For Location of Store Nearest You
Call CUmberland or Gilbert 3-6181

VON'S and Shopping Bag ...WISHES YOU A

Happy New Year

with these "BELL RINGER" VALUES!

All Von's and Shopping Bag Stores Will Be
CLOSED MONDAY, JAN. 1st
OPEN SUNDAY, DEC. 31st, UNTIL 7:00 P.M.

You'll Find Your Main Meal Menu Makers and Fun Foods for Party Plates Featured This Week-End at Your Nearby Von's and Shopping Bag Store ... and You'll Save—As Always—With the "Bell Ringer Values"

C and H **SUGAR** POWDERED or BROWN 1 Lb. Box 2 FOR 25¢

PINEAPPLE DOLE - SLICED 1¼ Flat Can 5 FOR $1.00

FULLY COOKED HAMS

Farmer John
With that "Smoke-House Flavor"
No Shrinkage — They're Fully Cooked

Shank Portion 5-6 LBS. AVG..... **39¢ lb.**

WHOLE HAMS Or Full Shank Half 47¢ lb.
BUTT PORTION 5 Lbs. Avg. Wt. ... 49¢ lb.
CENTER SLICES Choice Cuts Lean & Tasty 98¢ lb.

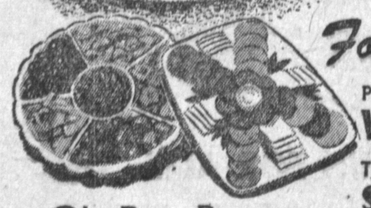
Steak Sale!

THE "TOP" of the U.S.D.A. CHOICE GRADE WITH OUR FAMOUS "CUSTOM TRIM"

Rib or Round Steak, Cube or Sirloin Tip .. 89¢ lb.

T-BONE STEAKS U.S.D.A. Choice Beef Custom Trim—Tails Off! $1.09 lb.
BONELESS TOP SIRLOIN Real Gourmet Steaks The "Top of the Choice" $1.37 lb.
PORTERHOUSE STEAKS The He-Man Favorite Tender, Juicy, Flavorful $1.19 lb.

For Your Buffet...



Peter Piper—Save 10c **WHOLE SWEET PICKLES** 22 Oz. Jar 39¢

Treat Time—Includes 7c Off **SALTED CASHEW NUTS** 14 Oz. Can 79¢

Marcal—White or Colors **PAPER NAPKINS** 80 Ct. Pkg. 2 FOR 19¢

Oh Boy Pizza
CHEESE PIZZA Frozen 9¾ Oz. 39¢
CHEESE ... 16 Oz. Family Size.....69¢
SAUSAGE ... 9¾ Oz. Size.....49¢
PEPPERONI ... 16 Oz. Family Size..79¢

In the Delicatessen

Dubuque Canned HAMS Smoked Boneless Fully Cooked 8¼ LB. CAN **5.95**

You Save $1.74

Swift's Premium **BRAUNSCHWEIGER** 69¢ lb.

Gallo—From Old San Francisco **COTTO SALAME** SLICED 1 LB PKG. 69¢

Milwaukee Cheddar **CHEESE SPREAD** FOR DIPS 6 OZ. JAR 39¢

Our Own Famous **POTATO SALAD** PINT CARTON 29¢

KRAFT Cheese Spreads AMERICAN, PIMENTO, OLIVE-PIMENTO OR PINEAPPLE 5 OZ. JAR 4 FOR $1.00

LIBBY'S Deviled Ham 5¼ OZ. CAN 35¢
LIBBY'S VIENNA Sausages 4½ OZ. CAN 2 FOR 45¢
DEEP BLUE—3¾ OZ. Smoked Clams 3 FOR $1.00
DEEP BLUE SMOKED Oysters 3½ OZ. CAN 3 FOR $1.00
WORLD FAIR ROUND Toothpicks REG. PKGS. 2 FOR 19¢
LIPTON Onion Soup 2 PAK PKG. 37¢
Buddy Boy—White or Yellow Popcorn 12 OZ. CAN 2 FOR 29¢
PLAIN OR IODIZED Leslie Salt 26 OZ. CTN. 2 FOR 29¢
SCHILLING Ground Nutmeg 1½ OZ. CAN 49¢

Pork Loins FRESH EASTERN GRAIN-FED PORK **RIB HALF ROAST .... 47¢ lb.**

Loin End Roast EXTRA LEAN AND FLAVORFUL EASTERN PORK 49¢ lb.
Rib Pork Chops CHOICE CENTER CUTS A REAL TASTE TREAT 79¢ lb.

