VON'S and Shopping Bag

NOW OPEN! A NEW VON'S IN SANTA SUSANA

5035, PACIFIC COAST HWY.
— at Calle Mayor —

Time to trim the tree...

Trim your food budget, too!

Fine foods and fancy trimmin's go along with the holiday mood. Now, as always, is the season to save at your Von's and Shopping Bag Store . . . the merriest market in town!

Quality Meats WITH OUR FAMOUS CUSTOM TRIM!

Christmas Trees

A CARLOAD SELECTION!

Top Quality Northern Firs . . . Fresh and Green!

5-6 FT. $1.89 | 7-8 FT. $2.49 | 3 to 4 FT. $1.29

Christmas Bonus Buy

For Von's & Shopping Bag Customers

REMINGTON Electric Shavers

With Exclusive Adjustable Roller Combs

FAMOUS ROLL-A-MATIC List.....26.95 OUR PRICE $14.88

LADY REMINGTON List.....18.50 OUR PRICE $9.88

WITH $10.00 IN PURCHASES And...You Get Blue Chip Stamps!

TIDE

LARGE SIZE Includes 5c OFF 25c

Deep, Dark, Delicious **YUBAN** COFFEE

2-lb. Can $1.35 1 LB. CAN 69c

USDA CHOICE

CHUCK ROASTS

Juicy, Flavorful Beef . . . U.S.D.A. Choice Grade . . . Only!

All Center Cuts The Leaner, More Meaty Roasts With Our Extra Value "Custom Trim"

43c lb

SHOULDER CLOD OR BRISKET **Boneless Beef Roasts** USDA Choice 79c lb

U.S.D.A. CHOICE STEER BEEF **Standing Rib Roast** The King of Roasts 85c lb

Trimmed Steaks—Trimmed Prices

RIB STEAKS Tender and Juicy... The Choicest of the U.S.D.A. Choice Grade 89c lb

CHUCK STEAKS U.S.D.A. Choice Beef ...Marinate and Broil for a Flavor Treat. 49c lb

Bacon Sale!

Pick Your Favorite . . . All First Grade

FARMER JOHN, SWIFT'S PREMIUM, MORRELL'S PRIDE, WILSON'S CERTIFIED, OL' SMOKEY, MINNESOTA, DUBUQUE

57c 1 lb. Pkg.

Mayonnaise BEST FOODS Made with the Whole Egg Qt. Jar 55c

Fruit Cocktail DOLE FANCY California Fruit 303 Can 19c

Golden Corn CREAM STYLE Fancy Farms • 303 Can 2 FOR 29c

Apple Sauce APPLE CITY Fancy California 303 Can 10c

Pineapple Juice DOLE 46 Oz. Can 4 FOR $1.00

Nucoa Margarine 1 LB. CTN. Includes 3c off 25c

ZEE TOILET TISSUE

Assorted Colors Includes 3c Off THREE 4-ROLL PACKS 12 ROLLS 98c

QUAKER OATS Quick or Regular 18-oz. Package 19c

Von's Bakeries At All Von's and Shopping Bag Markets

100% STONE GROUND Whole Wheat Bread LOAF 27c

2-LAYER, BUTTERMILK Chocolate Cake 98c

PERFECTION BREAD White, Wheat or Sandwich STANDARD 15½ OZ. LOAF 23c

Your Favorite Parts

FRYING CHICKEN

As Always . . . the Fresher California Grown Fryers . . . Finer Flavor . . . All U.S.D.A. Grade A

Breasts LOTS OF TASTY WHITE MEAT 59c lb

Thighs TENDER YOUNG FRYING CHICKEN 55c lb

Legs FLAVORFUL DRUMSTICKS 49c lb

CHICKEN WINGS 29c lb. BACKS & NECKS 10c lb.

Swift's Premium Brown 'n Serve LINK SAUSAGE 8-oz. Pkg. 55c

Seafood Selections

HALIBUT Northern Center Slices 65c lb

SHRIMP Cooked & Peeled Frozen, 12 oz. Pkg. 89c

Gorton's Frozen Fish Stix 14-oz. Pkg. 59c

T & M Frozen Buttered, Ready to Fry VEAL CUTLETS 89c lb

FROZEN ORANGE JUICE

Treesweet Florida Oranges 6 oz. Cans 5 FOR 89c

Chicken, Beef or Turkey **MORTON'S MEAT PIES** Frozen 8 oz. Pkgs. 5 FOR $1.00

Morton's Heat 'n Eat **MACARONI & CHEESE** Frozen 8 oz. Pkgs. 5 FOR $1.00

Heat 'n Eat **KOLD KIST BEEF STEW** Frozen 16 oz. Pkg. 35c

Heat 'n Eat **KOLD KIST CHILI & BEANS** Frozen 16 oz. Pkg. 25c

Creamed Chicken or **KOLD KIST SIRLOIN TIPS** Frozen 16 oz. Pkg. 49c

TRIMMED PRICES ON *Produce*

NUT SALE

Walnuts, Pecans, Filberts, Almonds, Brazil Nuts or Mixed Nuts. *Your Choice* 29c lb.

