First to slash food prices PERMANENTLY!

VON'S and Shopping Bag GUARANTEED LOWER PRICES

Here's Proof. . .

OVER 1,000 REGULAR PRICES
HAVE BEEN PERMANENTLY REDUCED . . .

Test, Shop and Compare! See How Your Total Food Costs Are Less When Regular Prices Are Lower On The Many Food Items You Buy Each Week!

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

DETERGENTS

	Avg. L.A. Price	Our New Price
GIANT TIDE	83c	79c
GIANT CHEER	83c	79c
LUX LIQUID, 22 oz. Can	69c	65c
IVORY LIQUID, 22 oz. Can	69c	65c

● Plus All other Brands of Popular Detergents

ENRICHED FLOUR

	Avg. L.A. Price	Our New Price
GOLD MEDAL 5 lb. Bag	69c	59c
PILLSBURY 5 lb. Bag	69c	59c
LA PINA 5 lb. Bag	89c	79c
VSB FLOUR 5 lb. Bag		45c

● Plus All other Brands of Enriched Flours

SHORTENINGS and OILS

	Avg. L.A. Price	Our New Price
CRISCO 3 lb. Can	99c	95c
SPRY 3 lb. Can	99c	95c
WESSON OIL Qt. Bottle	67c	59c
PLANTERS OIL Pt. Bottle	43c	37c

● Plus All other Brands of Shortenings and Oils

DRESSINGS and MAYONNAISE

	Avg. L.A. Price	Our New Price
MIRACLE WHIP, Qt. Jar	69c	59c
BEST FOODS Qt. Jar	75c	67c
KRAFT 24 oz. Jar	61c	53c
VSB MAYONNAISE		49c

● Plus All other Brands of Dressings and Mayonnaise

BAR and POWDERED SOAPS

	Avg. L.A. Price	Our New Price
DIAL Bath Size	2/43c	2/39c
IVORY FLAKES Gt. Pkg.	83c	79c
CAMAY Bath Size	2/33c	2/29c
LUX Bath Size	2/33c	2/29c

● Plus All Other Brands of Bar and Powdered Soaps

MARGARINE

	Avg. L.A. Price	Our New Price
FLEISCHMANN'S 1 lb. Ctn	41c	39c
MAZOLA 1 lb. Ctn.	41c	39c
NUCOA 1 lb. Ctn	31c	29c
PARKAY 1 lb. Ctn.	31c	29c

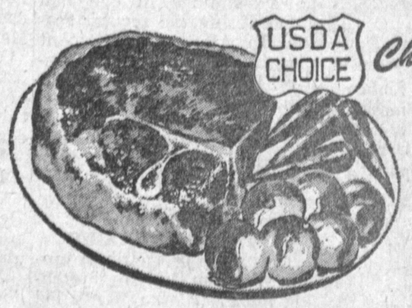
● Plus All other Brands of Margarine and Spreads

Everyday Low Prices On . . .

BREAD PERFECTION White or Wheat 15½ oz. Loaf 19c
COFFEE FOLGER'S 1-lb. Can 59c
SUGAR C & H 5-lb. Bag 49c
MILK JERSEY MAID Home ½ Gals. (In L.A. area only) 2 FOR 86c

WEEK-END SPECIALS too!

Prices Effective THU., FRI., SAT., SUN. August 3, 4, 5, 6



Choicest of the Choice Steer Beef

CHUCK ROASTS

Juicy, Flavorful, Custom Trimmed
BLADE CUTS 37c LB

CHOICE BEEF
Center Cut Chuck 43c lb
LEAN, JUICY, CENTER CUTS
Boneless Chuck 79c lb
BONELESS WASTE-FREE
Beef Brisket 79c lb

Ice Cream

JERSEYMAID Catering Quality Assorted Flavors ½ Gal. Ctn. 59c

All Your Barbecued Favorites!

STEAK SALE

U.S.D.A. CHOICE BEEF WASTE FREE . . . AGED TO PERFECTION
RIB STEAKS 79c lb

BONELESS Sirloin Tip, Cube
Tender-Juicy Choice Cuts of Tender Beef — *Your Choice* 89c lb

CHOICE CENTER CUTS
Chuck Steaks 47c lb
FLAVOR FAVORITE
T-Bone Custom Trimmed $1.05 LB.
HE MAN STEAK—DELICIOUS
Porterhouse $1.15 LB.
BONELESS FLAVOR TREAT
Top Sirloin $1.29 LB.

STANDING Rib Roasts
U.S.D.A. CHOICE STEER BEEF
TENDER 'N JUICY THE ARISTOCRAT OF BEEF ROASTS! 69c

SLICED BACON
SWIFT'S PREMIUM SUGAR CURED 1-Lb. Pkg. 59c

Ground Beef
FRESHLY GROUND Every Hour! 39c lb.

