



*I save on my food budget
because I shop at VONS!*

**CHUNK STYLE
STAR-KIST TUNA**

PILLSBURY'S BEST
FLOUR

FOR CAKES AND PIES AND TASTY FRIES
CRISCO

SUN DRENCHED
PEACHES

CAMPBELL'S—CONDENSED
TOMATO SOUP

GOOD HOT OR COLD
SWIFT'S PREM

GERBER'S—ASSORTED—STRAINED OR CHOPPED
BABY FOOD

PILLSBURY'S—20 OZ. PKG. 19¢
PANCAKE FLOUR

SWIFT'S ALLSWEET—YELLOW
MARGARINE

FROSTED FOOD VALUES

ORANGE JUICE	SUNKIST CONCENTRATED	2 6 OZ. CANS	29¢
LIMA BEANS	PICTSWEET FORDHOOK	10 OZ. PKG.	25¢
WAFFLES	COTTAGE BRAND JUST POP IN YOUR TOASTER	PKG. OF 6	10¢
	Medium Size—1 Lb. Pkg. 25¢	2 Lb. Pkg.	45¢
	SUNSWEEP PRUNES	1 Lb. Ctn.	79¢
	Grade AA—First Quality	2 oz. Jar	23¢
	CHALLENGE BUTTER	3 oz. Jar	31¢
	World Over	12 oz. Jar	28¢
	STUFFED OLIVES	24 oz. Jar	49¢
	Superior HONEY	7 oz. Pkg.	33¢
	Vernell's BUTTER MINTS	2 1/4 oz. Jar	35¢
	For Gravies or Soup	5 oz. Can	47¢
	WILSON'S B-V	5 oz. Can	49¢
	Dumbar SHRIMP	4 Pkgs. For	28¢
	Blues as it Cleans		
	BLU-WHITE FLAKES		

VONS QUALITY MEATS

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

BEEF ROASTS

BLADE CUT CHUCK	47¢ LB.	CENTER CUT CHUCK	51¢ LB.	ROUND BONE CHUCK	55¢ LB.
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LEAN AND TENDER

PLATE BOILING BEEF 19¢ LB.

EASTERN CORN FED PIG PORK—RIB END CUTS OR

PORK LOIN ROAST CHOPS 45¢ LB.

FARMER JOHN EASTERN HICKORY SMOKED SUGAR CURED

SMOKED HAMS

WHOLE 14 TO 18 LB. AVERAGE	59¢ LB.	SHANK END 5 TO 7 LBS.	49¢ LB.	BUTT END 4 TO 5 LBS.	63¢ LB.
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MEATY—TO BAKE OR BRAISE

BEEF SHORT RIBS 25¢ LB.

ARMOUR STAR

SLICED BACON 1 LB. SEALED PKG. 59¢

FRESH YOUNG STEER BEEF

BEEF HEARTS TO BAKE 25¢ LB.

FRESHLY GROUND BEEF AND PORK

GROUND BEEF	39¢ LB.	PURE PORK SAUSAGE	49¢ LB.	EXTRA LEAN GROUND BEEF	59¢ LB.
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FANCY RED CHINOOK

SALMON STEAKS 57¢

BROADBILL

SWORDFISH STEAKS 55¢

Save with KLEENEX tissues at

NEW LOW PRICES!

3 BOXES 300's 49¢

3 BOXES 300's 73¢

Soft! Strong! Pops up!

GR-R-EAT news from Kellogg's

A delightfully different breakfast treat for you. Big, crispy, golden flakes of corn... sugar-frosted. Try 'em today.

SUGAR FROSTED FLAKES

10 OZ. PKG. 25¢

FOR QUICK, EASY MEALS

OCOMA WHOLE CHICKEN	3 1/4 lb. Can	1 60¢
OCOMA BONED CHICKEN	6 oz. Can	53¢
OCOMA CHICKEN FRICASSEE	16 oz. Can	47¢
CONVERTED LONG GRAIN	14 oz. Pkg.	22¢
UNCLE BEN'S RICE	12 oz. Pkg.	28¢
WEBER'S—6 Oz. Pkg. 15c		
EGG NOODLES	15 oz. Can	27¢
SNOW'S NEW ENGLAND CLAM CHOWDER		

VONS Really-Fresh PRODUCE

CABBAGE SOLID CANNON BALL 2¢ LB.

