



good eating BEEF

VON'S Mid Winter Beef Sale features only U. S. Gov't Graded 'Choice' and 'Good' extra fancy young steer beef. All cuts are well aged to assure you the finest flavor. They're well trimmed to save you money. These are the lowest prices on beef in months—Prices are from 21c to 35c per pound under O.P.S. ceiling. VON'S Beef is your best buy this week-end. Enjoy your favorite beef roast or steaks at these low prices.

LEAN AND TENDER
BEEF SHORT RIBS 25^c LB.
EXTRA FANCY—PLATE
BOILING BEEF 15^c LB.

LEAN—TENDER
FRESH GROUND BEEF 39^c LB.
SELMA Dhuak Wagon Style
SLICED BACON 1 LB. PKG. 55^c

STEAKS
ECONOMICAL—FULL OF FLAVOR
ROUND or SWISS 73^c LB.
WELL AGED—WELL TRIMMED
T-BONE or CLUB 93^c LB.
TENDER, JUICY, MEATY
SIRLOIN TIPS 83^c LB.
TO FRY OR BROIL
RIB STEAKS 73^c LB.
TOP OR BOTTOM
BONELESS ROUND 83^c LB.

ROASTS
THE ECONOMY POT ROAST
BLADE CUT CHUCK 45^c LB.
TENDER AND JUICY
CENTER CUT CHUCK 49^c LB.
FINE FLAVORED POT ROAST
ROUND BONE 53^c LB.
THE KING OF ALL BEEF ROASTS
STANDING RIB 73^c LB.
MORE FLAVORFUL MEAT PER POUND
RUMP ROAST 73^c LB.

FROZEN FOOD VALUES
TIP TOP
ORANGE JUICE 6-OZ. CAN 10^c
COTTAGE
WAFFLES PKG. OF 6 10^c
PICTSWEEP
FRESH PEAS 2 10-OZ. PKGS. 29^c

Sunshine
HI-HO CRACKERS 1 LB. PKG. 34^c
Gold Medal Macaroni or
SPAGHETTI 1 LB. PKG. 21^c 2 LB. PKG. 40^c
Borden's—Save 15c
INSTANT COFFEE 2 OZ. JAR 41^c
Gerber's—Strained or Chopped
BABY FOOD 3 4 1/2 OZ. CANS 25^c

JERSEY MAID CATERING QUALITY
ICE CREAM ASST. 1/2 GAL. CTN. 59^c

SWIFT'S—FOR COOKING OR SALADS
JEWEL OIL PT. BTL. 29^c QT. BTL. 57^c

DEL MONTE
CHILI SAUCE 12 OZ. BTL. 17^c

WHITE STAR
SALMON MEDIUM RED 16 OZ. CAN 49^c



ALBER'S OATS
QUICK COOKING
SAVE 3c! SAVE 5c!
20 Oz. Pkg. 16^c 48 Oz. Pkg. 34^c

SUNNY VALLEY—GRADE A

LARGE FRESH EGGS DOZ. IN CTN. 59^c

DOLE HAWAIIAN
PINEAPPLE CHUNKS 14 OZ. CAN 15^c

SUN DRENCHED—HALVES
FREESTONE PEACHES NO. 2 1/2 CAN 19^c

SOUTH AMERICAN
LIBBY'S CORNED BEEF 12 OZ. CAN 43^c

GRANULATED SOAP
WHITE KING LARGE PKG. 25^c GIANT PKG. 49^c

HOUSEWARES DEPT.
COLD RAP—50 FT. ROLL, 18 IN. WIDE
HOME FREEZER PAPER 69^c
MATCHED SET OF 4—\$2.00 VALUE
STEAK KNIVES 99^c
STAINLESS STEEL—RAZOR EDGE
PARING KNIVES 2 FOR 26^c

COSMETICS—SUNDRIES
Apple Blossom, Gardenia or Pine—4 Oz. Jar
MODART SHAMPOO 87^c
FOR A BETTER COMPLEXION
LANOLIN PLUS 2 OZ. BTL. \$1.00
Grooms the Hair—Stimulates the Scalp
VITALIS HAIR TONIC 4 OZ. BTL. 49^c

BEST FOODS—YELLOW

NUCOA MARGARINE 1 LB. CTN. 25^c

BEST FOODS—KITCHEN FRESH

MAYONNAISE PT. JAR 33^c QT. JAR 55^c

YOSEMITE

TOMATOES NO. 2 1/2 CAN 15^c

HUNT'S
TOMATO CATSUP 2 14 OZ. BTL. 27^c

VON'S Really-Fresh PRODUCE

FINEST, RIPE CALAVO AVOCADOS 1/2-LB. SIZE 2 for 29 ^c	SOLID CANNONBALL CABBAGE 2 ^c LB.
FRESH PULLED CARROTS 5 ^c BUNCH	THICK MEATED ARTICHOKEs Lge. Size 10 ^c ea
	FANCY QUALITY MEDIUM SIZE NAVEL ORANGES 6 LBS. FOR 25 ^c

First Quality—Grade AA
CHALLENGE BUTTER 1 LB. CTN. 79^c

Anderson's
SPLIT PEA SOUP 17 OZ. CAN 17^c

Blended
B-Z-B HONEY 8 OZ. JAR 19^c 16 OZ. JAR 35^c

Betsy Ross Pure
GRAPE JUICE 24 OZ. BOTTLE 19^c

Franco American
SPAGHETTI with Cheese Sauce 2 1 1/2 OZ. CANS 29^c

Heinz 57
MEAT SAUCE 8 OZ. BTL. 28^c

Worcestershire
L & P SAUCE 5 OZ. BTL. 33^c 10 OZ. BTL. 57^c

EVANS
PINTO BEANS 1 LB. PKG. 13^c 2 LB. PKG. 23^c

WONDER—BLUE ROSE
WHITE RICE 1 LB. CELLO 15^c 2 LB. CELLO 29^c

ASSORTED FLAVORS
ROYAL PUDDINGS 3 PKGS. FOR 19^c

WHITE KING—GIANT PKG. 47c
WATER SOFTENER LGE. PKG. 25^c



DELICATESSEN VALUES

SWIFT'S PREMIUM—FRESH
LIVERWURST IN THE PIECE 39^c

REEDSPORT—AGED TO MAKE IT DELICIOUSLY NIPPY
SHARP CHEESE 69^c

LUER'S QUALITY—2 MEATS AND A CHEESE
BILTMORE LOAF 59^c

VON'S OVEN FRESH
CHICKEN PIES 3 FOR \$1.00

FORMULA J—NATURE'S HEALTH FOOD
YOGURT 1/2-PT. JAR 17^c QT. JAR 62^c

Van de Kamp's Specials
Jan. 8, 9, 10
Cinnamon ROLLS 19^c (Reg. 6 for 22c) per 6
Chocolate Iced ANGEL FOOD 98^c (51.25 value) 4 1/2 lbs.
Van de Kamp's BAKERIES



Prices Effective Thurs., Fri., Sat., Sun.
January 8, 9, 10, 11
1260 REDONDO BEACH BLVD.
AT NORMANDIE