

You'll save
more-

in '54

when you shop at
VON'S

Make it your resolution in 1954 to take advantage of VON'S greater selection of well known groceries, lower everyday prices, courteous service and shopping convenience. Do ALL your food shopping at VON'S and you'll save more in '54.

ALL VON'S MARKETS
WILL CLOSE NEW YEAR'S EVE AT 7
AND REMAIN CLOSED
NEW YEAR'S DAY

EASTERN—SUGAR CURED—HICKORY SMOKED
RATH BLACKHAWK OR FARMER JOHN

Ham

SHANK END 49¢ Lb. WHOLE OR SHANK HALF 59¢ Lb. BUTT END 63¢ Lb. 4 TO 5 LBS.

SWIFT'S PREMIUM—RED LABEL—BUTT END 73¢ WHOLE OR SHANK HALF 69¢ Lb.

LUER'S QUALITY—EASTERN SUGAR CURED—HICKORY SMOKED
SLICED BACON 1 LB. SEALED PKG. 69¢ Lb.

FANCY EASTERN SELECT FRESH OYSTERS DOZ. 49¢ LGE.—FOR FRYING OR COCKTAILS GREEN SHRIMP 79¢

VON'S Really-Fresh PRODUCE

SWEET, THIN-SKINNED, DESERT
GRAPEFRUIT 8 POUND BAG 39¢
KEY WEST
RED YAMS 3 LBS. FOR 25¢
JUMBO—SNOWBALL
CAULIFLOWER EACH 10¢
FANCY QUALITY—NEW CROP
MIXED NUTS LB. 29¢

PLANTER'S—SALTED—BLANCHED
COCKTAIL PEANUTS 8 OZ. CAN 29¢
BELL BRAND
POTATO CHIPS 5 OZ. BAG 29¢ 8 OZ. BOX 45¢
Franco-American Prepared
SPAGHETTI 2 15 1/2 OZ. CANS 29¢
FUNFAIR Imitation Ice Cream
FROZEN DESSERT 1/2 GAL. CTN. 49¢

ASSORTED FLAVORS
HOLIDAY BEVERAGES
NO DEPOSIT BOTTLES
CLICQUOT CLUB QT. BTL. 23¢
SPARKLING
WHITE ROCK 2 12 OZ. CANS 25¢
SUGAR FREE, LOW CALORIE
DIETONIC 2 16 OZ. CANS 39¢

FIRST PRIZE—YELLOW
MARGARINE 1 POUND CARTON 18¢
CHUNK STYLE—GREEN LABEL
STAR-KIST TUNA NO. 1/2 CAN 30¢
GRADE A
LARGE FRESH EGGS DOZ. IN CTN. 57¢

PRINCELLA
SOUTHERN YAMS 17 OZ. CAN 19¢
JERSEYMAID NON-FAT
SKIM MILK 1/2 GAL. CTN. 17¢
KRAFT CHEESE FOOD
VELVEETA 2 LB. LOAF 89¢

FRESH BUTTER
GRADE AA—1st QUALITY
JERSEYMAID 1 LB. CTN. 78¢
GRADE AA—1st QUALITY
CHALLENGE 1 LB. CTN. 79¢
GRADE A—1st QUALITY
BROOKFIELD 1 LB. CTN. 78¢

U.S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF
BEEF SALE!
ROUND STEAK OR SWISS STEAK 65¢ Lb.
CHUCK ROASTS CHOICE CENTER CUTS 39¢ Lb.
SHOULDER ROASTS ROUND BONE 43¢ Lb.
RUMP ROASTS EXTRA FANCY 65¢ Lb.
BEEF STEW LEAN BONELESS 59¢ Lb.

LIPTON TEA
THE DRINK TEA
1/2 OZ. PKG. 31¢ 1/2 LB. PKG. 59¢
LIPTON TEA BAGS
THE DRINK TEA
1/2 OZ. PKG. 19¢ 1/2 LB. PKG. 49¢

GOLDEN ORCHARD—SALAD PIECES
BARTLETT PEARS NO. 2 1/2 CAN 25¢
SUGAR-RIPE
PRUNE JUICE 24 OZ. BTL. 23¢
VEGETABLE JUICE COCKTAIL
V-8 JUICE 2 12 OZ. CANS 23¢ 46 OZ. CAN 33¢
YOSEMITE
TOMATOES NO. 2 1/2 CAN 15¢

EVANS
PINTO BEANS 1 LB. BAG 13¢ 2 LB. BAG 25¢
KITCHEN TESTED—2 POUND BAG 25¢
GOLD MEDAL FLOUR 5 LB. BAG 52¢ 10 LB. BAG 99¢
CRYSTAL—PURE
GRANULATED SUGAR 5 LB. BAG 50¢ 10 LB. BAG 98¢
SUN DRIED—MEDIUM SIZE
SUNSWET PRUNES 1 LB. CTN. 25¢ 2 LB. CTN. 45¢

Van de Kamp's Specials
Dec. 28, 29, 30

Prepared Poultry Dressing... 39¢ pkg. (Reg. 44¢ pkg.)

Individual Pecan Rolls 3 for 25¢ (Reg. 3 for 30¢)

Van de Kamp's BAKERIES

COUNTY FAIR
APRICOT HALVES NO. 2 1/2 CAN 19¢
WE REDEEM YOUR COUPONS
SPRY SHORTENING 3 LB. CAN 87¢
KELLOGG'S
SHREDDED WHEAT 12 OZ. PKG. 19¢
GEBHARDT'S—WITH BEANS
CHILI CON CARNE 15 1/2 OZ. CAN 27¢
SALAD DRESSING
MIRACLE WHIP QUART JAR 49¢
WITH FOAMING ACTION
AJAX CLEANSER 2 CANS FOR 25¢

SPECIAL DEAL!
SURF
2 LGE. PKGS. 49¢
Receive Coupon Good for Two Regular Bars Lux Toilet Soap

PUREX
BLEACHES—DEODORIZES—DISINFECTS
QT. 17¢ 1/2 GAL. 29¢ GAL. 49¢

DELICATESSEN VALUES
BORDEN'S—FRESH
CREAM CHEESE 8 OZ. PKG. 33¢
SWIFT'S PREMIUM—Smoked Liver Sausage
BRAUNSCHWEIGER IN THE PIECE 59¢
VON'S TASTY—KITCHEN FRESH
POTATO SALAD PT. CTN. 29¢
SWIFT'S PREMIUM—ALL BEEF
SALAMI KOSHER STYLE IN THE PIECE 55¢
WISCONSIN—FANCY—FULL OF FLAVOR
SWISS CHEESE IN THE PIECE 69¢

LUX TOILET SOAP 2 REG. BARS 15¢ 2 BATH SIZE 21¢	LIFEBUOY TOILET SOAP 3 REG. BARS 23¢ 2 BATH SIZE 23¢	LUX LIQUID DETERGENT 12 OZ. CAN 39¢ 22 OZ. CAN 69¢
LUX FLAKES Tiny Diamonds of Soap LGE. PKG. 29¢	RINSO DETERGENT LGE. PKG. 29¢ GT. PKG. 59¢	BREEZE Makes Washing a Breeze LGE. PKG. 29¢ GT. PKG. 59¢

A Happy New Year from
VON'S
PRICES EFFECTIVE MON.-TUES.-WED.-THURS.
DECEMBER 28-29-30-31

REMEMBER IT'S
VON'S FOR VALUES!

1260 W. REDONDO BEACH BLVD. AT NORMANDIE
— WE GLADLY CASH PAY CHECKS —