

Yep, kids! That's right, Patches, Wacky the Rabbitt, Stuffy the Scarecrow, and all the rest of these wonderful characters will appear at Von's Gardena market food show Saturday afternoon at 2 o'clock. If you have been following the Adventures of Patches every night on KNBH, Channel 4, you won't want to miss this personal appearance. Be sure to see Patches and his gang Saturday at the big Von's free food show.

HAWAIIAN PUNCH
The
Let's Have A Party
Makes 16 Drink
TALL Drinks Pint 51c

Now in Cans!
Swift's Premium Pork Sausages 46c



Yellow Allsweet

in handy foil wrapped golden quarters
delicate natural flavor!

RICHER FLAVOR

When the flavor's good—the meal is wonderful. Ben-Hur's fine coffee and food specialties help make every meal a pleasure.



FEATURED AT ALL

VON'S MARKETS

A Jury of LEADING DOCTORS Agree...

MINUTE MAID FRESH-FROZEN ORANGE JUICE IS BETTER FOR YOUR HEALTH THAN THE SAME ORANGES SQUEEZED AT HOME

SERVED THE YEAR AROUND
MINUTE MAID GIVES YOUR FAMILY
FAR MORE VITAMIN C
FOR HEALTHIER TEETH, BONES, MUSCLES, GLANDS, TISSUES, BETTER GROWTH, MORE VITALITY
AS SHOWN BY INDEPENDENT SCIENTIFIC TESTS

DRINK
MINUTE MAID
FOR BETTER HEALTH!

FEATURED AT ALL

VON'S MARKETS



ENTERTAINS: Miss Janice Luce will entertain with an all-request program at the Hammond organ during Von's Gardena Valley three-day free food show. She will appear daily from 11 a.m. until 3 p.m. and will play any numbers requested by her audience. Miss Luce is an attractive artist of radio and television fame and has made a number of international appearances.

Gardena Von's Market Modern Inside, Out

Modern contemporary styling by noted Architect Stiles Clements places the beautiful new Von's market at 1260 Redondo Beach boulevard, Gardena, in a class with Southern California's most luxurious commercial buildings.

The unique combination of Arizona fieldstone and Roman brick for the first-story display area blends impressively with the second-story facade.

Free Parking
Von's new Gardena market is set well back from the street. Acres of free parking are provided for the convenience of customers in easily accessible lots in the front and rear of the supermarket. Checkout stands are plentiful and every conceivable innovation has been installed to facilitate shopping.

Expansion Policy
The new market fulfills a definite need in the heavily populated and rapidly growing Gardena valley area. Von's expansion policy of growing with

Southern California again is demonstrated by the opening of their latest super-market, 19th in the chain.

Von's Gardena valley has a frontage and depth of 150 feet. Selling floor space occupies approximately 23,000 square feet. A complete grocery warehouse is located on the second floor at the rear of the market. The 7500 square feet of warehouse space is serviced by both conveyor and chute. Von's fleet of trucks delivers direct to each market and volume storage area is largely responsible for lower prices.

Comfort, Convenience
On an attractive mezzanine floor are located comfortable restrooms and a lounge which shoppers may use for resting or a convenient meeting place. Offices for the market are also found on the mezzanine.

Every aspect of Von's Gardena valley market is designed to make shopping a pleasure. Wide aisles, a fleet of easy-to-glide basket carriers, full catalogued displays, superior lighting, and a complete range of grocery items make shopping at Von's a fast, smooth operation.

The pleasant combination of beautiful surroundings, courteous service and quality-for-less merchandise has resulted in Von's supremacy in the grocery field. Visitors to the new super market will discover that shopping is easier and more enjoyable than might be thought possible.

Departmentalized
A home and beauty aids department, self-service liquor department and a Van de Kamp's bakery help to make this newest Von's market ideal for complete one-stop purchasing.

One feature of the store which appeals particularly to customers is the 100% self-service meat department. Meats are cut, trimmed, wrapped, weighed and priced before the customers' eyes by highly trained butchers. Once the meats are ready for sale in clear Cellophane or Plofilm wrappings, they are placed in 80 feet of the newest-type refrigerated display cases. Meats are kept at the proper temperature, are displayed to best advantage and customers can make selections quickly without waiting for service. Those who prefer to have special cuts or service will be served by the attendants.

Attractive Displays
The self-serve delicatessen department displays 120 feet of quality delicatessen products, many of which are prepared in Von's own kitchens.

Fresh fruit and vegetables are displayed on over 300 feet of open display tables in the "First Day Fresh" produce department.

Opening Celebration
Grand opening of the new



HENRY MOLER: Henry (Hank) Moler lends his expert knowledge of delicacies to managing the self-service delicatessen department.

Delicatessen Chief Expert

Henry Moler, Hank to every one who knows him, is an expert at setting up displays of delectable foods you'll find in Von's self-service delicatessen department.

Hank says, "It's really an experience to browse around a Von's delicatessen display—I even get a kick out of it, myself. We have hundreds of different cheeses alone. All kinds of cold meats."

