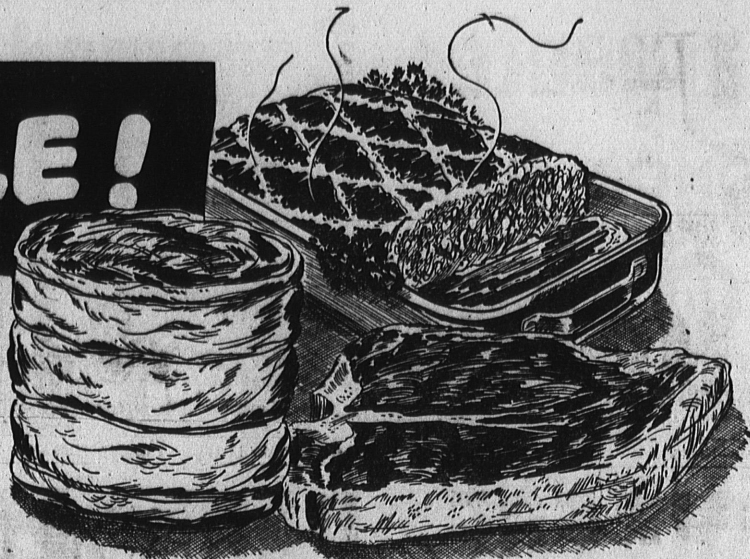


**VON'S**

EVERYWOMAN'S  
MAGAZINE  
FEBRUARY EDITION  
ON SALE NOW  
AT ALL VON'S CHECK STANDS

# BEEF SALE!

Beef prices are lower now than they have been for a long time. Enjoy beef at its best. VON'S feature U.S. Gov't. Graded 'Choice' and 'Good' Steer beef properly aged and well trimmed. Now that controls are off we are able to provide you with any special cuts you may desire.



TENDER, PLATE  
**BOILING BEEF** 15<sup>c</sup> LB.  
MEATY, TENDER  
**BEEF SHORT RIBS** 25<sup>c</sup> LB.  
FRESH  
**BONELESS BRISKET** 65<sup>c</sup> LB.  
TENDER  
**BONELESS BEEF STEW** 69<sup>c</sup> LB.

LEAN, TENDER, EXTRA FRESH  
**GROUND BEEF**  
FOR DELICIOUS MEAT LOAF OR HAMBURGERS  
FRESHLY GROUND EVERY HOUR  
**35<sup>c</sup> LB.**

**BEEF ROASTS**  
WELL TRIMMED AND PROPERLY AGED  
BLADE CUT CHUCK 39<sup>c</sup> LB.  
CENTER CUT CHUCK 45<sup>c</sup> LB.  
ROUND BONE SHOULDER 49<sup>c</sup> LB.

ROUND OR SWISS  
**BEEF STEAKS** TO FRY OR SWISS 69<sup>c</sup> LB.  
T-BONE OR CLUB  
**BEEF STEAKS** TO BROIL 89<sup>c</sup> LB.  
FRESH CAUGHT BARRACUDA 39<sup>c</sup> LB.  
NORTHERN PACIFIC HALIBUT STEAKS 47<sup>c</sup> LB.

**BEEF ROASTS**  
TENDER, JUICY, OVEN-READY  
RUMP ROAST 69<sup>c</sup> LB.  
STANDING RIB 73<sup>c</sup> LB.  
BONELESS SIRLOIN TIP 89<sup>c</sup> LB.

