NOW... A NEW LOW PRICE POLICY!

Guaranteed Lower Everyday Regular Prices on All Brands of Basic Groceries *Plus* ADVERTISED SPECIALS EVERY DAY, AND BLUE CHIP STAMPS, TOO!

OVER 1,000 Regular Prices SLASHED! LY!

Compare this Sample List of our new Low Regular Prices . . .

DETERGENTS

	AVG. L.A. PRICE	OUR NEW PRICE
GIANT TIDE	83¢	79¢
GIANT CHEER	83¢	79¢
LUX LIQUID 22 oz. Can	69¢	65¢
IVORY LIQUID 22 oz. Can	69¢	65¢

Plus All other Brands of Popular Detergents.

ENRICHED FLOUR

	AVG. L.A. PRICE	OUR NEW PRICE
GOLD MEDAL 5 lb. Bag	69¢	59¢
PILLSBURY 5 lb. Bag	69¢	59¢
LA PINA 5 lb. Bag	89¢	79¢
VSB FLOUR 5 lb. Bag		45¢

Plus All other Brands of Enriched Flours

ALUMINUM FOILS

	AVG. L.A. PRICE	OUR NEW PRICE
ALCOA 25 ft. Roll	35¢	31¢
REYNOLDS 25 ft. Roll	35¢	31¢
KAISER 25 ft. Roll	35¢	31¢
SARAN WRAP 25 ft. Roll	35¢	31¢

Plus All other Sizes of Aluminum Foils

PAPER PRODUCTS

	AVG. L.A. PRICE	OUR NEW PRICE
KLEENEX 400 ct. Box	29¢	25¢
ZEE NAPKINS 90 ct. Pkg.	2/25¢	2/23¢
SCOTT TOILET TISSUE	2/27¢	2/23¢
CUT RITE WAX PAPER 125 ft. Roll	29¢	25¢

Plus All other Brands of Paper Products

SHORTENINGS and OILS

	AVG. L.A. PRICE	OUR NEW PRICE
CRISCO 3 lb. Can	99¢	95¢
SPRY 3 lb. Can	99¢	95¢
WESSON OIL Qt. Bottle	67¢	59¢
PLANTERS OIL Pt. Bottle	43¢	37¢

Plus All other Brands of Shortenings and Oils

DRESSINGS and MAYONNAISE

	AVG. L.A. PRICE	OUR NEW PRICE
MIRACLE WHIP Qt. Jar	69¢	59¢
BEST FOODS Qt. Jar	75¢	67¢
KRAFT 24 oz. Jar	61¢	53¢
VSB MAYONNAISE		49¢

Plus All other Brands of Dressings and Mayonnaise

MARGARINE

	AVG. L.A. PRICE	OUR NEW PRICE
FLEISCHMANN'S 1 lb. Ctn.	41¢	39¢
MAZOLA 1 lb. Ctn.	41¢	39¢
NUCOA 1 lb. Ctn.	31¢	29¢
PARKAY 1 lb. Ctn.	31¢	29¢

Plus All other Brands of Margarines and Spreads

C&H and SPRECKELS SUGAR

	AVG. L.A. PRICE	OUR NEW PRICE
POWDERED SUGAR 1 lb. Ctn.	2/37¢	2/29¢
BROWN SUGAR 1 lb. Ctn.	2/37¢	2/29¢

GELATINS

	AVG. L.A. PRICE	OUR NEW PRICE
JELLO 3 oz. Pkg.	3/31¢	3/29¢
ROYAL 3 oz. Pkg.	3/31¢	3/29¢

Plus All Popular Brands of Granulated Sugar

BAR and POWDERED SOAPS

	AVG. L.A. PRICE	OUR NEW PRICE
DIAL Bath Size	2/43¢	2/39¢
IVORY FLAKES Qt. Pkg.	83¢	79¢
CAMAY Bath Size	2/33¢	2/29¢
LUX Bath Size	2/33¢	2/29¢

Plus All other Brands of Bar and Powdered Soaps

CAMPBELL'S or HEINZ SOUPS

	AVG. L.A. PRICE	OUR NEW PRICE
VEGETABLE BASE SOUPS	2/29¢	2/27¢
MEAT BASE SOUPS	2/39¢	2/33¢
TOMATO SOUP	4/49¢	2/23¢

Plus All Other Brands of Popular Soups

CANNED and POWDERED MILK

	AVG. L.A. PRICE	OUR NEW PRICE
CARNATION Tall Can	2/33¢	2/29¢
JERSEYMAID Tall Can	2/29¢	2/27¢
BORDEN'S STARLAC 8 Qt.	75¢	69¢
PET POWDERED 8 Qt. Size	75¢	69¢

Plus All other Brands of Canned and Powdered Milk

BABY FOOD

	AVG. L.A. PRICE	OUR NEW PRICE
PABLUM 8 Oz. Pkg.	23¢	21¢
GERBER'S JR. 6½ Oz. Jar	2/33¢	2/27¢
BEECHNUT STRAINED 4½ oz. Jar	3/37¢	10¢
HEINZ JR. MEATS 3½ Oz. Jar	29¢	2/49¢

Plus All other Varieties of Baby Foods

COFFEE 1 lb. Can Popular Brands 57¢ lb **SUGAR** 5 lb. Bag Popular Brands 49¢ **HOMO. MILK** ½ Gallon Ctns. 2 FOR 86¢ **BREAD** Std. 15½ oz. Loaf 19¢ *Plus* thousands of other items

July 13, 14, 15, 16 . . .

