

### Fred Stockwell, Store Manager

Fred Stockwell earns a well-deserved promotion, to manage Von's newest and most modern market. In the comparatively few years that Stockwell has been associated with the Von's organization he has shown such progress that he has been given this much coveted position with the company.

With an outstanding record, he has progressed steadily from the position of grocery clerk to assistant manager and has most recently been manager of two other Von's super markets.

He comes to Von's Gardena market from Von's market in Bell, where he enjoyed an enviable record.



FRED STOCKWELL: Promoted to manage the newest and most modern Von's market is Fred Stockwell, possessor of an outstanding record.

### Fruit and Vegetable Section Ultra-Modern

An unusual feature of the new Von's market is the ultra-modern fruit and vegetable section.

#### 20 Checkers For Speed And Accuracy

Customers of the new Gardena Von's market can be assured of fast and accurate service at the check-out stands. The new store has 20 checkers.

Checkstands are so designed that the shopping "buggies" fit neatly into the space where the purchases are checked directly from the basket. There is no lifting, no waste motion.

Of interest to the housewife is the fact that the cash registers are placed so she can plainly see the price on each item as it is rung up.

More than 350 feet of the fruit and vegetable displays are on new-type, refrigerated fixtures which are backed by mirrors. The mirrors add beauty and spaciousness to the displays and the refrigeration keeps the fruits and vegetables in first-morning-fresh condition.

Another feature of the new display fixtures is that they are placed at a convenient height so that the shopper can choose items easily without reaching or stooping.

The new fixtures add attractiveness to the high-quality fresh green foods offered by Von's. The company's expert buyers go right to the fields wherever crops are reaching maturity. They select the "pick" of the crops and rush the fine produce to the local Von's store, where, at peak of goodness the fresh vegetables and fruits are on display for selection every day.



DON ARMSTRONG: When you want to buy liquors or bottled refreshment, Manager Don Armstrong of the liquor department is the man to see.

### Liquor Department Most Complete

Von's new Gardena market will have a complete liquor department. All popular brands of beer, whiskies, wines and liquors will be popularly priced. In addition

### HOT ROLLER RAIL

Roller rail in frozen foods cases is kept hot to permit easy operation of the doors, even though it is but a few inches from sub-zero temperatures.

glassware and other bar supplies will be available. Don Armstrong will be manager.

Made from Mid-West Corn Fed PORK

**Iowa BRAND SMOKED PICNICS**  
in the Sanitary VISKING CASING

39¢

**FROZEN VEGETABLES**

Vegetables purchased frozen should be stored immediately in the freezing compartment of your refrigerator upon being delivered from the store. If you cannot use a whole package of frozen vegetables for one meal, immediately return the remainder in its package, to the freezing compartment.

SOMETHING NEW! Rich, Delicious

# GRAVY

in 2 min. (JUST ADD WATER)

★ So easy to make. So tasty. No longer need you depend on meat for gravy. Just keep Gravy Quik on the shelf. Gravy Quik dresses up almost any dish with its appetizing flavor. Look for, ask for, insist upon Gravy Quik.

12 GENEROUS SERVINGS

Another of the Famous *Louisiana* Quality Since 1906

**Bluhill**

DELICIOUS PICKLES and Quality MARGARINE are featured at all VON'S

COLORED OLEOMARGARINE

**FREE!**

2 BARS DIAL SOAP

when you buy one NEW DIAL SHAMPOO

IN SPECIAL PACK a 94¢ value only 67¢

### Frozen Food Cases Of Newest Design

The frozen food cases installed in Von's new Gardena market are of the most modern type yet conceived by fixture manufacturers.

The most important feature is that they defrost automatically within 9 minutes. This feature prevents frozen foods from becoming thawed-out and then refrozen... a condition which does not improve the quality of any frozen food.

With the system that Von's cases employ, the defrost cycle is completed in 9 minutes. This fast defrost period prevents frosted foods from becoming defrosted. In other words, everyone knows that once foods are quick-frozen they should never be allowed to become un-frozen. With the system that Von's uses, this will never happen because the foods will never be exposed to a high enough temperature.

Another feature of these new display cases is that they give plenty of space to look at the merchandise. Approximately 50 feet of frozen food cases have been installed in Von's Gardena Market.

### Store Hours Set At Von's Gardena

Store hours for Von's Gardena market, opening today, have been planned to allow most convenient shopping for all customers.

Sunday hours will be from 9 in the morning until 9 at night.

Friday hours will be from 9 a.m. until 10 p.m., and all other days will be from 9 a.m. to 9 p.m.

These Prices Effective Only at 1260 Redondo Beach Blvd. Gardena April 17, 18, 19 1952

### Van de Kamp's BAKERY

## Opening Day Specials!

13-EGG ANGEL FOOD 69¢ ea. 35¢ half

Plain and Sugared DOUGHNUTS 39¢ doz. 6 for 20¢

- French Butter Rolls (Reg. 39¢ doz.) 33¢ doz. 6 for 174
- Cocoanut Macaroons (Reg. 27¢ doz.) 19¢ doz.
- Cinnamon Rolls (Reg. 48¢ doz.) 39¢ doz. 6 for 204
- Apple Turnovers (Reg. 13¢ ea.) 11¢ ea.
- Fine Chocolates (Reg. 98¢) 89¢ lb.

Look for the Blue Windmill!

ONE DOZEN U.S. AA GRADE LARGE FRESH JERSEYMAID EGGS

FRESH DATED

Feb. 18, 1950

Jerseymaid Milk Products Co. Los Angeles, Calif.

Gentlemen:

I wish to congratulate you on the excellence of your Jerseymaid eggs. When we first discovered them we tried a carton. We were so delightfully pleased with the freshness and flavor of every egg that it was Jerseymaid Eggs for us from then on.

We have told other customers about the merits of your eggs over other brands we had been using. Keep on supplying the same high quality. It's worth the few cents higher price. We like it and we need it.

Signed C.L.

(An unsolicited letter in our file)

**JERSEYMAID EGGS** carry a 12 for 1 guarantee of Freshness, Quality and Flavor..... no wonder they get fan mail! Try 'em. Only **JERSEYMAID EGGS** are delivered daily.....FIRST DAY FRESH to your supermarket.

**HUBBARD SQUASH**

Cut into pieces, and remove seeds and stringy parts. Place in steamer and cook until tender over boiling water. Remove pulp from shell. Mash and season with butter, salt, pepper and a little thick cream, and if not sweet enough, add a little sugar. Place on baking dish and reheat in oven. Serve from dish.

### MAKES ICE CREAM TWICE AS GOOD!

It's easy to make fancy sundaes and soda fountain treats at home with Towne Pride Toppings and ice cream.



Luxury Tissue at a Budget Price!

**MD** TOILET TISSUE

Soft, white, strong