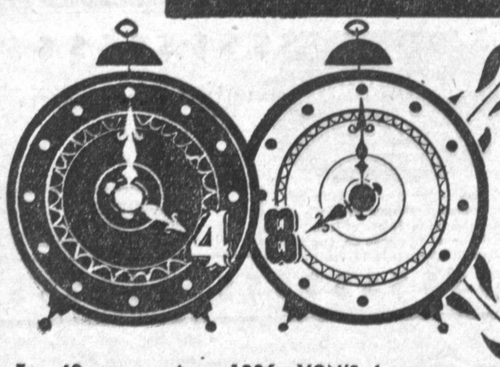
Von's timely 48th Anniversary SALE

Serving Los Angeles since 1906



For 48 years, since 1906, VON'S have been serving Los Angeles housewives with quality groceries at the lowest possible prices. We pledge to you, our customers, to continue this policy. To celebrate our 48th Birthday, VON'S are offering special values this week-end. Remember, you SAVE when you shop at VON'S

All Von's Meats are GUARANTEED To Give You Complete Satisfaction

JERSEYMAID—EVAPORATED
CANNED MILK 5 TALL CANS 48¢

KRAFT'S SALAD DRESSING
MIRACLE WHIP QUART JAR 48¢

SUNNY VALLEY—GRADE A—LARGE SIZE
FRESH EGGS DOZEN IN CARTON 48¢

LIBBY'S TWICE-RICH
TOMATO JUICE 2 46 OZ. CANS 48¢

NEW! SOFT AS OLD LINEN
SCOT TISSUE 5 ROLLS FOR 48¢

ASSORTED VARIETIES
STRAINED 6 4½ OZ. CANS 49¢
JUNIOR 6 6½ OZ. CANS 69¢

All Von's Poultry is locally grown and fresh dressed. It is delivered daily direct from the ranch to our markets to assure you freshness and best flavor.

CHICKEN

EVISCERATED
WHOLE FRYERS 2 TO 3 POUNDS 41¢ lb.

PAN READY
CUT UP FRYERS 2 TO 3 POUNDS 45¢ lb.

CHICKEN SEGMENTS

NECKS or BACKS	ALL WHITE MEAT BREASTS	LEGS or THIGHS
15¢ lb.	83¢ lb.	87¢ lb.

VON'S TABLE KING—OVEN READY—BROAD BREASTED
HEN TURKEYS 10 TO 12 POUNDS 53¢ lb.

Northern Pacific
HALIBUT STEAKS 39¢ lb.

Gorton's Breaded
FISH STICKS 10 oz. Pkg. 45¢

FRESHLY GROUND MEATS
GROUND BEEF 25¢ lb.
GROUND ROUND 65¢ lb.
PORK SAUSAGE 49¢ lb.

HORMEL MINNESOTA—GRADE A—EASTERN
SLICED BACON 1 LB. PKG. 57¢

U.S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF
BEEF ROASTS
BLADE CUT CHUCK 35¢ lb.
CENTER CUT CHUCK 39¢ lb.
ROUND BONE SHOULDER 43¢ lb.
ECONOMICAL BONELESS SHOULDER 59¢ lb.

VON'S YELLOW
MARGARINE 2 1 LB. CTNS. 25¢
HUNT'S
TOMATO CATSUP 2 14 OZ. BTLS. 25¢
MARY ANNA FROZEN
STRAWBERRIES 10 OZ. PKG. 19¢
JERSEYMAID FRESH CHURNED
BUTTERMILK QT. CTN. 13¢
CANE AND MAPLE
VERMONT MAID SYRUP 24 OZ. BTL. 48¢
WONDER RICE—1 LB. PKG. 13c
BLUE ROSE RICE 2 LB. PKG. 25¢
ASSORTED VARIETIES
CINCH CAKE MIXES 17 OZ. PKG. 35¢
BROWN CROCK
BAKED BEANS 28 OZ. JAR 27¢
BROWN CROCK
BROWN BREAD 16 OZ. CAN 23¢
PLANTER'S PURE
PEANUT OIL PT. BTL. 43¢ QT. BTL. 85¢
WHITE KING
CLEANSER 2 CANS FOR 25¢
GOLD SEAL
GLASS WAX PT. CAN 57¢
POWDERED
SNOWY BLEACH 7½ OZ. PKG. 28¢

