Something to Crow About!

SERVE OCEAN SPRAY CRANBERRY SAUCE *Great With Fried Chicken*

FIRST WITH CALIFORNIA GROWN POULTRY!

FIRST TO SLASH FOOD PRICES PERMANENTLY!

VON'S and Shopping Bag

California Grown FRYING CHICKENS

As Always . . . Fresh California Fryers

Cut-Up or Cleaned . . 29¢ lb

WHOLE FRYERS . . . 27¢ lb

California Grown Frying Chickens are More Tender . . . More Flavorful! Freshness Makes the Difference . . . Ranch to You in Less Than 24 Hours! Most Chickens Sold in Southern California are Shipped in from Other States. At Von's and Shopping Bag You Get Only U.S.D.A. Grade A California Grown Fryers . . . Fresher by Far!

All Your Favorite Frying Chicken Parts

BREASTS Tasty White Meat 59¢ lb | **LEGS** Meaty Barbecue Favorite 49¢ lb | **THIGHS** Plump, Juicy Flavorful! 55¢ lb | **WINGS** Delicious Fried or Fricasseed 25¢ lb

Chicken Backs & Necks 9¢ lb **Chicken Livers . . . . 69¢ lb**

VON'S and Shopping Bag

REALLY FRESH FRUITS & VEGETABLES

RIO OSA PEACHES

Sweet Yellow Meated Freestone

2 LBS 19¢

BUY BY THE LUG AND SAVE . . . Approx. 23-lb. Lug . . . $1.99

TENDER GOLDEN EARS

Fresh Young Corn Large Ears 5¢ ea

SWEET - JUICY . . . THICK MEATED

Standard Plums 2 LBS 25¢

Flavorful U.S.D.A. Choice Beef!

SWISS STEAK

Tender Cuts Of The Round . . . Trimmed Waste Free

THICK CENTER CUTS 69¢ lb

BEST BUYS IN BEEF!

ROUND STEAK 73¢ lb

U.S.D.A. CHOICE BEEF BONELESS ROUND 83¢ lb

Ground Round

Extra Lean Ground Fresh Hourly . . . 69¢ lb

Seafood Selections!

Fresh Salmon

FANCY RED CHINOOK CENTER CUT SLICES 89¢ lb

SKINLESS DOVER SOLE 69¢ lb

Custom Trimmed!

Rump Roasts

STRICTLY CHOICE YOUNG STEER BEEF BONELESS RUMP ROAST 73¢ lb | 83¢ lb

Chunk Tuna PRIORITY 4 6½-oz. Can $1.00

Cake Mixes JIFFY 8 9-oz. Pkg. $1.00

TV DINNERS

SWANSON'S Beef Dinner, Pork, Lamb, Fried Chicken, Ham Dinner, Chopped Sirloin, Swiss Steak, Turkey, Fried Shrimp FROZEN 11 OZ. PKG. 49¢

SCOTTISSUE

'SOFTER THAN EVER' ASSORTED COLORS ROLL 10¢

VON'S and Shopping Bag

DUBUQUE 'IOWA'

CANNED HAMS

'From the Land O' Corn' . . . Lean - Tender No Waste 5-LB. CAN $3.89

OUR OWN FAMOUS **Blue Cheese Dressing** Pint Jar 55¢

OUR OWN DELICIOUS SLICED **American Cheese** 59¢ lb

GENUINE ITALIAN **Papa Dino Pizza** MEAT or CHEESE 20 oz. 12" Size 79¢

Week End Bakery Features!

VON'S BAKERIES At Von's & Shopping Bag

DUTCH CRUNCH BREAD Try It Toasted Loaf 27¢

ORANGE CHIFFON CAKE Made with Fresh Orange Juice Large Size 69¢

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

BUTTER RING CAKE 59¢

ENGLISH Muffins Pkg. of 4 21¢ Pkg. of 6 29¢

APPLE PIE 8 INCH SIZE 59¢

PALMOLIVE

LARGE BATH SIZE

3 BAR PACK INCLS. 8¢ OFF 29¢

Fruit Drinks

CAL FAME FROZEN

Pineapple-Raspberry, Raspberry-Lemon, Cherry-Lemon, Strawberry-Lemon FROZEN 6-OZ. CAN 10 FOR $1.00

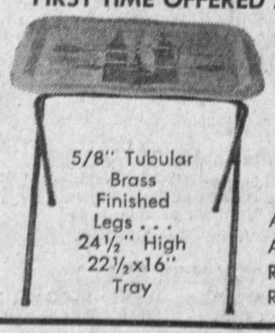
Liquor Department Feature!

