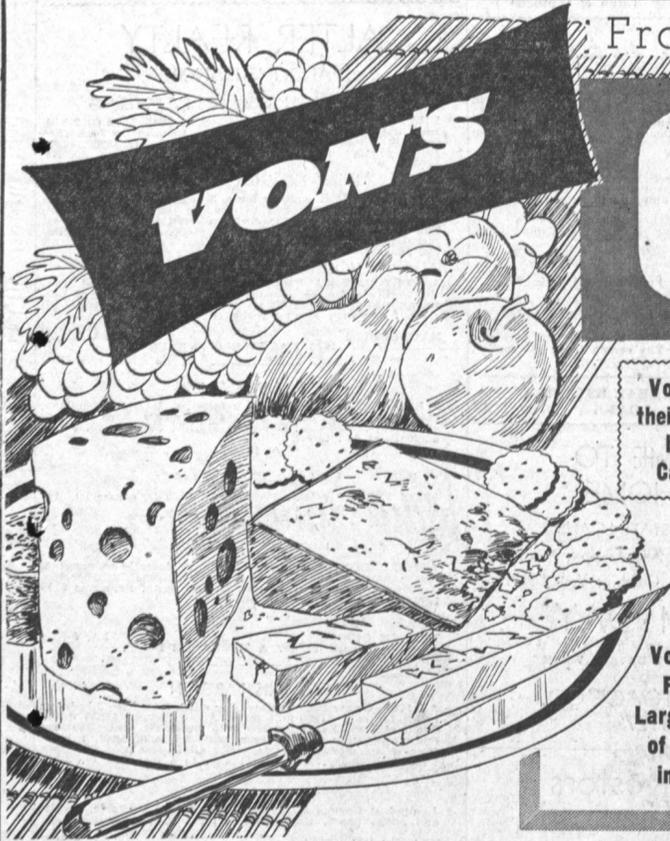


From all over the world—we've prepared for this giant

CHEESE SALE



Von's Age their Cheese by the Carload!

Von's Markets Feature the Largest Selection of Fine Cheese in the West!



Von's Markets have been preparing for months for this all out giant cheese promotion. Listed below are just part of the tremendous variety of cheese you'll find at your nearby Von's. This week-end, we suggest you stock up on your favorites at these low special prices!

ONLY WHEEL SWISS HAS THAT OLD FASHIONED "SWEET NUTTY" FLAVOR

SWISS

REAL GENUINE WISCONSIN WHEEL SWISS CHEESE

IN THE PIECE AS CUT

59¢ lb.

REEDSPORT CHEESE

OREGON'S FINEST—WITH THE REAL OLD FASHIONED SHARP FLAVOR

65¢ MILD CHEDDAR

FROM OREGON MADE FROM WHOLE MILK CUT FROM WHEELS

45¢ lb.

Treasure Cave Bleu Cheese	69¢	Herkimer New York Aged Sharp Cheddar	79¢	Jerseymaid Cottage Cheese	19¢	Schreiber's Wisc. Loaf Cheese	29¢	Wisconsin Mild Sliced Brick Cheese	75¢
Wisconsin Aged Beer Kaese	79¢	Schmidt's Wisconsin Sliced Muenster Cheese	75¢	Borden's Dutchmaid Limburger	39¢	Brookfield Wheel Jack Cheese	49¢	Banquet Sliced Caraway Jack Cheese	65¢
Borden's Fresh Cream Cheese	33¢	FROM HOLLAND 1 LB. Edam Balls	89¢	Italian—7 1/2 to 8 1/2-oz. Mozzarella	75¢	Sargento Sliced Mozzarella	43¢	Sargento Sliced Provolone	43¢
Blue Moon Romano Grating Cheese	45¢	For Dessert Liederkrantz	37¢	Exotic Flavor Port du Salut	95¢	Red Rooster Baby Goudas	65¢	Genuine Imported Swiss Cheese	65¢
Borden's Military Camembert	39¢	Imported English Stilton	189¢	Cow Brand Assorted Gruyere	49¢	Switzerland Sap Sago	25¢	Imported Kosher Gruyere	49¢
Frank Rysor's Wisconsin Cheese Gift Box	195¢	From Switzerland Gruyere Gift Box	189¢	From France, Genuine Roquefort	65¢	From Copenhagen Cream Cheese	19¢	From Italy Bel Paese	39¢

Give Cheese to Your Gourmet Friends for Christmas—Make Your Selections Now!

KRAFT CHEESE FOOD

VELVEETA 2-LB. LOAF 69¢

VON'S COLORED MARGARINE

2 1-LB. CTNS. 25¢

STAR KIST CHUNK TUNA NO. 1/2 CAN 23¢

NABISCO SNOWFLAKE CRACKERS

1-LB. CARTON 19¢

COUNTY FAIR Tomato Sauce 4 8-OZ. CANS 23¢

COUNTY FAIR Tomato Juice 46-OZ. CAN 19¢

SUNSWEEP PURE Prune Juice QT. BOT. 29¢

SWIFT'S PREM Luncheon Meat 12-OZ. CAN 33¢

SWIFT'S—FOR COOKING AND SALADS Jewel Oil QT. BOT. 47¢

GOLD MEDAL Flour 5-LB. BAG 49¢ 10-LB. BAG 95¢

DEL MONTE 17-OZ. CAN 19¢ Fruit Cocktail NO. 2 1/2 CAN 29¢

BETTY CROCKER Bisquick LARGE 40-OZ. PKG. 33¢

SWIFT'S PREMIUM—FULLY COOKED SHORT SHANK—SKINNED—READY TO EAT

HAM

WHOLE OR SHANK HALF 49¢ LB.