Seafood Selections
FANCY SHRIMP 5 lb. Box 4.39 89¢ lb.
NORTHERN HALIBUT Center Slices 65¢ lb.
FRESH OYSTERS Western 12 oz. Jar 59c
FISH STEAKS Four-Fishermen Frozen, 8-oz. 37c

Farmer John **SLICED BACON** 1 lb. Pkg. 57¢
T&M FROZEN, BUTTERED Breaded Veal Cutlets 89¢ lb.

LARGE **EGGS** Dundee-Fresh Grade AA 43¢ DZ.

COFFEE HILLS BROS. 2 lb. Can $1.17 1 lb. Can 59¢

TOMATO JUICE LIBBY'S 46 Oz. Can 2 FOR 45¢

HAWAIIAN PUNCH RED or GOLDEN Large 46 Oz. Can 3 FOR $1.00

CAL-FAME FROZEN **Fruit Punches** PINEAPPLE-RASPBERRY, STRAWBERRY-LEMON, RASPBERRY-LEMON, CHERRY-LEMON 6 OZ. CAN 12 FOR $1.00

FROZEN **Birds Eye Dinners** CHICKEN, BEEF OR TURKEY 11-OZ. PKG. 49¢

FROZEN **Sara Lee Cakes** BANANA, APPLE SPICE, CINNAMON NUT, CHEESE CAKE, COFFEE CAKE OR CHOCOLATE BROWNIES. 14 OZ. SIZE 69¢

NABISCO Triangle Thins 10-OZ. PKG. 37¢
SUNSHINE Cheez-Its 10-OZ. PKG. 29¢
PACIFIC Treats Crackers 1-LB. PKG. 35¢
CHICKEN OF THE SEA Chunk Tuna 6½-OZ. CAN 33¢
PILLSBURY DELUXE Cake Mixes 19-OZ. PKG. 41¢
CAL-FAME, ORANGE OR GRAPE Fruit Drinks 46-OZ. 29¢
CANADA DRY Ginger Ale 28-OZ. BTLS. 2 FOR 49¢
COLD DRINK Dixie Cups 48-COUNT PACKAGE 59¢

VON'S BAKERIES

Rye Bread OUR OWN ... FRESH! Long Loaf.. 27¢ RUSSIAN OR CREAMY RYE Round Loaf... 37¢

ALL BUTTER COFFEE CAKES Date Nut Ring, Almond Ring, Fruit Filled or Apple Filled 37¢

Bags o' Bargains

U.S. No. 1 Russet **POTATOES** 10 LB. BAG 35¢

Juicy Arizona **GRAPEFRUIT** 8 LB. BAG 35¢

Extra Fancy Apples **WINESAPS** 4 LB. BAG 35¢

Juicy California **ORANGES** 4 LB. BAG 35¢

Health & Beauty Aids

BUFFERIN Bottle of 36 Reg. 63c *Save 16c* 47¢

SAVE! EVERYDAY LOW PRICES ON OVER 600 ITEMS
Check These Typical Savings

BROMO SELTZER Large Size. Usually 69c, Our Price..... 58¢
COLGATE DENTAL CREAM Family Size. Usually 83c, Our Price..... 69¢
BAYER ASPIRIN Btl. of 100. Usually 73c, Our Price..... 63¢
PEPTO-BISMOL 8 Oz. Btl. Usually 98c, Our Price..... 89¢
MILK OF MAGNESIA Phillip's, 12 Oz. Usually 59c, Our Price ... 51¢
COTTON Q-TIPS Pkg. of 90. Usually 59c, Our Price ..... 49¢
VICKS VAPORUB 3½ Oz. Jar. Usually 89c, Our Price ..... 75¢
PRELL SHAMPOO Large Tube. Usually 89c, Our Price..... 79¢
VITALIS HAIR CONDITIONER 12 Oz. Btl. Usually $1.39, Our Price..... 1.09
ARRID CREAM DEODORANT Large Size, Usually 69c, Our Price..... 59¢

VON'S and Shopping Bag BLUE CHIP

Prices Effective
THU., FRI., SAT., SUN., DEC. 28, 29, 30, 31
Tax Added When Applicable

HEINZ Baby Foods STRAINED 5 OZ. JARS 3 FOR 29¢
ENERGINE Lighter Fluid 4 OZ. CAN 23¢
GOODWIN'S Ammonia PINT BOTTLE 17¢
WATER SOFTENER Rain Drops 24 OZ. PKG. 29¢
TREND Detergent POWDER GT. SIZE 43¢
DETERGENT Liquid Trend FOR DISHES 22 OZ. CAN 43¢
TOILET SOAP Sweetheart BATH BARS 4-PACK 43¢
SCHILLING Black Pepper PURE, GROUND 2 OZ. CAN 25¢

5035 PACIFIC COAST HIGHWAY -- AT CALLE MAYOR