"And besides, all our cooked foods are prepared in Von's own delicatessen kitchen so we know they're good!"

Moler has been manager of several of Von's delicatessen departments and is well qualified for his new position.

Von's market takes place Thursday, Friday and Saturday, April 17, 18, and 19. Tremendous savings will be offered in every department. At the new Von's store, visitors are invited to attend the free Food Show, which will be held during the three-day opening. From 11 a.m. till 8 p.m. continuous entertainment and exhibits by leading local and national manufacturers will provide fun for all who attend.

USE OF FRUITS

Fresh fruits are always wholesome and digestible with few exceptions, and should always have a place on every table. The care of fruit is very important. Fruit should never be kept in a warm room to furnish ornamentation for the sideboard or table. To be in its best condition it should be firm, cool, and fresh. An exception would be the small fruits, which are sweeter when brought fresh from the garden.

Van De Kamp's Opens Newest Bakery Unit

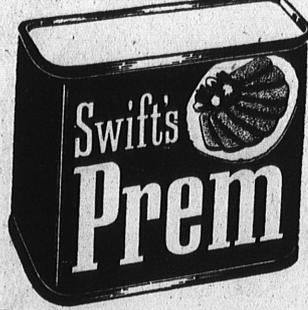
Van de Kamp's newest neighborhood bakery, located in the new Von's market, 1260 Redondo Beach boulevard, will have its grand opening April 17, 18, 19, 1952. It was announced today. At this opening there will be opening day specials, outstanding introductory bargains featured during the three opening days.

The manager of this new store will be Mrs. Janie Murphy, a resident of the Gardena area, and who has been associated with Van de Kamp's for many years.

Van de Kamp's have been in operation in Southern California since 1915 when two young brothers-in-law, Theodore J. Van de Kamp and Lawrence L. Frank, each put \$100 into the enterprise which was to become Van de Kamp's Holland Dutch Bakers, Inc.



MRS. JANIE MURPHY New Bakery Manager



FREE OF EXTRA COST

Big **Soilax** 98¢ VALUE
O-CEL-O Sponge WITH **GIANT 3 LB. SOILAX** **69¢**

Reg. size Soilax 25¢

MACOMBER'S FOR QUALITY APPLE JUICE and APPLE CIDER

Many years top quality. Always consistent. Cannot be beat. Oh! so good! Most beneficial. Best value. Recommended by Doctors. Save with MACOMBER'S.

Ball
DOME LIDS and CAPS and FRUIT JARS
Featured at All **VON'S** MARKETS

CALO
IS THE **FINEST** CAT FOOD
MONEY CAN BUY!

Over 50 Million Calo meals served each year!



CALO FORMULA
FRESH MEAT & FRESH FISH
BARLEY & WHEAT
SOYABEAN MEAL
CARROTS
WHEAT GERM
SALT
VITAMIN OILS

CALO CAT FOOD
CONTAINS FRESH MEAT & FRESH FISH. TASTES DELICIOUS TO CATS AND KITTENS

CALO for Dogs and Cats

CONGRATULATIONS TO VON'S GROCERY

On your new Gardena Store, where a complete stock of Superior Products is on display

SUPERIO MACARONI PRODUCTS

- EGG NOODLES • ITALIAN DINNERS
- MACARONI & CHEESE DINNERS
- CHILI MAC DINNERS - Mushroom Sauce
- SPAGHETTI SAUCE and RAVIOLI

SUPERIO MACARONI CO.
Los Angeles, Calif.

One Sip
...and you're **SOLD!**
HUGGINS-YOUNG
Supreme Quality Coffee

THE BEST COFFEE, MADE BETTER BY SPECIAL PROCESSING

HUGGINS-YOUNG
COFFEE

ELECTRO ROAST CONTROL
Automatically roasts to perfection, then seals in flavor.

"COLD CUT" . . . Grinding burns out coffee flavor . . . a new steel cutter saves it.

costs no more than Ordinary Coffee

VON'S 69¢

HABITANT PEA SOUP
FLAVOR-RICH AND HEARTY

FROM AN OLD QUINCE RECIPE

Wholesome and Hearty
Blue Star
CLEAR CHICKEN BROTH

Delicious with rice or noodles—or as stock for most soups. Try it—today!

1 qt. 15 fl. oz. can 34¢

safe—odorless!
Vano
powdered BLEACH

for Silk, Nylon, Wool, Cotton 39¢

FUN
FOR AUTOMATIC WASHERS
SOAP, DETERGENT & WATER SOFTENER

OPENING SPECIAL **FREE**

Reg. 16-oz. box with purchase of giant 2-lb. 10-oz. package 69¢

VON'S

Spreckels
Sugar and Cinnamon

NEW WAY TO SERVE AN OLD FAVORITE!

VISIT OUR BOOTH AT **VON'S** GARDENA **FREE FOOD SHOW**

Downyflake
frozen 1 minute **WAFFLES**
DOWNYFLAKE frozen 1 minute **WAFFLES**

Out of the refrigerator . . . Into the toaster . . . on your table in 1 minute!

FEATURED IN **VON'S** FROZEN FOOD DEPARTMENT