Bag
S PRICES ON
GROCERIES
NE THOUSAND ITEMS REDUCED
Brands of Basic Grocery Items
And BLUE CHIP STAMPS, TOO!

SAT., SUN. July 20, 21, 22, 23

Whole Apricots
NORTH ORCHARD
Unpeeled, In Syrup
A Light, Right Dessert for Warm Weather Meals
2½ CAN **19¢**

DOLE—FANCY
Fruit Cocktail
303 Can **2 FOR 49¢**

DONALD DUCK—FANCY—FLORIDA
Grapefruit Segments
303 Can **19¢**

V-8 COCKTAIL
Vegetable Juice
12 oz. Can **3 FOR 39¢**

CAL-FAME
Fruit Drinks
Orange, Grape, Cherry-Apple, Fruit Punch
10 12 oz. Cans **$1**

INSTANT DRY MILK
Borden's Starlac
Large Size Makes 12 Qts. Incls. 6c Off
79¢

FUNFAIR
Imitation Ice Cream
Assorted Flavors
Kiddies Love It!
½ GAL. CTN. **29¢**

Frozen Food Specials

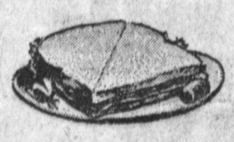
Tip Top Orange Drink Frozen Concentrate 6 oz. Can **7 FOR $1.00**

Garden Bowl Strawberries Whole 1¾ lb. Pkg. **69¢**

Rosarita
COMBINATION PLATE
Enchilada, Taco and Refried Beans 12 OZ. PKG. **39¢**

Rosarita MEXICAN DINNER	16 oz. Pkg.	49¢
Rosarita—Beef ENCHILADA DINNER	14 oz. Pkg.	49¢
Rosarita BEEF TACOS	13½ oz. Pkg.	39¢
Rose Royal CHEESE PIE	8¼ oz. Pkg.	39¢
Rose Royal Blueberry or APPLE DANDY	6 oz.	2 FOR 35¢

VON'S and Shopping Bag *Delicatessen Specials!*

Sliced Bologna
LUER—ALL MEAT

59¢ lb

Von's & Shopping Bag **GELATIN SALADS** 7 Delicious Varieties In Plastic Cups **3 for $1.00**

Our Famous **ROQUEFORT DRESSING** Made with Imported Roquefort Cheese 8 oz. Jar **49¢**

Sliced Loaf Cheese
AMERICAN; SWISS OR PIMENTO
8 oz. Pkgs. Slices Interleaved With Paper
3 FOR $1.00

SPECIAL FEATURE IN THE Liquor Department
Five O'Clock Gin
85 PROOF—EXTRA DRY
Full Quart **$3.99**
Why Pay More?

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

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

BUTTERSCOTCH TEA CAKE Made With Fresh Milk **45¢**

RAISIN BREAD New Compact Loaf in Reusable Poly Bag. LOAF **29¢**

4-Layer LEMON COCONUT CAKE ea. 98¢ half 50¢

RAISIN NUT PIE 8 Inch **49¢**

ROSETTE COFFEE CAKES Pkg. of 4 **39¢**

FINAL WEEK!

Once in a Lifetime Opportunity . . . Exclusive at Von's & Shopping Bag

Samsonite FOLDING TABLE
Nationally Advertised $6.95 Value . . . Only **$3.99** AND $25.00 IN YELLOW REGISTER TAPES

Coming Next Week . . . Matching Samsonite Folding Chairs

Remember... **IT'S NOT THE PRICE OF ONE OR TWO SPECIALS ALONE THAT LOWERS YOUR COST OF EATING . . .**

Your cost of eating is made up of all the many food items you buy each week . . . It's important to save cash on as many as possible. One or two specials will not lower your TOTAL COST of eating! Save cash on ALL your food needs at Von's and Shopping Bag.

TEST SHOP! COMPARE FROM THIS SAMPLE LISTING OF NEW LOW EVERYDAY DISCOUNT PRICES AT VON'S AND SHOPPING BAG.

MARGARINE

	YOU NORMALLY PAY	OUR NEW DISCOUNT 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¢
BLUE BONNET 1 lb. Ctn.	31¢	29¢
GOOD LUCK 1 lb. Ctn.	31¢	29¢
ALLSWEET 1 lb. Ctn.	31¢	29¢
AWARD 1 lb. Ctn.	41¢	39¢

Plus All other Brands of Margarines and Spreads

SHORTENINGS

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
CRISCO 3 lb. Can	99¢	95¢
CRISCO 1 lb. Can	39¢	37¢
CRISCO 6 lb. Can	1.97	1.89
FLUFFO 3 lb. Can	93¢	89¢
SNOWDRIFT 3 lb. Can	95¢	93¢
SWIFTNING 3 lb. Can	83¢	79¢
SPRY 3 lb. Can	99¢	95¢
VON'S-SHOPPING BAG 3 lb.	79¢	75¢

COOKING OILS

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
WESSON OIL Quart Bottle	67¢	59¢
WESSON OIL 48 oz. Bot.	98¢	89¢
MAZOLA CORN OIL Pt. Bot.	43¢	37¢
MAZOLA CORN OIL Qt. Bot.	77¢	67¢
STALEY CORN OIL Qt. Bot.	63¢	53¢
PLANTER'S Pint Bottle	43¢	37¢
VSB OIL Quart Bottle	59¢	49¢