KEG BEER

NEW 'GLASS CANS'

Premium Eastern Flavor at Low Western Prices 12 oz. Bottles SIX PAK 83¢

FIRST TIME OFFERED AT THIS NEW LOW PRICE!



5/8" Tubular Brass Finished Legs . . . 24½" High 22½x16" Tray

King Size Scalloped **TV TRAYS**

New Colorful Gourmet or Plum Blossom Designs!

ALCOHOL, ACID AND DETERGENT RESISTANT . . . Reg. $1.98 Value 99¢

REGULAR or QUICK **Quaker Oats** 18 oz. Pkg. 19¢

WHITE HOUSE **Peanut Butter** Big 3 lb. Jar 99¢

SUNSWEET **Prune Juice** 40 oz. Bottle 49¢

ORICA MANDARIN **Oranges** 11 oz. Can 2 FOR 39¢

FANCY FARMS WHOLE **Potatoes** 300 Can 3 FOR 25¢

ALLSWEET **Margarine** 1 lb. Ctn. 25¢

HUGGINS YOUNG Gourmet Coffee 1-lb. Can 69c

DIET DELIGHT Applesauce 8-oz. Can 2 for 31c

ELASTIC Liquid Starch Quart Bottle 31c

RAIN DROPS Water Softener 24-oz. Pkg. 29c

GORTON'S Fish Sticks Frozen 14-oz. Pkg. 59c

GORTON'S Breaded Scallops Frozen 7-oz. Pkg. 49c

We Lead The Way

FIRST . . . IN SOUTHERN CALIFORNIA TO PERMANENTLY REDUCE FOOD PRICES!

CHECK THIS SAMPLE LISTING JUST A FEW OF THE OVER 1,000 ITEMS THAT HAVE BEEN PERMANENTLY SLASHED!

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 Dressing and Mayonnaise All other Brands of

COOKING OILS

WESSON OIL Quart Bottle	67c	59c
VSB OIL Quart Bottle	59c	49c
MAZOLA CORN OIL Qt. Bot.	77c	67c

SHORTENINGS

CRISCO 3 lb. Can	99c	93c
SNOWDRIFT 3 lb. Can	95c	93c
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

ENRICHED FLOUR

BOLD MEDAL 5 lb. Bag	69c	59c
PILLSBURY 5 lb. Bag	69c	59c
GLOBE A-1 5 lb. Bag	63c	55c

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	2/37c
TOMATO SOUP	4/49c	2/00c

ALL PAPER PRODUCTS and TOILET TISSUE

SCOT TISSUE Roll	27c	2/33c
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	1c	37c

CANNED MILK

JERSEYMAID Tall Cans	2/29c	2/27c
CARNATION, PET or FOREMOST Tall	2/33c	2/29c
EAGLE BRAND 15 oz. Can	35c	33c

GELATINS

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

PLUS All Varieties of Gelatins Have Been Reduced

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 2-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 Paper Products

Plus New Low Prices On:

BREAD PERFECTION WHITE - WHEAT 15½ OZ. LOAF 19¢

COFFEE MANNINGS 1-LB. CAN 2-LB. CAN $1.15 59¢

SUGAR C & H GRANULATED 5-LB. BAG 49¢

EVERFRESH FROZEN 10 oz. Pkg. **Strawberries** 5 FOR $1.00

SUNKIST ASSORTED FLAVORS **Frozen Juice Bars** SIX PACK 39¢

COLD WATER SOAP—16-oz. Can $1.29 **Woolite** LIQUID OR POWDER 8-OZ. CAN 79¢

Where Regular Prices Are Sale Prices . . . Everyday!

VON'S and Shopping Bag BLUE CHIP

Prices Effective THURS., FRI., SAT., SUN., AUG. 17-18-19-20

Tax Added When Applicable. Limit Rights Reserved.