KITCHEN TESTED
GOLD MEDAL FLOUR 5 LB. BAG 48¢

LARGE, TENDER AND SWEET
GREEN GIANT PEAS 3 17 OZ. CANS 48¢

DONALD DUCK FLORIDA SECTIONS
GRAPEFRUIT 3 17 OZ. CANS 48¢

WILAMET
SLICED BEETS 5 17 OZ. CANS 48¢

BELL BRAND—FRESHLY GROUND
PEANUT BUTTER 21 OZ. JAR 48¢

WESTWOOD
ICE CREAM ASSORTED FLAVORS ½ GAL. CTN. 48¢

CAMPBELL'S—CONDENSED
TOMATO SOUP 5 10½ OZ. CANS 48¢

Peter Piper Whole
SWEET PICKLES 24 OZ. JAR 43¢
Heinz—PT. BTL. 19c
SALAD VINEGAR QT. BTL. 29¢
Yellow
PARKAY MARGARINE 1 LB. CTN. 27¢
Gebhardt's—With Beans
CHILI CON CARNE 15½ OZ. CAN 27¢
Aluminum Foil
REYNOLDS WRAP 25 FT. ROLL 25¢
Low Calorie
Dietonic Beverages 2 16 oz. Btls. 35¢
Franco-American—15½ OZ. Can 15c 19 oz. can
SPAGHETTI 19¢
Deodorant
DIAL SOAP 2 REG. BARS 25¢
2 BATH SIZE—35c

FACIAL TISSUES
Kleenex 2 PKGS. OF 300 47¢
SANITARY NAPKINS
Kotex BOX OF 12 39¢
WE REDEEM YOUR COUPONS
Prell Shampoo MED. SIZE 57¢
5 GRAIN TABLETS
Bayer Aspirin BTL. OF 100 62¢
PHILLIP'S
Milk of Magnesia 43¢

MILD, SWEET
SPANISH ONIONS 3¢ lb.

CARROTS	TOPS IN VITAMIN A	LGE. BUNCH	5¢
CABBAGE	FOR SLAW COLD OR HOT	LB.	3¢
ROMAINE	TENDER CRISP	LB.	7¢

HEAVY WITH JUICE
VALENCIA ORANGES 6¢ lb.

ZEE Toilet Tissue (White or Lovely Colors)	4 ROLLS FOR	30¢
ZEE Paper Towels	ROLL	16¢
ZEE Waxed Paper	125 FT. ROLL	20¢
ZEE Paper Napkins	2 PKGS. OF 80	27¢
COMFORT Toilet Tissue	4 ROLLS FOR	36¢
CHIFFON Toilet Tissue	3 ROLLS FOR	35¢
CHIFFON Facial Tissue	2 PKGS. of 400	47¢
CHIFFON Dinner Napkins	PKGS. of 70	26¢

GRADE AA—FIRST QUALITY
CHALLENGE BUTTER 1 LB. CTN. 67¢
GRADE A—FIRST QUALITY
BROOKFIELD BUTTER 1 LB. CTN. 66¢
PACIFIC 4—PACK
THIN FLAKE CRACKERS 1 LB. PKG. 25¢
20 MULE TEAM
BORAX POWDER 1 LB. CTN. 18¢
HAND CLEANER
BORAXO 8 OZ. CAN 17¢ 16 OZ. CAN 30¢
SMUCKER'S PURE
GRAPE JELLY 10 OZ. JAR 31¢

48th Anniversary Specials in Von's Delicatessen

GENUINE WISCONSIN WHEEL—FULL FLAVOR
SWISS CHEESE IN THE PIECE 65¢ lb.
SWIFT'S PREMIUM—SLICED
DRIED BEEF SERVE CREAMED ON TOAST ¼ LB. PKG. 35¢ ea.
JERSEYMAID—FIRST DAY FRESH
SOUR CREAM ½ PT. CTN. 21¢ ea.
PLUMROSE, DANISH—Economical Because It's Waste Free
CANNED HAM 4 LB. CAN 4.95
VON'S—DELICIOUSLY FRESH
1000 ISLAND DRESSING PT. JAR 69¢ ea.

VON'S

Prices Effective Thurs., Fri., Sat., Sun., October 14-15-16-17
Phone WEbster 3-8311 for your nearest VON'S Market

REMEMBER IT'S VON'S FOR VALUES!

1260 W. REDONDO BEACH BLVD. AT NORMANDIE

— WE GLADLY CASH PAY CHECKS —