Plus All other Brands & Sizes of Shortenings and Oils

DRESSINGS and MAYONNAISE

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
MIRACLE WHIP Qt. Jar	69¢	59¢
BEST FOODS Qt. Jar	75¢	67¢
KRAFT 24 oz. Jar	61¢	53¢
VSB MAYONNAISE Qt. Jar	59¢	49¢

Plus All other Brands of Dressings and Mayonnaise

SOAPS and DETERGENTS

		YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
IVORY FLAKES or Snow	GIANT PKG.	83¢	79¢
CAMAY, LUX, PALMOLIVE	BATH BAR	2/33¢	2/29¢
DIAL, ZEST, PRAISE	BATH BAR	2/43¢	2/39¢
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 and Soaps

BABY FOOD

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
PABLUM 8 oz. Pkg.	23¢	21¢
GERBER'S JR. 5½ oz. Jar	2/27¢	3/33¢
BEECHNUT STRAINED 4½ oz. Jar	3/37¢	10¢
HEINZ JR. MEATS 3½ oz. Jar	29¢	2/49¢
BIB ASST'D FRUIT JUICES	3/33¢	3/27¢

Plus All other Varieties of Baby Foods

CANNED MILK

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
CARNATION Tall Can	2/33¢	2/29¢
JERSEYMAID Tall Can	2/29¢	2/27¢

Plus All other Brands of Canned Milk

ENRICHED FLOUR

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
GOLD MEDAL 5 lb. Bag	69¢	59¢
PILLSBURY 5 lb. Bag	69¢	59¢
LA PINA 5 lb. Bag	49¢	43¢
VSB FLOUR 5 lb. Bag		45¢
GOLD MEDAL 10 lb. Bag	1.33	1.13
PILLSBURY 10 lb. Bag	1.33	1.13
VSB FLOUR 10 lb. Bag	95¢	85¢
GLOBE A-1 5 lb. Bag	63¢	55¢
GLOBE A-1 Pastry 5 lb. Bag	61¢	51¢
GOLD MEDAL 2 lb. Bag	31¢	27¢

Plus All other Brands & Sizes of Enriched Flours

CAMPBELL'S or HEINZ SOUPS

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
VEGETABLE BASE SOUPS	2/29¢	2/27¢
MEAT BASE SOUPS	2/39¢	2/33¢
TOMATO SOUP	4/49¢	2/23¢

ALL PAPER PRODUCTS and TOILET TISSUE

	YOU NORMALLY PAY	OUR NEW DISCOUNT PRICE
SCOT TISSUE Roll	2/27¢	2/23¢
NORTHERN 4 Roll Pak	41¢	37¢
ZEE TISSUE 4 Roll Pak	41¢	37¢
CHIFFON 2 Roll Pak	29¢	25¢
SOFT-WEVE Roll	2/29¢	2/25¢
DELSEY 2 Roll Pak	29¢	25¢
M.D.-WALDORF 4 Roll Pak	41¢	37¢

FACIAL TISSUE

KLEENEX 200 Ct.	15¢	2/27¢
KLEENEX 400 Ct.	29¢	25¢
SCOTTIES 200 Ct.	15¢	2/27¢
SCOTTIES 400 Ct.	29¢	25¢
CHIFFON 400 Ct.	29¢	25¢
SOF-PLY 400 Ct.	25¢	2/39¢

PAPER TOWELS

SCOTT TOWELS Roll	2/43¢	19¢
SCOTT JUMBO Roll	33¢	31¢
ZEE TOWELS Roll	2/41¢	2/37¢
ZEE GIANT Roll	31¢	29¢
KLEENEX 2 Roll Pak	43¢	39¢

PAPER NAPKINS

KLEENEX TABLE 50 Ct.	2/49¢	2/45¢
SCOTT 60 Ct. Pack	2/27¢	2/25¢
SCOTT DINNER 50 Ct.	27¢	2/45¢
ZEE FAMILY PACK 200 Ct.	29¢	25¢
MARCAL 80 Ct. Pack	2/25¢	2/23¢
ORCHID 80 Ct. Paper Pack	2/25¢	2/23¢
LAPFOLD NAPKINS 500 Ct.	59¢	45¢

LAPFOLD DISPENSERS . . . 1.29

WAXED PAPER

CUT-RITE 125 Ft. Roll	29¢	25¢
KITCHEN CHARM 160 Ft. Roll	21¢	19¢
WAXTEX 100 Ft. Roll	23¢	21¢
ZEE WAXED 200 Ft. Roll	39¢	35¢
SARAN WRAP 25 Ft. Roll	35¢	31¢

Plus All other Brands of Paper Products

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¢

Perfection **BREAD** White, Wheat or Sandwich 15½ OZ. STANDARD LOAF **19¢**

VON'S ENRICHED LOAF 22½ oz. Large Loaf **25¢**

FOLGER'S **COFFEE** 1 LB. CAN **59¢**

JERSEYMAID HOMO **MILK** ½ Gal. CTNS. **2 FOR 86¢** PRICE IN L.A. AREA ONLY

C & H or SPRECKELS **SUGAR** 5 LB. BAG **49¢** POWDERED OR BROWN 1 lb. Ctn. 2/29¢

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Tax Added When Applicable

VON'S and Shopping Bag

Where Regular Prices Are Sale Prices . . . Everyday!