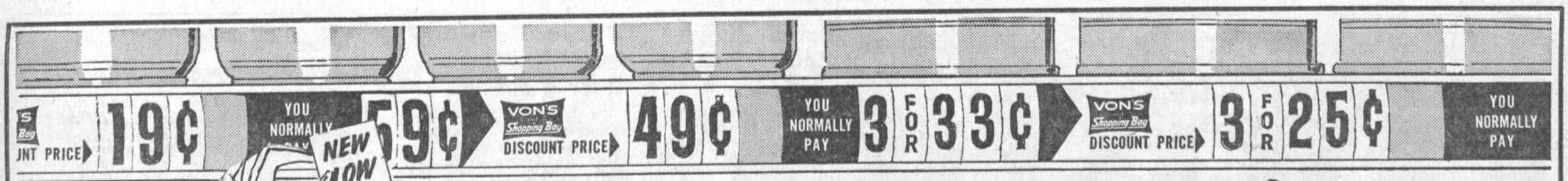


The Price Molding Tells the Tale!

FOOD PRICES ARE LOWER!

TEST SHOP AND SEE . . . THEN YOU'LL AGREE!

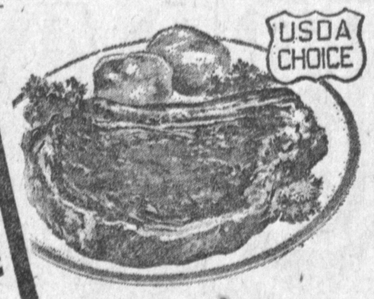
Guaranteed Lower Regular Prices . . . Everyday On The Finest Quality Foods Available Anywhere! Compare the Quality, Compare The Variety, Compare The Price and Prove It To Yourself! New Low Regular Prices Plus Advertised Specials Lowers Your Total Food Bill at Von's and Shopping Bag!

at VON'S and Shopping Bag

plus ADVERTISED SPECIALS

Washday Specials
VON'S and Shopping Bag
Detergent Gets Clothes Cleaner Giant Pkg. **49c**
TIDE The Washday Miracle! Giant Pkg. Price Includes 5c OFF **59c**

FIRST TIME OFFERED AT THIS NEW LOW PRICE!
BLUEBERRIES Fresh From Washington in the Produce Dept. 12-Oz. Basket **29c**



BIG SAVINGS ON USDA CHOICE BEEF!

BEEF SALE

ALL YOUR FAVORITE STEAKS FOR A BACKYARD BARBECUE Flavor-Aged, Custom Trimmed All Cut from U.S.D.A. Choice Young Steer Beef at Peak of Tenderness and Flavor!

RIB STEAKS 79¢ lb

BONELESS Cube or Sirloin Tip TENDER, FLAVORFUL Your Choice 89¢ lb

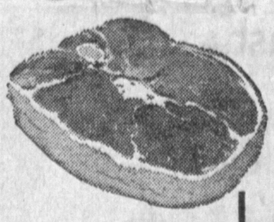
T-BONE STEAKS Taste Treat $1.09 lb.

PORTERHOUSE Dad's Favorite $1.15 lb.

TOP SIRLOIN Boneless Gourmet's Delight $1.29 lb.

Your Best Buy In Beef!

Swiss Steaks



Lean, Juicy Custom Trimmed Center Cuts **69¢ lb**

ROUND STEAK . . . . . 73¢ lb

STEW BEEF Boneless Tender Cubes 79¢ lb

BONELESS ROUND Flavor Favorite 79¢ lb

CHUCK STEAKS Thick Center Cuts 49¢ lb

VON'S and Shopping Bag
The Perfect Partner for Any Steak
U.S. NO. 1 IDAHO RUSSET POTATOES

FANCY NEW CROP SERVE 'EM BAKED WITH YOUR FAVORITE STEAK!

10 LB. BAG 39¢

GRAVENSTEIN **APPLES** For Delicious Pies and Sauce 2 lbs. 19¢

FRESH SPANISH **ONIONS** Zesty - Mild All Purpose 3 lbs. 10¢

Fancy Applesauce REDWOOD EMPIRE 25 OZ. CAN 29¢
Kraft Margarine 1 LB. CTN. INCLS. 10c OFF 25¢
Del Monte Pears BARTLETT HALVES 303 CAN 25¢
Brillo Soap Pads 10 PAD PKG. INCLS. 3c OFF 25¢
Corned Beef Hash LIBBY'S 15 OZ. CAN 39¢

JERSEYMAID BUTTER FRESH GRADE AA 1 LB. CTN. 69¢

PICTSWEET Vegetables FROZEN Peas-Peas & Carrots Cut Corn-Fr. Fries Leaf Spinach Green Beans Mixed Vegetables 9-OZ. PKG. 4 FOR 69¢

FIDO DOG FOOD TALL CAN 3 FOR 19¢

All Your Favorite
Beef Roasts

U.S.D.A. CHOICE STEER BEEF Juicy and Flavorful Trimmed for Top Value!