PICTSWEET FROZEN VEGETABLES

Peas, Cut Corn, Peas and Carrots, Mixed Vegetables, Cut or French Style Green Beans, French Fried Potatoes. 9 oz. Pkg.

Mix or Match 6 FOR 89¢

HUNT'S WHOLE **New Potatoes** 300 Can 10¢

SWIFT'S ALLSWEET **Margarine** Vitamin Enriched 1 lb. Ctn. 25¢

DOLE—PINEAPPLE GRAPEFRUIT **Juice Drink** Tall 29 oz. Can 19¢

PALMOLIVE **Bath Soap** INCL. 8c OFF 3 BARS 29¢

Swanson's TV DINNERS

Roast Beef, Ham, Fried Chicken, Pork Loin, Turkey, Chopped Sirloin, Swiss Steak or Haddock, 11 oz. Pkgs.

Your Choice 49¢

PILLSBURY'S DELUXE **Cake Mixes** Chocolate, White, Yellow Spice, Caramel, Dutch Chocolate, Banana Nut 18 oz. Pkg. 29¢

JACK AND THE BEAN STALK — FANCY CUT **Green Beans** 303 Can 2 FOR 39¢

NABISCO—CREME SANDWICH **Oreo Cookies** 11 oz. Pkg. 3 FOR $1.00

MACARONI AND CHEESE **Kraft Dinner** 7¼ oz. Pkg. 2 FOR 29¢

VON'S and Shopping Bag

Best Buys on Produce

BANANAS

Golden Central American 3 LBS 29¢

Sweet Golden **FRESH CORN** Large Ears 5¢ ea

Mild and Sweet **RED ONIONS** Italian Variety 5¢ lb

Minute Maid Frozen Lemonade REGULAR OR PINK 2 6 oz. Cans 25¢ 12 oz. Can 23¢

Kold Kist Frozen Beef Steaks Just Toss 'Em On the Grill For Tasty Sandwiches 10 2 oz. Pkgs. $1.00

Wong's Frozen Chinese Foods PORK OR CHICKEN CHOP SUEY, CHOW MEIN, EGG FOO YOUNG OR FRIED RICE 11 oz. Pkg. 39¢

SWEET & SOUR PORK OR EGG ROLL 10 oz. Pkg. 49¢

Special Feature In The LIQUOR DEPARTMENT

Spirit of Kentucky STRAIGHT KENTUCKY BOURBON 86 PROOF

SAVE 40c Special Price . . . $3.99 FIFTH

AVAILABLE AT OUR MARKETS! "EASY ON THE COOK" BOOK Menus by Everywomen's Family Circle ASK FOR YOUR COPY FREE!

VON'S and Shopping Bag *Delicatessen Values!*

Luncheon Loaf

MORRELL'S PRIDE Smoked, Spiced, Sliced Makes a Tasty Sandwich 65¢ lb

JERSEYMAID Sour Cream 8 oz. Ctn. 24¢ 16 oz. Ctn. . . . 45¢

BLEU CHEESE Salad Dressing VON'S Famous Quality FULL PINT 59¢

PINEAPPLE Cottage Cheese OUR OWN FAMOUS SALAD 14 oz. Ctn. 29¢

Two More Weeks . . . So Hurry!

Samsonite FOLDING TABLE Nationally Advertised $6.95 Value, Exclusive Offer at Von's & Shopping Bag *Only* $3.99 AND $25.00 WORTH OF YELLOW CASH REGISTER TAPES

Week-end Bakery Features

VON'S BAKERIES At All Von's & Shopping Bag Mkts.

Van de Kamp's At All Von's Markets Only

Bear Claws ALL BUTTER COFFEE CAKES 3 IN A PACKAGE 29¢ Cakes Decorated For Your Special Occasions . . . Place Order At The Store.

Angel Food Cake Large, 13-Egg. Each 69¢

BEEHIVE COFFEE CAKE . . . . . 39¢

Cookies ALMOND ICE BOX MAPLE PECAN CHOCOLATE CHIP Pkg. 35¢

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VON'S and Shopping Bag BLUE CHIP

Prices Effective THURS., FRI., SAT., SUN., JULY 13, 14, 15, 16

DO BEACH BLVD. - GARDENA