Potatoes U.S. NO. 1 WHITE ROSE 5 LBS 19c

Green Beans SNAPPY FRESH! 19c lb

CRANBERRIES Ocean Spray . . . Fresh and Firm. 1 lb. Box 19c

CHESTNUTS Extra Large—Imported from Italy. For Roasting Stuffing 25c lb

Save! ON HEALTH & BEAUTY AIDS

Everyday Low Prices at Von's & Shopping Bag

CHECK THESE TYPICAL SAVINGS

	USUAL PRICE	OUR PRICE
COLGATE DENTAL CREAM—Family Size	83c	69c
CREST TOOTH PASTE—Family Size...	83c	69c
STRIPE Tooth Paste—Econ. Size, 12c Off	57c	47c
BAYER ASPIRIN—Btl. of 100.....	73c	63c
BUFFERIN TABLETS—Btl. of 100	$1.29	1.09
ANACIN TABLETS—Btl. of 100.....	$1.19	98c
PEPTO-BISMOL—8 Oz. Btl.	98c	89c
MILK OF MAGNESIA—Phillips—12 Oz.	59c	51c
MENNEN BABY MAGIC—9 Oz.	$1.00	89c
COTTON Q-TIPS—Pkg. of 90	59c	49c
DRISTAN DECONGESTANT—24's	98c	85c
VICKS VAPORUB—3½ Oz. Jar.....	89c	75c
MENTHOLATUM—Heat Rub, 1¼ Oz. ...	89c	79c
PRELL SHAMPOO—Large Tube.....	89c	79c
BRECK SHAMPOO—16 Oz.....	$1.75	1.49
HELENE CURTIS SRAY NET—10 Oz...	$1.69	1.39
TONI HOME PERMANENT.....	$2.00	1.49
BRYLCREAM—Large Tube.....	69c	59c
VITALIS—12 Oz.	$1.39	1.09
WILDROOT CREAM OIL—5 Oz.	69c	59c
JERGENS LOTION—12½ Oz. Btl.....	$1.00	89c
HEXOL DISINFECTANT—12 Oz.....	89c	79c
LISTERINE—12 Oz. Btl.	89c	75c
ARRID CREAM DEODORANT—Lge. Size	69c	59c
5-DAY DEODORANT PADS—55's	89c	75c
SECRET ROLL-ON—Econ. Size	$1.00	89c
PALMOLIVE RAPID SHAVE—Econ. Size..	98c	89c
RISE INSTANT LATHER—11 Oz.....	98c	89c

VON'S and Shopping Bag

Week End Delicatessen Specials

CANNED HAMS

Dubuque . . . From Iowa's Corn Country. Lean, Boneless, Fully Cooked. *Buy Now for the Holidays . . . Save 80c* 5 LB. CAN $3.79

SWIFT'S PREMIUM **Smokie Links** A Treat for Breakfast, Lunch or Dinner 12-oz. Pkg. 59c lb

OUR FINE QUALITY **Fruit Mix** For Your Home-Baked Fruit Cake 1-lb. Plastic Cup 49c

AMERICAN **Loaf Cheese** SLICED . . . A Favorite for Toasted Cheese Sandwiches 59c lb

Schilling HOLIDAY HOUSE OF FLAVOR

We Feature a Complete Line of Schilling Spices & Seasonings

PURE VANILLA, 2 oz.. 49c
ASST. FOOD COLORS 29c
GROUND NUTMEG...49c
CINNAMON 4 oz....49c
GROUND SAGE.....21c

VON'S and Shopping Bag BLUE CHIP

Prices Effective THU., FRI., SAT., SUN., DEC. 14, 15, 16, 17
Taxes Added When Applicable

CHOCOLATE **Nestle's Morsels** 6 oz. Pkg. 2 FOR 49c

KRAFT **Marshmallows** Miniatures 10½ oz. Pkg. 29c

INSTANT **Nestle's Quik** Chocolate 1 lb. Can 39c

Beech-Nut Baby Foods ALL STRAINED VARIETIES 4½ OZ. GLASS JARS 3 for 29c

LINDSAY **Large Olives** Ripe—Pitted No. 1 Tall Can 39c

SANITARY NAPKINS **Modess** Super 40's $1.45

AMERICAN BEAUTY **Macaroni** Cut Elbow 12 oz. Pkg. 23c