CHUCK ROASTS 43¢ lb

FLAVORFUL **RUMP ROAST** Lean - Meaty Oven Ready 69¢ lb

STANDING **RIB ROAST** The King of All Beef Roasts 79¢ lb

BONELESS RUMP ROAST 79¢ lb
BONELESS CHUCK ROAST 79¢ lb

Ground Beef

FRESHLY GROUND *Every Hour!* 39¢ lb.

Ground CHUCK 59¢ lb **Ground ROUND** 69¢ lb

FRESH & FANCY SEA FOODS

Halibut Fillets PAN READY 69¢ lb | Swordfish Steaks FRESH CENTER CUTS 89¢ lb

Limit Rights Reserved - Tax Added to Taxable Items

VON'S and Shopping Bag BLUE CHIP
PRICES EFFECTIVE THUR - FRI - SAT - SUN., AUG. 10 - 11 - 12 - 13

COMPARE. . . .

Remember . . . IT'S NOT THE PRICE OF ONE OR TWO ADVERTISED SPECIALS ALONE THAT LOWERS YOUR TOTAL FOOD COST . . .

Your weekly food cost 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 FOOD COST! Save 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!

DRESSINGS and MAYONNAISE

	OLD PRICE	OUR NEW DISCOUNT PRICE
Best Foods Mayonnaise qt. Jar	75c	67c
KRAFT Mayonnaise 24 oz. Jar	61c	53c
VSB MAYONNAISE qt. Jar	59c	49c
MIRACLE WHIP qt. Jar	69c	59c

Plus *All other Brands of Dressings and Mayonnaise*

COOKING OILS

WESSON OIL Quart Bottle	67c	59c
WESSON OIL 48 oz. Bot.	98c	89c
MAZOLA CORN OIL Pt. Bot.	43c	37c
MAZOLA CORN OIL qt. Bot.	77c	67c
STALEY CORN OIL qt. Bot.	63c	53c
PLANTER'S Pint Bottle	43c	37c
VSB OIL Quart Bottle	59c	49c

SHORTENINGS

CRISCO 3 lb. Can	99c	95c
CRISCO 1 lb. Can	39c	37c
CRISCO 8 lb. Can	1.97	1.89
FLUFFO 3 lb. Can	93c	89c
SNOWDRIFT 3-lb. Can	95c	93c
SWIFTNING 3-lb. Can	83c	79c
SPRY 3-lb. Can	99c	95c
VON'S-SHOPPING BAG 3-lb.	79c	75c

Plus *All other Brands & Sizes of Shortenings and Oils*

BABY FOODS

GERBER'S STRAINED	3/33c	3/25c
GERBER'S JUNIOR	2/27c	2/19c
GERBER'S-SWIFT'S MEATS	25c	2/45c
HEINZ BABY MEATS	29c	2/49c
HEINZ STRAINED FOODS	3/37c	3/29c
HEINZ JUNIOR FOODS	2/33c	2/27c
BEECHNUT STRAINED	3/37c	3/29c
BEECHNUT JUNIOR	2/33c	2/27c
BIB ASST'D JUICES	3/33c	3/27c

Plus *Other Varieties and Brands of Baby Foods*

CANNED MILK

JERSEYMAID Tall Cans	2/29c	2/27c
CARNATION, PET OR FOREMOST Tall Cans	2/33c	2/29c
EAGLE BRAND 15½ oz. Can	35c	33c

GELATINS

JELL-O or ROYAL 3/31c 3/29c

Plus *All Varieties of Gelatins Have Been Reduced*

ENRICHED FLOUR

	OLD PRICE	OUR NEW DISCOUNT PRICE
GOLD MEDAL 5-lb. Bag	69c	59c
PILLSBURY 5-lb. Bag	69c	59c
LA PINA 5-lb. Bag	49c	43c
GOLD MEDAL 10-lb. Bag	1.33	1.13
PILLSBURY 10-lb. Bag	1.33	1.13
VSB FLOUR 10-lb. Bag	95c	85c
GLOBE A-1 5-lb. Bag	63c	55c
GLOBE A-1 PASTRY 5-lb. Bag	61c	51c
GOLD MEDAL 2-lb. Bag	31c	27c