SHANK END 5-LB. AVG. 37¢ BUTT END 4-LB. AVG. 47¢ CENTER SLICES 89¢

Fresh Eastern Corn Fed Pork

FRESH PICNICS 5-6 LB. 23¢

PORK BUTTS 3-4 LB. 35¢

SPARERIBS SMALL SIZE 1-3 LB. 39¢

LUER'S QUALITY OR SWIFT'S PREMIUM—SUGAR CURED BACON SLICED GRADE "A" 1-LB. PKG. 45¢

Ground Meats

Beef 25¢
Chuck 39¢
Round 59¢

VON'S OWN FRESH PORK SAUSAGE 39¢
FRESH PACIFIC FRYING OYSTERS 12-OZ. JAR 59¢
FRESH FILLETS GENUINE CABRIA SEABASS 67¢

LIBBY'S PORK & BEANS 2 16-OZ. CANS 23¢

LIBBY'S SAUERKRAUT NO. 2 1/2 CAN 19¢ 2 17-OZ. CANS 25¢

BETTY CROCKER CAKE MIXES CHOCOLATE SPICE—WHITE YELLOW PKG. 29¢

HEINZ CHILI SAUCE 12-OZ. BOTTLE 35¢

FOR A QUICK MEAL HEINZ SPAGHETTI 15 1/2-OZ. CAN 15¢

PATIO Paper Napkins 2 80-CT. PKGS. 27¢

FOODCRAFT Sweet Pickles 12-OZ. BOT. 33¢

TRADER VIC 8-OZ. BOTTLE 29¢ Salad Dressing 16-OZ. BOT. 53¢

SUPERIOR MACARONI OR Spaghetti 1-LB. PKG. 21¢

FOR DISHS Liquid Trend 22-OZ. CAN 53¢

DR. ROSS VITA MEAL OR Vita Bits 2 2-LB. PKGS. 39¢

HOFFMAN CANDY Cup-O-Gold 3 FOR 23¢

CHALLENGE FIRST QUALITY Butter GRADE AA 1-LB. CTN. 68¢

CANADA DRY Ginger Ale 2 28-OZ. BOTS. 45¢

CANADA DRY CLUB SODA Sparkling Water 2 28-OZ. BOTS. 39¢ (PLUS DEPOSIT)

DIRECT FROM THE COACHELLA VALLEY JUICY DELICIOUS TANGERINES LB. 10¢

For Between-Meal Snacks or Lunch!

BUTTERY—HIGH ENERGY Avocados OVER 1/2-LB. EACH 19¢ FOR ADDED ZEST AND FLAVOR Mushrooms 5-OZ. PKG. 19¢

NORTHERN TOILET TISSUE

3 REG. ROLLS 25¢



Van de Kamp's 40th Anniversary SPECIALS Dec. 8, 9, 10

Oatmeal, Sugar & Shortbread COOKIES 25¢ pkg. (Reg. 29¢ pkg.)

Coconut DOUGHNUTS 6 for 25¢ (Reg. 6 for 30¢)

2-Layer Milk Chocolate CAKE 79¢ ea. (Reg. 89¢ ea.) 41¢ half

CHRISTMAS FESTIVAL AT DISNEYLAND

© Disneyland, Inc. 1955

Featuring the MICKEY MOUSE CLUB CIRCUS

© Walt Disney Productions 1955

For your convenience, Von's Markets have a limited supply of general admission and reserved tickets to the circus.

WONDERFUL CHRISTMAS PRESENT Disneyland Ticket Plan Books

8 Fabulous Rides and Admission to Disneyland Children \$1.50 Students \$2.00 Adults \$2.50 These Ticket Plan Books Good Through 1956

Health & Beauty Aids

WILDROOT CREME OIL HAIR TONIC MEDIUM BOTTLE 59¢

FOR FAST PAIN RELIEF ANACIN BOTTLE OF 100 TABLETS 98¢

LANOLIN ENRICHED SOFSKIN HAND CREAM MEDIUM JAR 59¢

SUNSHINE Hydrox Cookies 10-OZ. PKG. 35¢

TOM SAWYER Peanut Butter 12-OZ. JAR 41¢

FOR DESSERTS Reddi-Wip REG. 7-OZ. CAN 52¢

HOUSEHOLD BLEACH Clorox 1/2-GAL. BOT. 29¢ 1-GAL. BOT. 49¢

THOROFED NEW GOLD LABEL

DOG FOOD

3 TALL CANS 35¢

VON'S

PRICES EFFECTIVE THUR., FRI., SAT., SUN., DEC. 8-9-10-11 SALES TAX ADDED TO TAXABLE ITEMS