

Von's 46th Anniversary Sale!



For 46 years VON'S have served Los Angeles housewives with quality foods and groceries at budget-saving prices. We pledge to continue to serve you in an efficient and courteous manner, and to provide you with the best in foods at the lowest possible prices. Shop at VON'S and SAVE!

VON'S QUALITY MEATS

To celebrate VON'S 46th Anniversary, we are featuring our Annual Fall Beef Sale. All beef for this big sale is personally selected, properly aged and trimmed pan or oven ready. Save on your Beef buys this week-end at VON'S low prices.

FRESHLY GROUND EVERY HOUR

GROUND BEEF 47^c LB.

EXTRA FANCY LEAN

BEEF SHORT RIBS 29^c LB.

U.S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF

RUMP ROAST or STANDING RIB ROAST 79^c LB.

BEEF ROASTS

BLADE CUT CHUCK 47^c LB. CENTER CUT CHUCK 53^c LB. ROUND BONE CHUCK 57^c LB.

CENTER CUT—BONE IN

ROUND STEAKS 89^c LB.

PAN READY—T-BONE OR ROUND TIPS

BEEF STEAKS 98^c LB.

LEAN TENDER PLATE

PORTERHOUSE STEAKS \$1.09

BOILING BEEF 19^c LB.

BROADBILL **SWORDFISH STEAKS** 49^c FRESH, FANCY **LAKE CATFISH** 59^c

THORO-FED DOG FOOD 2 TALL CANS 29^c

KAL KAN HORSE MEAT 2 TALL CANS 41^c

M-D TOILET TISSUE 8 ROLLS IN PLASTIC BAG 79^c

GOODWIN'S HOUSEHOLD AMMONIA PT. BTL. 13^c QT. BTL. 23^c

FOR CLEANING WALLS 24 OZ. BTL. 39^c 1/2 GAL. BTL. 69^c

SOIL-OFF

Fresh Fruits and Vegetables

ALL PURPOSE, CRISP PIPPIN **APPLES** 5^c LB.

FANCY, BLACK RIBIER **GRAPES** 5^c LB.

LARGE, FIRM, RIPE SLICING **TOMATOES** 10^c LB.