GOLDEN RIFE

COMICE PEARS 2 LBS. FOR 19¢

THIN SKINNED

NAVEL ORANGES SWEET JUICY

MEDIUM SIZE 5 LBS. FOR 19¢

LARGE SIZE 5 LBS. FOR 29¢

TOP QUALITY—ALL POPULAR VARIETIES

BARE ROOT ROSE BUSHES 49¢ EA.

UKULELE—HAWAIIAN—HALF SLICES

PINEAPPLE NO. 2 CAN 19¢

BLUE RIBBON

FIG JUICE PT. BTL. 15¢ QT. BTL. 29¢

JERSEYMAID—CATERING QUALITY

ICE CREAM ASSORTED FLAVORS 1/2 GAL. CTN. 59¢

LA-NUT—FRESH GROUND—12 OZ. JAR 39¢

PEANUT BUTTER 21 OZ. JAR 59¢

SUNSHINE—6 1/2 OZ. PKG. 16¢

KRISPY CRACKERS 1 LB. PKG. 25¢

HOUSEHOLD CLEANSER

OLD DUTCH 2 CANS FOR 25¢

ALL VARIETIES—RED HEART

DOG FOOD 2 TALL CANS 27¢

Van de Kamp's Specials

Jan. 22, 23, 24

Orange Roll COFFEE CAKES... 23¢ (20¢ value) per 6

2-Layer Milk Chocolate CAKE... 79¢ ea. (Reg. 99¢ ea.) 40¢ half

Van de Kamp's BAKERIES

DUZ LARGE PACKAGE 25¢

IVORY FLAKES LARGE PACKAGE 25¢

DREFT LGE. PKG. 25¢ GT. PKG. 59¢

IVORY SNOW LGE. PKG. 25¢ GT. PKG. 59¢

SAVE 5¢ on NEWS LAUNDRY SUDS

PUREX THE GENTLE BLEACH

QT. 17¢

1/2 GAL. 29¢

GAL. 49¢

USE COUPON ON PUREX BLEACH LABEL

USE IT ON YOUR NEXT TIDE PURCHASE

Tide

LGE. PKG. 27¢

GIANT PKG. 67¢

JERSEYMAID EVAPORATED

CANNED MILK 2 TALL CANS 27¢

TOILET SOAP—4 BATH SIZE, 36¢

SWEETHEART 4 REG. BARS 24¢

FOR EASIER DISH WASHING

JOY LARGE BOTTLE 27¢ GIANT BOTTLE 67¢

CHEER LARGE PACKAGE 27¢ GIANT PACKAGE 67¢

NEW FORMULA DETERGENT

OXYDOL LARGE PACKAGE 27¢ GIANT PACKAGE 67¢

SO PURE IT FLOATS—2 LARGE BARS 27¢

IVORY SOAP 3 MED. BARS 25¢

TOILET SOAP

CAMAY 3 REG. BARS 23¢ 2 BATH SIZE 23¢

COSMETICS—SUNDRIES

New Improved **DRENE SHAMPOO** Chlorophyll Medium Size 57¢ Giant Size 69¢

COLGATE TOOTH PASTE Medium Size 69¢

HOUSEWARES DEPARTMENT

75 or 100 Watt **G-E LIGHT BULBS** Ea. 18¢

For Vacuum Sweepers

ELECTRIC CORD 20 FT. LENGTH Ea. 1 98¢

DELICATESSEN VALUES

SWIFT'S PREMIUM—IN THE PIECE

LONG BOLOGNA 49¢

REEDSPORT—SHARP—CREAMY

AGED CHEESE 69¢

SWIFT'S PREMIUM—SKINLESS PORK

SMOKED LINKS 12 OZ. PKG. 59¢

LASCCO—BARBECUED

ALASKAN COD 73¢

BORDEN'S

BISCUITS OVEN READY 2 PKGS. OF 10 27¢

VONS

Prices Effective Thurs., Fri., Sat., Sun.
January 22, 23, 24, 25

1260 REDONDO BEACH BLVD.
AT NORMANDIE