GROUND CHUCK 59c lb STEW BEEF 79c lb

Seafood Sea-lections
FRESH DOVER SOLE Fillet Slices 69c lb
FANCY SCALLOPS Pan Ready 59c lb

A "Cue" for a Barbecue!
Fresh or Frozen
HEN TURKEYS
U.S.D.A. Grade A California Grown
Specially Raised for Tenderness and Flavor!
10-14 LBS. AVG. WT. 39c lb

IN OUR BAKERY
Perfection BREAD
WHITE—WHEAT or SANDWICH
STANDARD 15½ OZ. LOAF 19c
Angel Food Cake
New Square Shape
Convenient to Slice Stays Fresh Longer 59c
100% Stone Ground WHOLE WHEAT **BREAD** 25c

Saxon Quart Bottle APPLE JUICE 29c
Ocean Garden 8-oz. Can MEDIUM SHRIMP 39c
Uncle Ben's 28-oz. Pkg. CONVERTED RICE 49c

Evans
CELLO PACKAGED BEANS
Large White Beans
Red Kidney Beans
Split Green Peas
Pinto Beans
1 LB. PKGS. 2 FOR 25c

JACK 'N THE BEANSTOCK
Golden Corn CREAM STYLE OR WHOLE KERNEL, 303 CAN 2 FOR 37c
Fruit Cocktail NORTH ORCHARD 303 CAN 2 FOR 39c
Delaware Punch FROZEN 6-OZ. CAN 2 FOR 29c

VON'S and Shopping Bag *Fresher, Crisper Produce!*

PEARS
New Crop
Bartletts
SWEET, JUICY, REFRESHING
2 LBS 25c

Sweet, Full of Juice—Fancy Thompson
SEEDLESS GRAPES 2 LBS 25c

Bell Peppers
FRESH, CRISP, STUFFING SIZE 2 LBS 25c

Sweet Corn
GOLDEN YOUNG EARS *Always One Top Quality At One Low Price . . .* 5c ea

VON'S and Shopping Bag *Delicatessen Specials*

Liverwurst
Ol' Smokey for Tasty Snacks and Sandwiches In the Piece 39c lb

Borden's CREAM CHEESE	Sharp REEDSPORT CHEDDAR	Our Own HEALTH SALAD
Fresh! 8-oz. Pkg. 35c	Real Eatin' & Cookin' Flavor! 69c lb	Warm Weather Favorite! Pt. Ctn. 29c

Heinz KETCHUP REGULAR 14-oz. Bottle OR HOT 12-oz. Bottle 17c

Frozen Dinners
FRADELIS
FRIED CHICKEN, ROAST CHICKEN SWISS STEAK, VEAL CUTLET—12-OZ. FRIED SHRIMP—10-OZ. 45c

VON'S and Shopping Bag **Meat Pies**
50% MORE MEAT!
FROZEN CHICKEN, BEEF OR TURKEY 8-OZ. PACKAGE 4 FOR $1.00

Van de Kamp's **SPECIALS**
At All Von's Stores Only
MILK CHOCOLATE CAKE . . . . . Each 99c
DOUGHNUTS Pkg. Orange Iced . . . . . of 6 33c
FRENCH ROLLS Pkg. Fresh and Crisp . . . of 8 29c
COOKIES Shortbread, Oatmeal or Molasses Pkg. 25c

Enriched FLOUR
Von's & Shopping Bag
5-LB. BAG 39c

White Oak Charcoal BAR-B-GLOW 10-LB. BAG 49c
White Vinegar VON'S & SHOPPING BAG QUART BOTTLE 10c
Soft-Weve Tissue ASSORTED COLORS 2 ROLL PACK 25c
Liquid Detergent TREND QUART PLASTIC BOTTLE 59c
Ivory Bar Soap PERSONAL SIZE SAVE 19c 13 BAR PACK 69c

LIQUOR DEPARTMENT SPECIAL
Five O'Clock Vodka
80 PROOF GRAIN DISTILLED
Special Price $3.59 FIFTH

SAMSONITE Folding Chairs
Strong enough to stand on because of famous Samsonite tubular steel construction ● Seat padded and upholstered in attractive vinyl ● Wipes clean with a damp cloth ● Folds easily, compactly ● Will not tilt ● Frame and legs finished in chip-resistant baked enamel
FOR ONLY $3.99
with $15 worth of Yellow Register Tapes . . .
Available in two popular colors.
Tan with bronze frame
Grey with black frame

T&M BEEF OR Veal Cutlets	BLUE DIAMOND Breaded Scallops	AU GRATIN Potatoes	NEW DUTCH Cleanser
FROZEN, BUTTERED 4 4-oz. Pkgs. 89c	FROZEN 11½ Lb. Pkg. $1.09	FRENCH'S INSTANT 5½-oz. Pkg. 43c	14-OZ. CANS Incls. 2c OFF 2 FOR 29c

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Tax Added When Applicable.

VON'S and Shopping Bag

Where Regular Prices Are Sale Prices . . . Everyday!