



Grand Opening

Another Sparkling New VONS
451 SOUTH SIERRA MADRE BLVD.
AT SAN PASQUAL ST.
EAST PASADENA

CELEBRATION SALE

SPRECKELS SUGAR
Pure Granulated

5 LB. BAG
45¢
Save 8c

GIANT TIDE
New... Improved

INCL. 5c OFF
55¢
Save 24c

VONS COFFEE
Premium Blend

1 LB. CAN
2 LB. \$1.17 CAN
59¢
Save 10c

WESSON OIL
Highly Unsaturated

EX. LGE. 38 OZ. BOTTLE
39¢
Save 16c

ICE CREAM
Jerseymaid-Catering

½-GAL. CTN.
Special Flavor: FRESH PEACH
59¢
Save 10c

Jerseymaid AA Butter 1ST QUALITY 1 LB. CTN. **67¢**
Alber's Flapjack Mix 4 POUND PACKAGE **29¢**
Hamlet Luncheon Meat 12 OZ. CAN **39¢**
Strawberry Preserves FESTIVAL QUEEN 2 LB. JAR **49¢**
Dole Fruit Cocktail 5 FRUITS! 303 CAN **2:39¢**

EVER SINCE 1955... THE HOME OF
CALIFORNIA GROWN



Fresh Fryers

PLUMP CORNISH CROSS FRYERS... 1st DAY FRESH

All fryers sold at Vons & Shopping Bag are California grown... delivered daily from nearby ranches... 1st day fresh! Weary days of travel from out-of-state processing plants rob perishable poultry of freshness and flavor. The taste tells the tale... insist on fresh California fryers!

33¢ lb.

PAMPERED PRODUCE... REALLY FRESH, THE VON'S WAY!
LUSCIOUS Peaches
YELLOW MEATED FREESTONE
NOW AT PEAK FLAVOR...
SWEET, FULL OF JUICE!
2:25

RUMP ROAST
U.S.D.A. Choice Steer Beef
Extra Lean... Oven Ready
BONE IN **69¢ lb**

Boneless Rump CHOICE ROAST **79¢**
Beef Brisket FRESH, BONELESS WHOLE OR POINT **69¢**
Boneless Chuck SLICING ROAST **69¢**

FRYING SHRIMP MED. SIZE **89¢ lb.**
FANCY SCALLOPS "W" BRAND **89¢ lb.**
WAKEFIELD CRAB MEAT 4 OZ. PKG. **73¢**
Icelandic Frozen Fish Sticks 10 OZ. PKG. **65¢**
Rupert's Fillet of Sole FROZEN 18 OZ. PKG. **69¢**

DRUMSTICKS
Tender & Tasty, the Kiddies' Favorite! **49¢ lb**

FRYER THIGHS
Extra Flavorful... from Fresher Fryers! **57¢ lb**

FRYER BREASTS
Lots of Sweet, Tasty White Meat **59¢ lb**

FRYING CHICKEN WINGS TO FRY OR RE-CASSEROLE **29¢ lb.**

BACK AND NECKS ECONOMICAL FOR SOUPS **9¢ lb.**

Fresh Pineapple HAWAII'S FINEST 3 TO 3½ LBS. AVG. **Each 39¢**
Fresh Limes TANGY, FULL O' JUICE... FOR COOLING SUMMER DRINKS **6:15¢**
Romaine Lettuce FRESH, CRISP LARGE HEADS **Each 5¢**
Crisp Cucumbers ALL GREEN SLICING SIZE **Each 5¢**

Von's Bakery BREAD
Honey Krunch, All Milk or Butter Crust
1-lb., 6½-oz. Loaf **3:1**
ENGLISH MUFFINS or CORN MUFFINS
Made with Butter **29¢**
6 in a Pkg.
Von de Kamp's
AT MOST VON'S MKTS. ONLY
MILK CHOCOLATE LAYER CAKE \$1.09
SAVE 20c EACH

PICT SWEET VEGETABLES
Peas, Cut Corn, Peas & Carrots, Leaf Spinach, Chopped Broccoli
Mix or Match **5:89¢**
Frozen, 10-oz. Pkgs.

Banquet Meat Pies BEEF, CHICKEN OR TURKEY, 8 OZ. T & M READY TO FRY **5:1**
Breaded Veal Cutlets **79¢**
Blue Diamond Shrimp BREADED 1½ LB. PKG. **\$1.39**

VONS Shopping Bag WEEK-END DELICATESSEN SPECIALS
RATH HONEY GLAZED Ham
The Gourmet Ham Boneless, Fully Cooked **\$3.69**
4 POUND CAN
Borden's Biscuits SWEET OR BUTTERMILK 8 OZ. CTN. **3:25¢**
Von's Bar-B-Q Sauce 12 OZ. BOTTLE **39¢**

Turkey Wings or Turkey Drumsticks **29¢ lb**
ROUND STEAK
The 'Choicest' of the U.S.D.A. Graded Choice Steer Beef **69¢ lb**
BONE IN...
Boneless Round U.S.D.A. CHOICE **79¢**
Top Round BONELESS CHOICE CUTS **89¢**
Ground Round FRESH & EXTRA LEAN **69¢**

Dollar Values
Treesweet Fancy Florida **GRAPEFRUIT JUICE** 46-oz. Can **3:1**
Green Giant-Whole Kernel **NIBLET'S GOLDEN CORN** 12-oz. Can **5:1**
Dal Monte **EARLY GARDEN PEAS** 303 Can **5:1**
Fancy Farms-Blue Label **OUT GREEN BEANS** 303 Can **7:1**
Meat or Liver Flavor **RED HEART DOG FOOD** No. 1 Tall Can **8:1**
All Season Vegetables and Joints **REECH-NUT BABY FOOD** 4½-oz. Jar **10:1**

Sundries Special ANACIN TABLETS
For Fast Pain Relief
Relieves Headache, Neuritis, Neuralgia... Check the Medicine Cabinet... Stock Up at this Price!
BOTTLE OF 50 **53¢**

Add Sales Tax to Applicable Items.
VON'S and Shopping Bag BLUE CHIP

VONS Shopping Bag LIQUOR FEATURES
Fyfe & Scott Rare SCOTCH WHISKY
Imported, 86 Proof Exclusive at Von's & Shopping Bag **\$4.69**
SPECIAL PRICE. SAVE 30c FIFTH
BEER We Have a Plentiful Supply!
Gilbey's Gin "THE WORLD AGREES"
London Dry 90 Proof **\$4.19** FIFTH

ORANGE JUICE
Treesweet-Frozen
6 OZ. CAN **4:89¢**
Save 44c

TV DINNERS
Swansons-11 Varieties
FROZEN 11 OZ. PKG. **49¢**
Save 16c

KLEENEX TISSUES
Assorted Colors
400 COUNT **19¢**
Save 6c

FLOOR & WALL Ajax Cleaner ONCE-OVER REG. PKG. **31¢**
DETERGENT Swan Liquid FOR DISHES 12 OZ. PLASTIC **35¢**
NABISCO Shredded Wheat RYE SIZE 11½ OZ. PKG. **31¢**
SCHILLING Garlic Powder JUST SPRINKLE FLAVOR ON 1½ OZ. JAR **33¢**
SCHILLING Garlic Salt GREAT FOR GARLIC TOAST 6 OZ. JAR **39¢**
ALLSWEET Margarine SWIFT'S 1 LB. PKG. **29¢**

Prices Effective THUR., FRI., SAT., SUN. JULY 23, 24, 25, 26