



Citrus Fruits are so important to your family in the cold and flu season. They're chock full of Vitamin C—the one important Vitamin your body can't store up yet requires every day . . . right now citrus fruits are at their very best and Uncle Sam says they are plentiful and we say they are YOUR BEST BUY THIS WEEK!

**ORANGES**  
SUGAR SWEET  
JUICY NAVELS  
**5 POUND FILM BAG 29¢**

SUNKIST—JUICY  
**LEMONS** LB. **10¢**  
YOUNG TENDER  
**CARROTS** LARGE BUNCH **5¢**  
CRISP—TASTY  
**ROMAINE** LB. **7¢**

**GRAPE-FRUIT**  
DESERT—THIN SKINNED  
**8 POUND BAG 29¢**

VON'S COLORED  
**MARGARINE** 1-POUND CARTON **17¢**  
VON'S FRESH  
**MAYONNAISE** QUART JAR **47¢**  
JERSEYMAID GRADE AA  
**BUTTER** FIRST QUALITY ONE POUND CARTON **65¢**  
HUNT'S TOMATO  
**CATSUP** 2 14-OZ. BOTTLES **25¢**  
TOM SAWYER—21-OZ. JAR 49¢  
**PEANUT BUTTER** 14-OZ. JAR **35¢**  
FOR SALADS OR COOKING  
**WESSON OIL** QUART BOTTLE **59¢**  
OCEAN SPRAY STRAINED OR WHOLE  
**CRANBERRY SAUCE** 16-OZ. CAN **19¢**  
GOLD MEDAL  
**FLOUR** 10-LB. BAG **98¢** 5-LB. BAG **49¢**

**MEAT DEPT. SPECIALS**  
U. S. GOV'T. GRADED "CHOICE" AND "GOOD" STEER BEEF

**BEEF ROASTS**  
BLADE CUT CHUCK **33¢** lb.  
CENTER CUT CHUCK OR 7-BONE **37¢** lb.  
ROUND BONE ROAST **43¢** lb.  
BONELESS SHOULDER ROAST—59¢ LB.

EASTERN CORN FED PIG PORK—1 TO 3-LB. AVERAGE  
**SPARE RIBS** SMALL SIZE **39¢** lb.  
RATH'S BLACK HAWK GRADE "A" EASTERN  
**SLICED BACON** 1-LB. PKG. **63¢** ea.  
SUGAR CURED HICKORY SMOKED  
EXTRA FANCY LEAN TENDER

**BEEF STEW** BONELESS **59¢** lb.  
MAKES A DELICIOUS, TASTY MEAT LOAF

**GROUND CHUCK** **39¢** lb.  
RATH'S BLACK HAWK—LEAN, READY TO EAT

**SMOKED BUTTS** BONELESS 1 TO 2-LB. AVG. **79¢** lb.  
PATMAN'S FANCY GRADE "A" VACUUM PACK  
SMOKED TONGUES 3-LB. AVG. **45¢** ea.  
LEAN TENDER PLATE CUTS  
BOILING BEEF **10¢** lb.  
TABLE BRAND  
SLICED BACON 1-LB. PKG. **45¢** ea.  
LEAN MEATY BEEF  
SHORT RIBS **19¢** lb.  
VON'S OWN 100% PURE  
PORK SAUSAGE **45¢** lb.  
FRESH  
FILLETS OF SOLE **57¢** lb.

HUNT'S HALVES OR  
**SLICED PEACHES** NO. 2 1/2 CAN **25¢**  
SPERRY  
**PANCAKE FLOUR** 14-OZ. PKG. (28-OZ. PACKAGE 28¢) **16¢**  
SUNSWEET  
**PRUNE JUICE** QUART BOTTLE **29¢**  
STAR KIST CHUNK STYLE  
**TUNA** NO. 1/2 CAN **29¢**

**DELICATESSEN SPECIALS**

BORDEN'S FRESH  
**CREAM CHEESE** 8-OZ. PKG. **33¢**  
DELICIOUS IN SALADS OR CHEESE CAKE!

SWIFT'S PREMIUM — KOSHER STYLE  
**ALL BEEF SALAMI** IN THE PIECE **49¢** lb.  
A REAL LUNCH BOX FAVORITE!

VON'S DELICIOUS THOUSAND ISLAND  
**SALAD DRESSING** 8-OZ. JAR (PINT JAR 69¢) **35¢**

SWIFT'S PREMIUM TASTY TENDER  
**FRANKFURTERS** ONE POUND PKG. **45¢**  
SERVE WITH SAUERKRAUT

QUALITY HOUSE — FRESH BARREL  
**SAUERKRAUT** 24-OZ. JAR **21¢**  
SERVE WITH FRANKS FOR DINNER!

**HELD OVER ONE EXTRA WEEK!**  
VON'S EXCITING OFFER ON THIS BEAUTIFUL DINNERWARE IS EXTENDED THROUGH THIS WEEKEND IN ORDER TO ACCOMMODATE THE MANY REQUESTS FROM OUR CUSTOMERS.

