Fred Stockwell Store Manager

safe - odorless! Vano



FRED STOCKWELL: Promoted to menage the newest and most modern Von's market is Fred Stockwell, possessor of an out-standing record.

FROZEN VEGETABLES

Fruit and Vegetable Section Ultra-Modern

For Speed And Accuracy

Customers of the new Gardena Von's market can be assured of fast and ac-

be assured of fast and accurate service at the checkout stands. The new store has 20 checkers.

Checkstands are so designed that the shopping "buggies" fit neatly into the space where the purchases are checked directly from the basket. There is no lifting, no waste motion.

Of interest to the housewife is the fact that the cash registers are placed so she can plainly see the price on each item as it is rung

More than 350 feet of the Iruit and vegetable displays are on new-type, refrigerated fixtures which are backed by mirrors. The mirrors add beauty and spaciousness to the displays and the refrigeration keeps the fruits and vegetables in first-morning-fresh condition.

Another feature of the new display fixtures is that they are placed at a convenient height so that the shopper can choose items easily without reaching or stooping.

Frozen Food Cases Of **Newest Design**

are of the most modern type yet conceived by fixture manufacturers.

The most important feature is that they defrost automatically within 9 minutes. This feature prevents frozen foods from becoming thawed-out and then refrozen. . . a condition which does not improve the quality of any frozen food.

With the system that Von's cases employ, the de-frost cycle is completed in 9 minutes. This fast de-frost period prevents frosted foods from becoming de-frosted. In other words, everyone knows that once foods are quick-frozen they should hever be allowed to become un-frozen. With the system that Von's uses, this will, never happen because the foods will never be exposed to affigh enough temperature.

Another feature of these new display cases is that they give plenty of space, to look at the merchandise. Approximately 50 feet of frozen food cases have been installed in Von's Gardena Market.

HUBBARD SQUASH

Cut into pieces, and remove eeds and stringy parts. Place in teamer and cook until tender ver boiling water. Remove pulp rom shell. Mash and season with

MAKES ICE CREAM TWICE AS GOOD!



Luxury Tissue Budget Price!





Von's new Gardena market will zero temperatures. ave a complete liquon departent. All popular brands of beer plaistes, wines and liquors will be available. Don Armstrong e popularly priced. In addition will be manager.

Roller rall in frozen foods cases is kept hot to permit easy operation of the doors, even though it is but a few inches from subzero temperatures.

Thursday, April 17, 1952 HOT ROLLER RAIL



BUMBLE SAYS

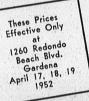




You'll Find BUMBLE BEE at All



MARKETS



DON ARMSTRONG: When

Store Hours

Von's Gardena

Store hours for Von's Gardena market, opening today, have been planned to allow most convenient shopping for all customers.

Sunday hours will be from 9 in the morning until 9 at night.

Friday hours will be from 9 a.m. until 10 p.m., and all other days will be from 9 a.m. to 9 p.m.

Set At



Van de Kamp's

Opening Day Specials!

ANGEL FOOD

Plain and Sugared DOUGHNUTS

French Butter Rolls (Rog. 39c doz.)

Cocoanut Macaroons (Rog. 27c doz.) 19c doz. Cinnamon Rolls (Rog. 48c doz.)

Apple Turnovers Fine Chocolates

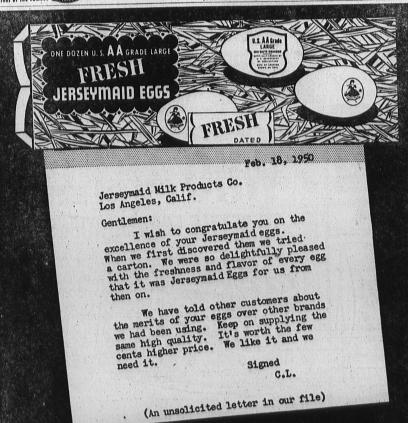
(Reg. 13c ea.)

Look for the Blue Windmill!



to your supermarket.





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