Fancy, Lake County Bartlett **PEARS** 2 lbs. for 19^c

Stringless, Kentucky Wonder **GREEN BEANS** 2 LBS. 25^c

SAVE ON YOUR FAVORITE BRAND OF COFFEE

SURF

Gr. Pkg. 55^c Lge. Pkg. 27^c

20c Coupon Encl'd 10c Coupon Encl'd

IRIS FANCY **KIDNEY BEANS** 2 17 OZ. CANS 29^c

STAR IMPORTED **OLIVE OIL** QUART CAN 1³⁹

White, Golden or Chocolate **PILLSBURY CAKE MIX** 17 OZ. PKG. 36^c

Superio Spaghetti or **MACARONI** 1 LB. PKG. 20^c 2 LB. PKG. 39^c

SUNSHINE **KRISPY CRACKERS** 1 LB. PKG. 25^c

SUGARIFE **SEEDLESS RAISINS** 15 OZ. PKG. 19^c

BRACH CHOCOLATE COVERED **PEANUT CLUSTERS** 7 OZ. PKG. 39^c

JERSEYMAID **HALF AND HALF** PINT CARTON 26^c

DELICATESSEN

Luer's Quality—Skinless—Tender

Frankfurters 1 LB. PKG. 53^c

Luer's Tasty **Biltmore Loaf** LB. 63^c

Van's Cheese Smothered **Enchiladas** 3 PKGS. OF 2 1⁰⁰

Van's Kitchen Fresh **Health Salad** PT. CTN. 29^c

We Age it by the Carload **Reedsport Cheese** LB. 69^c

UKELELE—HALF SLICES—HAWAIIAN

PINEAPPLE NO. 2 CAN 19^c

WITH CAKE IMPROVER

SPRY SHORTENING 3 LB. CAN 69^c

CAL IDA CREAM STYLE **BANTAM CORN** 2 17 OZ. CANS 27^c

BELL BRAND FRESH GROUND **PEANUT BUTTER** 14 OZ. JAR 35^c 21 OZ. JAR 49^c

SWIFT'S ALLSWEET YELLOW **MARGARINE** 1 LB. CTN. 25^c

JERSEYMAID **SHERBET** ASSORTED FLAVORS PINT CARTON 15^c

FROZEN FOOD VALUES

WESTWOOD STRAWBERRIES 10 1/2 OZ. PKG. 19 ^c	WESTWOOD LEMONADE or ORANGE JUICE 2 6 OZ. CANS 25 ^c	PICTSWEET PEAS 12 OZ. PKG. 15 ^c
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GRANULATED SOAP

RINSO LARGE PKG. 25^c GIANT PKG. 49^c

CANNON FACE CLOTH OR DISH CLOTH IN EA. PACKAGE

BREEZE LARGE PKG. 29^c GIANT PKG. 57^c

\$1.50 KNIFE SET FOR 50¢ with PUREX label

SPECIAL OFFER!

GET FREE ORDER BLANK TODAY!

PUREX LAUNDRY BLEACH

QUART 17^c 1/2 GALLON 29^c GALLON 49^c

HILLS BROS.—FOLGER'S—MJB—MAXWELL HOUSE

BRING US YOUR 'SURF' COUPONS

COFFEE 2 lb. Can 75^c

QUEEN OF THE VALLEY—GRADE A

LARGE EGGS DOZEN IN CARTON 55^c

BEST FOODS

NUCOA YELLOW MARGARINE 1 POUND CARTON 25^c

FAR-FAMED

TUNA CHUNK STYLE NO. 1/2 CAN 25^c

BLUE SKY

TOMATOES SOLID PACK NO. 2 1/2 CAN 17^c

GOLD MEDAL KITCHEN TESTED

FLOUR 5 LB. BAG 47^c 10 LB. BAG 89^c

LIBBY'S HAWAIIAN

PINEAPPLE JUICE 46-oz. Can 23^c

BUMBLE BEE RED ALASKA

SALMON NO. 1 TALL CAN 69^c

HEART'S DELIGHT YELLOW ELBERTA FREESTONE

PEACHES NO. 2 1/2 CAN 29^c

THREE STAR—CENTER CUT—ALL GREEN

ASPARAGUS 2 NO. 2 CANS 27^c

HEART'S DELIGHT

PRUNE JUICE QT. BTL. 25^c

PINEAPPLE NO. 2 CAN 19^c

GEBHARDT'S

WITH BEANS **Chili con Carne** 15 1/2 OZ. CAN 34^c

PLAIN **Chili con Carne** 15 1/2 OZ. CAN 45^c

HOT **Tamales** 15 1/2 OZ. CAN 25^c

SPANISH **Spiced Beans** 15 1/2 OZ. CAN 13^c

The Brisk Tea—1/2 Lb. Pkg. 68c

LIPTON TEA PKG. OF 16 BAGS 21^c PKG. OF 48 BAGS 58^c 1/2 LB. PKG. 35^c

LUX SOAP FLAKES LARGE PACKAGE 25^c

LUX TOILET SOAP 1 CENT DEAL 4 REG. BARS 24^c

Van de Kamp's Specials Oct. 23, 24, 25

Swedish Twist **COFFEE CAKE**... 29^c ea. (Reg. 35c ea.)

Deluxe **DEVIL'S FOOD SQUARE**... 59^c ea. (75c value) 30c half

Van de Kamp's BAKERIES

OCOMA WHOLE CHICKEN 3 LB. 4 OZ. CAN 1⁶⁰

BON AMI CLEANSER REG. CAN 13^c

BON AMI GLASS GLOSS PT. CAN 35^c

LIFEBUOY TOILET SOAP 3 REG. BARS 23^c 2 BATH SIZE 23^c

LAUNDRY SOAP SWAN 3 MED. BARS 25^c 2 LGE. BARS 27^c

VON'S

PRICES EFFECTIVE THURS., FRI., SAT., SUN.,

OCTOBER 23, 24, 25, 26

1260 REDONDO BEACH BLVD AT NORMANDIE

"WE GLADLY CASH PAY CHECKS"