ORIGINAL HANDPAINTED UNDERGLAZE  
**Dixie Dogwood DINNERWARE**  
5 PIECE PLACE SETTING REGULAR 2.50 VALUE **99¢**  
WITH PURCHASE OF 5.00  
ADDITIONAL COMPLETE SETS AVAILABLE  
THIS OFFER POSITIVELY ENDS JANUARY 30, 1955

Redeem Your  
**NESTLE'S INSTANT COFFEE COUPON HERE**  
Get a Full 2 oz. Jar **FREE**  
ALL COFFEE—100% PURE COFFEE

**Van de Kamp's 40th Anniversary Year SPECIALS**  
Jan. 27, 28, 29

Swedish Twist  
**COFFEE CAKE** 29¢ ea.  
(Reg. 37¢ ea.)

Devil's Food  
**DELUXE SQUARE** 59¢ ea.  
(75¢ value) 30¢ half

**Van de Kamp's BAKERIES—COFFEE SHOPS**

DEL MONTE GOLDEN  
**CREAM STYLE CORN** 17-OZ. CAN **15¢**

SEASIDE  
**LIMA BEANS** 2 17-OZ. CANS **25¢**

NEWMARK WHOLE  
**NEW POTATOES** 2 TALL CANS **15¢**

GERBER'S STRAINED  
**BABY FOOD** 6 4 1/2-OZ. CANS **49¢**

CHEF BOY-AR-DEE  
**SPAGHETTI SAUCE** 8-OZ. CAN **17¢**

KING KELLY  
**ORANGE MARMALADE** 12-OZ. JAR **21¢**

DERBY FRESH GROUND  
**PEANUT BUTTER** 12-OZ. JAR **39¢**

**ARMOUR'S CANNED MEATS**

ROAST BEEF 12-OZ. CAN **49¢**

CHOPPED HAM 12-OZ. CAN **59¢**

CORNER BEEF HASH 16-OZ. CAN **29¢**

**SASSY CAT FOOD**

3 7 1/4-OZ. CANS **20¢** 3 TALL CANS **35¢**

E-Z POP  
**POPCORN** PER PKG. **39¢**

SUGARFREE SEEDLESS  
**RAISINS** 15-OZ. PKG. **15¢**

JAN-U-JINE  
**BEAN SPROUTS** 17-OZ. CAN **15¢**

FOR DESSERTS  
**REDDI-WHIP** 7-OZ. CAN **52¢**

FIRST QUALITY CHALLENGE  
**BUTTER** GRADE AA 1-LB. CTN. **67¢**

**Quick! ECONOMICAL!**  
... IDEAL for lunch or supper

**REAL HOMEMADE SOUPS**  
the Modern Way with

**LIPTON Soup Mixes**

CHICKEN NOODLE 3-pack cartons **39¢**

TOMATO VEGETABLE 3-pack cartons **39¢**

ONION SOUP 2 PKGS. **33¢**

BEEF-VEGETABLE 2 PKGS. **33¢**

JERSEYMAID  
**HALF & HALF** PINT CTN. **19¢** QUART CTN. **35¢**

**HEALTH & BEAUTY AIDS**

HOME PERMANENT—COMPLETE  
**LILT** REGULAR, SUPER OR GENTLE **1.50**

ACTS TWICE AS FAST AS ASPIRIN  
**BUFFERIN** BOTTLE OF 60 79¢ BOTTLE OF 12 **25¢**

PACQUIN'S SKIN AND  
**HAND CREAM** 2.45-OZ. JAR **49¢**

BREAKFAST CEREAL  
**CREAM OF WHEAT** 14-OZ. PKG. (28-OZ. PKG., 34¢) **21¢**

ZEE  
**PAPER TOWELS** LARGE ROLL **16¢**

SANITARY NAPKINS BOX OF 48 1.49 BOX OF 12 **39¢**

FOR A QUICK MEAL  
**KRAFT DINNER** 8-OZ. PKG. **16¢**

FOODCRAFT FARM STYLE  
**PICKLES** 15 1/4-OZ. JAR **25¢**

PRIORITY  
**TUNA** CHUNK STYLE NO. 1/2 CAN **27¢**

HOUSEHOLD CLEANSER  
**AJAX** 2 REG. CANS **25¢**

**CASHMERE BOUQUET TOILET SOAP** 3 REG. BARS **23¢** 2 BATH SIZE **23¢**

**PALMOLIVE TOILET SOAP** 3 REG. BARS **23¢** 2 BATH SIZE **23¢**

HOUSEHOLD DETERGENT  
**VEL** LARGE PACKAGE **29¢** GIANT PKG. 69¢

**FREE!** 40% more tooth paste for the same price!  
Only **47¢**

BONUS TO PROVE PERSODENT GETS YOUR TEETH WHITER

FEBRUARY Has been designated as "HEART FUND MONTH"  
DO YOUR SHARE—CONTRIBUTE!

**VON'S**

PRICES EFFECTIVE THUR., FRI., SAT., SUN., JAN. 27-28-29-30  
SALES TAX ADDED TO TAXABLE ITEMS