CHIPS 'N CHUNKS  
**FAR-FAMED TUNA**  
BUMBLE BEE  
**PINK SALMON**  
FIRST PRIZE—YELLOW  
**MARGARINE**

BRAND'S A-1 SAUCE 4 OZ. BTL. 35<sup>c</sup>  
HEINZ 57 MEAT SAUCE 8 OZ. BTL. 28<sup>c</sup>  
KING OSCAR IMPORTED SARDINES 3 1/2 OZ. CAN 32<sup>c</sup>  
GRADE AA—FIRST QUALITY CHALLENGE BUTTER 1 LB. CTN. 79<sup>c</sup>  
GRADE A—FIRST QUALITY SWIFT'S BUTTER 1 LB. CTN. 78<sup>c</sup>  
SKINNER RAISIN BRAN FLAKES 10 OZ. PKG. 18<sup>c</sup>  
KRETSCHMERS WHEAT GERM 12 OZ. PKG. 33<sup>c</sup>  
LORRAINE BURTON CAESAR SALAD DRESSING 6 OZ. BTL. 35<sup>c</sup>

APPLE LAND  
**APPLE SAUCE** 17 OZ. CAN 10<sup>c</sup>  
SUN DRENCHED  
**FREESTONE PEACHES** NO. 2 1/2 CAN 19<sup>c</sup>  
PACIFIC GOLD  
**BARTLETT PEARS** SALAD PIECES NO. 2 1/2 CAN 23<sup>c</sup>  
ROYAL PRINCE  
**CANDIED YAMS** SOUTHERN STYLE NO. 2 CAN 25<sup>c</sup>  
REDWOOD EMPIRE  
**APPLE CIDER** 1/2 GAL. BTL. 35<sup>c</sup> GAL. BTL. 53<sup>c</sup>  
PACIFIC THIN-FLAKE  
**SALTINE CRACKERS** 1 LB. PKG. 25<sup>c</sup>

**Soup 'n Crackers**

Campbell's TOMATO SOUP 10 1/2 OZ. CAN 10<sup>c</sup>

RITZ CRACKERS 1 LB. BOX 25<sup>c</sup>

AUNT JEMIMA  
**PANCAKE FLOUR** 20 OZ. PKG. 19<sup>c</sup> 40 OZ. PKG. 36<sup>c</sup>  
SUPERIO—ASSORTED SIZES  
**EGG NOODLES** 1 LB. PKG. 18<sup>c</sup> 2 LB. PKG. 34<sup>c</sup>  
PETER PAN—FRESH GROUND  
**PEANUT BUTTER** 15 OZ. JAR 37<sup>c</sup> 30 OZ. JAR 63<sup>c</sup>  
STAR-KIST—JUST HEAT AND EAT  
**TUNA and NOODLES** 15 OZ. CAN 27<sup>c</sup>

**FROZEN FOOD VALUES**

CHICKEN PIES CLARKS EA. 33<sup>c</sup>  
ORANGE JUICE SUNKIST CONCENTRATED 4 OZ. CAN 15<sup>c</sup>  
SLICED PEACHES LIBBY'S 12 OZ. PKG. 15<sup>c</sup>

B & M—BOSTON STYLE  
**BAKED BEANS** 13 OZ. CAN 18<sup>c</sup> 28 OZ. CAN 29<sup>c</sup>  
ASSORTED FLAVORS  
**MY-T-FINE DESSERTS** PER PKG. 8<sup>c</sup>  
CLEANS AS IT BLUES  
**RAIN DROPS** 24 OZ. PKG. 25<sup>c</sup>  
NEW FORMULA  
**SCOTCH CLEANSER** 2 CANS FOR 25<sup>c</sup>  
WHITE KING  
**WATER SOFTENER** 30 OUNCE PACKAGE 25<sup>c</sup>

Save  
**CRANBERRY HEARTS**  
with  
**TURKEY or CHICKEN**  
*Ocean Spray*  
**CRANBERRY SAUCE**  
16-oz. Can 19<sup>c</sup>

BONNER CALMYRNA FIGS 12 oz. Fig. 25<sup>c</sup>  
BONNER—BLACK MISSION FIGS 12 oz. Fig. 19<sup>c</sup>

KAISER ALUMINUM FOIL 25 Ft. Roll 19<sup>c</sup>  
CAMEO COPPER CLEANER For Can 39<sup>c</sup>

