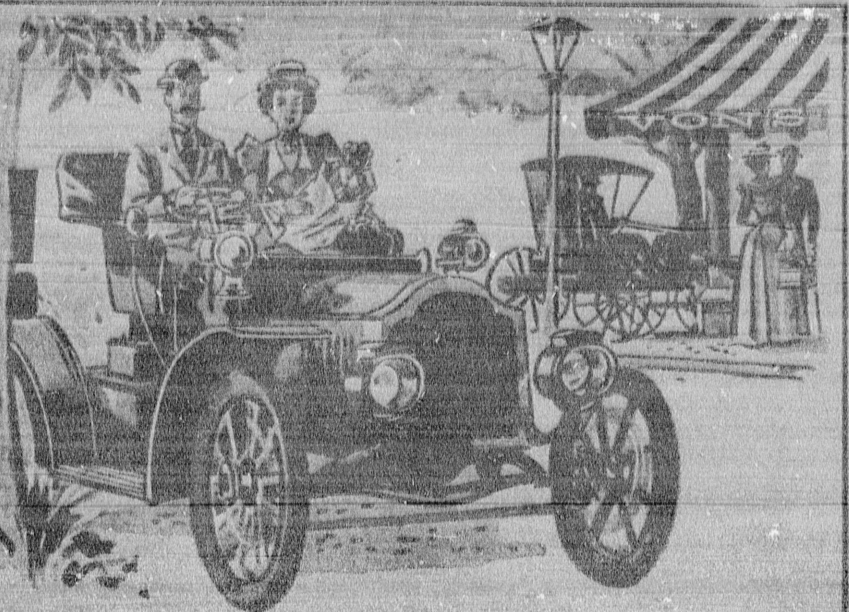


VON'S 52nd Anniversary Food Sale!

Join us in Celebrating 52 years of Serving Greater Los Angeles

You'll see terrific food values in every section of your friendly Von's market. We wish to thank the many thousands of loyal customers who have made our success possible and we will continue to offer the lowest possible prices on all your favorite famous brands of Groceries, Choice Meats, Fresh Fruits and Vegetables and Kitchen Fresh Delicatessen Products. Come to Von's, you'll be glad you did when you see how your savings add up!



VON'S—CELLO WRAPPED'
Margarine 1-lb. Ctn. **2 FOR 25¢**

PURE VEGETABLE
Wesson Oil Qt. Bot. **49¢**

LIQUID—ALL PURPOSE
Von's Bleach 1/2 Gal. Bot. **25¢**

SCOT—NEW DEEP SOFT ASSORTED COLORS
Tissue 500 CT. ROLL **2 Rolls 19¢**

PILLSBURY 'BEST'
Flour 5-lb. Bag **49¢**

PINEAPPLE—GRAPEFRUIT BLEND
Dole Drink Qt. Can **19¢**

DEL. MONTE—STEWED
Tomatoes 303 Can **19¢**

PACIFIC—STA-CRISP
Crackers 1-lb. Pkg. **19¢**

COUNTY FAIR—SWEET WASHINGTON
Green Peas 303 Can **10¢**

Special! FROZEN FOOD LOCKER SPECIALS
ICE CREAM
 JERSEYMAN CATERING QUALITY 'Banana Nut Flavor' 1/2 GAL. CTN. **59¢**

LIMA BEANS PICTSWEET 15-OZ. PKG. **19¢**
GREEN PEAS PICTSWEET 10-OZ. PKG. **2 for 29¢**
STRAWBERRIES PICTSWEET 16-OZ. PKG. **19¢**

VEGETABLE BLENDED
S & W Juice 12-OZ. Can **10¢**

WILMORE-KOSHER STYLE
Dill Pickles 16-OZ. Jar **25¢**

BOULS-BLUE LAKE—FRENCH SAICED 303 CANS
Green Beans **2:29¢**

TASTY & TESTY—15-OZ. CAN
I. X. L. Enchiladas **29¢**
 DEL BRAND—15-OZ. CAN
Chicken Revival **19¢**



FRESH—LEAN—TENDER
GROUND CHUCK .. **63¢**
 CHOICE CHURNS OF BEEF
GROUND ROUND .. **69¢**
 VON'S TABLE KING
SLICED BACON ... **63¢**

VON'S TABLE KING
FRESH TOM TURKEYS
 YOUNG • PLUMP • TENDER
 • U.S.D.A. Grade A
 • 18-22 lb. Avg. **37¢**

CUTTER CUT
HALIBUT STRAKS **67¢**
 FRESH—SKINLESS
FILLET SOLE **59¢**
 MEDIUM SIZE
FANCY SHRIMP **98¢**
 FLASH-FROZEN
VEAL STRAKS 7-oz. Pkg. **2 for 37¢**
GORTON'S—GRADE A BREADED SCALLOPS 7-oz. Pkg. **49¢**
CERTIFIED BREADED SHRIMP 6-oz. Pkg. **59¢**

U.S.D.A. CHOICE GRADED BEEF STEAK SALE

Juicy, tender, mouth-watering steaks featuring a selection designed to satisfy every type of appetite! Just look at this tremendous selection! Come to Von's and buy your favorites!

ALWAYS ECONOMICAL & FLAVORFUL
Rib Steaks **89¢**
 EXTRA LEAN FOR BROILING
Club Steaks **98¢**
 BEST FOR BARBECUING
T-Bone Steaks **98¢**
 CUSTOM TRIMMED TENDER
Porterhouse **1.09**
 MADE ON 7 BONE CUTS
Chuck Steak **55¢**
 BONELESS—FLAVORFUL
Cube Steak **89¢**

CHEF'S SPECIALTY CUTS OF BEEF
 TENDER—CUSTOM AGED
TOP SIRLOIN STEAKS . **1.29**
 ALWAYS A CROWD PLEASER
NEW YORK STEAKS . . . **1.79**
 GROUNDING THE EYES OF BEEF
SPENCER STEAKS **1.49**
 GUARANTEED FINE TENDER
BEEF TENDERLOIN . . . **1.79**

FOR CONVENIENCE
Van de Kamp's
 BAKERY PRODUCTS
SPECIALS
 every day

RED VARIETY
TOMATOES
 • EXCLUSIVE AT VON'S
 • FINEST QUALITY GROWN
 5-lb. **7¢**
 FRESH

Von's 'Top Quality' Fresh Fruits and Vegetables
POTATOES
 GENUINE RUSSETS **10 LB. BAG 29¢**
 • Tasty & Nutritious
 • New Crop!

SUNRISE SWEET & FIRM
VALENCIA ORANGES 4-lb. BAG **39¢**

TENDER GOLDEN KERNELS
FRESH CORN LARGE EAR **5¢**

RIPEN—JUICY & SWEET
BLACK GRAPES LB. **3¢**

SEASON'S FIRST—NEW CROP
FRESH DATES 2-lb. BAG **39¢**



Von's Delicatessen Values
FRANKS
 LUER'S **49¢**
 JUICY & TENDER 1-lb. PKG.

SWISS IMPORTED—Pecorino Assorted
GRUYERE CHEESE 1-lb. **39¢**

VON'S—LEET & TASTY
BARBECUE SAUCE 16-oz. BOT. **43¢**

HOP'S—VITAMIN ENRICHED
HEALTHY SALAD 1-qt. CARTON **35¢**

EDNA'S
 PRICES EFFECTIVE THURS., FEB. 24, 1954
 OCT. 7, 10, 11, 12