like a Charm

**HUSBANDS LOVE 'EM...\*** Mrs. Weber's **PURE EGG NOODLES** \*Because they're EGG RICH!

ESSENCE OF SUMMER IN JELLIED CONFECTIONS **TROPICAL PRESERVES AND JELLIES**



Dewy Berries. Sun-ripened pure fruit, simmered for measure with fine sugar... delicious spreads for your bread.

AT ALL **VON'S MARKETS**

**Cottage Cheese and "Glorietta"** Quick and Easy!



A Grand Lenten Dish Just turn the Glorietta Aspic into a saucepan, melt over very low heat, and pour into a ring mold. It sets in a few minutes. Then fill the center with cottage cheese and your favorite dressing. Perfect! Quick! Delicious!

**Glorietta TOMATO ASPIC** Also Fancy California Tomato Juice, Ripe Elberta Peaches, Apricots and Fruit Nectars. **FEATURED AT VON'S MARKETS**

# Von's Super Market Opens In Gardena

### All Prices Are Plainly Marked

There is no "wondering" about prices in the new Von's market. The price of every item is clearly marked, not only on the shelf but in most cases right on the package or can itself. Each package of meat, for instance, has a label showing the price per pound, the exact weight of the piece and the total price of that particular piece of meat. No one need ever wonder about the price of anything in the new Von's market. Von's is proud of its values and makes it easy for everyone to know exactly what he's paying.



**FOOD SHOW ATTRACTIONS:** Andy Parker and "The Plainmen," western radio and television artists who are noted for their popular recordings and now are appearing on two weekly television programs, "The Dude Ranch Varieties," with Leo Carillo on Channel 13, and the "Squeaking Deacon," on Channel 4, will play from 3:30 to 7:30 p.m. today and tomorrow, Thursday and Friday, at Von's Gardena market free food show, one of the many attractions at the grand opening of the huge new market at 1260 Redondo Beach boulevard this week-end.

### Grand Opening Set Three Days Beginning Today

Food Demonstrations Many Other Attractions Planned

Von's newest super market, located at 1260 Redondo Beach boulevard in Gardena, will hold its grand opening today, tomorrow and Saturday, April 17, 18, and 19. A 3-day free food show will be one of the opening features. Fifty leading national and local manufacturers will display and demonstrate their products. Many will give away samples of their merchandise. Continuous entertainment will be provided by leading groups who star on radio and TV. Hours of the food show will be from 11 in the morning until 8 at night. Von's new market, of functional modern design, will feature Arizona field stone and Roman brick. It is set well back from the street and ample parking space is provided both in the

front as well as the spacious lot in the rear of the market. One thousand cars can be accommodated in the areas. The market will have a frontage and depth of 150 feet; selling space will occupy approximately 23,000 square feet. The grocery warehouse is located on the second floor at the rear of the market and covers about 7500 square feet. This warehouse is serviced by both a conveyor and a chute. On a mezzanine floor at the south end of the market are located restrooms, lounge, and managers' offices. One of the main features of the market will be the 100 per cent self-service meat department. All meats are cut, trimmed, wrapped, weighed, and priced before the customers' eyes. One

**BOWL O' FRUIT BRAND PRUNE PLUMS** Ready To Eat 1-lb. Bag **27c**

**HOMEMADE BEEF STEW** The NALLEY Way

hundred feet of the newest type refrigerated display cases keep the meat at the proper temperature and also display it to the best advantage. The self-service delicatessen department will display more than 120 feet of quality delicatessen products. You will want to try Von's Bleu Cheese dressing. It is made scientifically with the best of ingredients and is guaranteed

**SHINE Stainless Steel and Copper** IN SECONDS! **KLEEN KING** magic formula **SAFE! QUICK! EASY!** only **39c**

**WYLER'S VEGETABLE FLAKES AND POWDERS** Garden Fresh Vegetables Ready to Use Parsley Onion Celery Mixed Vegetables Sweet Pepper Mint Leaves Pure Garlic Powder Pure Onion Powder Soup Greens **Featured At All VON'S MARKETS**

### One-Stop Shopping Featured

Big feature of the new Von's Gardena valley market is "one-stop shopping." This merchandising innovation means that everything that the housewife is likely to want is under one roof. In other words, one trip to one store handles everything. Once parked, it is not necessary to move the car until the whole shopping tour is completed. In addition to groceries, meat, produce, delicatessen and

frozen foods, the housewife also has at her disposal a bakery, drug outlet, housewares selection, tobacco, and magazines.

**Contadina Concentrated TOMATO PASTE** 11c

Congratulations to **VON'S** from the makers of... **Queen Isabella GRAPE JUICE** Pioneer Process Retains Natural Flavor

**NEW BALANCED FORMULA BRILLIANTSHINE** for AUTO BODY FINISHES DUCO, LACQUER as well as CHROME and METAL TRIM

Feed Your Dog as Well as You Feed Yourself...

**Pard** 2 CANS ONLY **31c**

**Bell's RIPE Chopped Olives** Featured at all **VON'S MARKETS**

**Clicquot Club** the flavor-aged ginger ale **AT VON'S GARDENA MARKET AND ALL VON'S STORES**

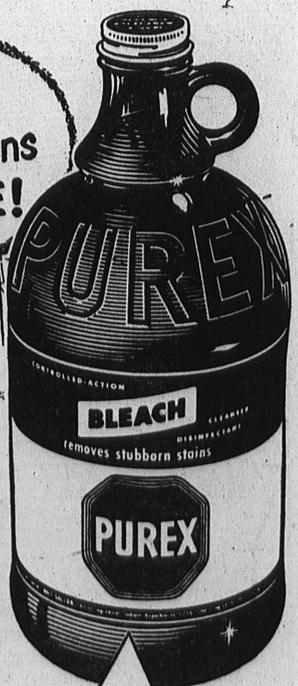
**CIRCUS PEANUTS** Always Good Always Fresh **Featured at All VON'S MARKETS**

**WALLEY'S BEEF STEW** FLAVOR-SIMMERED The Homemade Way

**COME AND GET 'EM!** **Candy Cotton Cones** FREE TO OUR CUSTOMERS AT VON'S FREE FOOD SHOW THURS., FRI., SAT., APRIL 17, 18, 19 COMPLIMENTS OF HOLLY SUGAR

Hi, folks... they're "Snackin' Good" **TOM SAWYER SNACKS** Potato Chips Pretzels Hickory Wafers Potato Nips Nut Meats Chili Chips **FRESH FROM THE L.A. NUT HOUSE!**

**PUREX is SAFER for cottons and linens because it's PURE!**



the gentle laundry bleach

**FULL QUART 16c** **1/2 GALLON 27c** **GALLON 46c**

**\$1.50 KNIFE SET FOR 50c** with PUREX label **FEATURED AT ALL VON'S MARKETS**

**SPECIAL OFFER!** GET FREE ORDER BLANK TODAY! **PUREX LAUNDRY BLEACH**