**GEBHARDT PRODUCTS**

PLAIN CHILI CON CARNE 15 1/2 OZ. CAN 43<sup>c</sup>  
WITH BEANS 15 1/2 OZ. CAN 34<sup>c</sup>  
CHILI CON CARNE 15 1/2 OZ. CAN 25<sup>c</sup>  
SERVE WITH CHILI 15 1/2 OZ. CAN 25<sup>c</sup>  
Spanish Tamales 15 1/2 OZ. CAN 25<sup>c</sup>

**COSMETICS—SUNDRIES**

Gentle, Antacid Laxative SAL HEPATICA MED. BTL. 63<sup>c</sup>  
Ammoniated Chlorophyll Ipana Tooth Paste GIANT TUBE 59<sup>c</sup>  
ANTISEPTIC LISTERINE MED. BTL. 49<sup>c</sup> 16 OZ. BTL. 79<sup>c</sup>

FOR SALADS OR COOKING  
**WESSON OIL** PT. 33<sup>c</sup> QT. 63<sup>c</sup>  
RECIPE ON CAN FOR 'QUIK-BEAT' CAKE  
**SNOWDRIFT** 1 LB. CAN 29<sup>c</sup> 3 LB. CAN 75<sup>c</sup>  
HUNT'S  
**TOMATO CATSUP** 2 14 OZ. BTL. 25<sup>c</sup>

Van de Kamp's  
*Valentine Features*  
Feb. 12, 13, 14

Red, Gift Wrapped CHOCOLATES \$1.00 lb.  
Valentine Butter Cookies 29<sup>c</sup> pkg. (2 doz.)  
Plain and Sugared Doughnuts 6 for 20<sup>c</sup> (Reg. 6 for 25<sup>c</sup>)  
Uniced 13-Egg ANGEL FOOD 69<sup>c</sup> ea. (Reg. 79<sup>c</sup> ea.) 35<sup>c</sup> half  
Fri., Sat., Feb. 13, 14, Only  
Valentine CUP CAKES 5 ea.  
Valentine PASTRIES 10 ea.  
Van de Kamp's BAKERIES

Enter the  
**WHITE KING SOAP** Contest  
**\$72000 BENDIX** Contest  
240 BENDIX WASHERS TO BE GIVEN AWAY... 40 every week for 6 weeks! One Entry Means Two!

WHITE KING SOAP  
EARGE 25<sup>c</sup>  
GIANT 49<sup>c</sup>

PATIO-WHITE  
**PAPER NAPKINS** 2 PKGS. of 80 27<sup>c</sup>  
**PAPER SANDWICH BAGS** PKG. of 40 10<sup>c</sup>  
CANNON—SOLID COLORS  
**WASH CLOTHS** 2 FOR 29<sup>c</sup>  
MIRACLE—ALL PURPOSE  
**CAN OPENER** EA. 19<sup>c</sup>

**VON'S Really-Fresh PRODUCE**

**FRESH PEAS** NEW CROP FULL POD 10<sup>c</sup> LB.  
**PIPPIN APPLES** BEST FOR EATING OR COOKING 4 LBS. FOR 19<sup>c</sup>  
**RHUBARB** STRAWBERRY HOT HOUSE 2 LBS. FOR 25<sup>c</sup>  
**BANANAS** GOLDEN RIPE SOUTH AMERICAN 2 LBS. FOR 25<sup>c</sup>

**VON'S DELICATESSEN VALUES**

**SOUR CREAM** JERSEYMAID 1/2 PT. CTN. 24<sup>c</sup>  
**LIVER SAUSAGE** SWIFT'S PREMIUM FRESH LB. 39<sup>c</sup>  
**BILTMORE LOAF** LUER'S QUALITY LB. 59<sup>c</sup>  
**DESSERT CHEESE** WISCONSIN PORT DU SALUT LB. 85<sup>c</sup>  
**COLE SLAW** VON'S TASTY PINT CARTON 25<sup>c</sup>

**VON'S**

Prices Effective Thurs., Fri., Sat., Sun.  
February 12, 13, 14, 15  
1260 REDONDO BEACH BLVD. AT NORMANDIE