Plus *All other Brands & Sizes of Enriched Flours*

CAMPBELL'S or HEINZ SOUPS

VEGETABLE BASE SOUPS	2/29c	2/27c
MEAT BASE SOUPS	2/39c	2/33c
TOMATO SOUP	4/49c	2/33c

ALL PAPER PRODUCTS and TOILET TISSUE

SCOT TISSUE Roll	2/27c	2/23c
NORTHERN 4-Roll Pak	41c	37c
ZEE TISSUE 4-Roll Pak	41c	37c
CHIFFON 2-Roll Pak	29c	25c
DELSEY 2-Roll Pak	29c	25c
M.D.-WALDORF 4-Roll Pak	41c	37c

FACIAL TISSUE

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

PAPER TOWELS

SCOTT TOWELS Roll	2/43c	19c
SCOTT JUMBO Roll	33c	31c
ZEE TOWELS Roll	2/41c	2/37c
ZEE GIANT Roll	31c	29c
KLEENEX 3-Roll Pak	43c	39c

ALUMINUM FOILS

ALCOA 25-ft. Roll	35c	31c
REYNOLDS 25-ft. Roll	35c	31c
KAISER 25-ft. Roll	35c	31c

Plus *All other Brands of Paper Products*

PLUS NEW LOW PRICES ON . .

BREAD PERFECTION WHITE WHEAT 15½ OZ. LOAF 19¢
COFFEE HILLS BROS. 1-LB. CAN 2-LB. CAN $1.15 59¢
SUGAR C & H GRANULATED 5-LB. BAG 49¢

NAPKINS MARCAL Assorted Colors Paper Wrap Pkg. — 80 Ct. 10¢

CANADA DRY BEVERAGES Asset'd. Flavors 12 oz. Cans 10 FOR 89¢

TOMATOES FANCY FARMS Hand Packed 2½ Can 2 FOR 39¢

LEMONADE CAL-FAME Regular or Pink Frozen 6 oz. Can 3 FOR 25¢

Week-End Features In Our Delicatessen!

Gallo FROM OLD SAN FRANCISCO **GALLO COTTO SALAMI** SLICED For Deliciously Different Snacks and Sandwiches 69¢ lb

CARAWAY **JACK CHEESE** Sliced Wisconsin 49¢ lb

OUR OWN **POTATO SALAD** Fresh Made In Our Own Kitchen 29¢ Pt.

ROQUEFORT **DRESSING** Our Own Famous 8 oz. Jar 49¢

ORANGE JUICE CAL-FAME California's Finest Frozen, 6 oz. Can 5 FOR $1.00

FLORIDA **Juice Sticks** Orange, Lime Grape Frozen 6 Pak. 39¢

4 FISHERMEN **Breaded Shrimp** Frozen 8 oz. Pkg. 49¢

4 FISHERMEN **Fish Sticks** Frozen 8 oz. Pkg. 3 FOR $1.00

KOLD KIST **Beef Steaks** Frozen 2 oz. Each 10 FOR $1.00

Frozen Pastries
PEPPERIDGE FARMS Blueberry, Apple, Lemon & Raspberry Turnovers Cherry Rolls - Apple Strudel Patty Shells Heat 'n Eat 11 oz. Pkg. 59¢

Liquor Feature
V.G.C. VODKA Grain Distilled 80 Proof Fifth SPECIAL PRICE SAVE 30c $3.29

Week-End Bakery Specials!

VON'S BAKERIES At All Von's & Shopping Bag Markets
MILK BREAD 100% All Milk Makes Delicious Toast 29¢
CHOCOLATE PECAN CAKE Packed In a Handy Foil Pan 59¢

Van de Kamp's At All Von's Markets Only
CHOCOLATE 1 LAYER Fudge Cake 49¢
INDIVIDUAL Pecan Pies PKG. OF 3 29¢
APPLE OR RASPBERRY COFFEE CAKE 2 FOR 49¢

LIBBY'S **Chunk Pineapple** No. 211 Can 23¢

ROSARITA **Refried Beans** No. 2½ Can 25¢