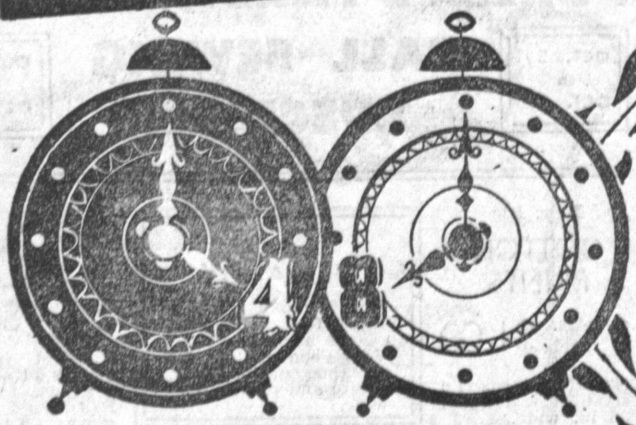


2nd BIG WEEK! *Von's timely...*



48th Anniversary SALE

This is the Second Big Week of VON'S 48th Anniversary Celebration. This week-end, we're offering you more and bigger values. Do ALL your Grocery Shopping at VON'S and SAVE!

Serving Los Angeles since 1906

OLD MANOR
COFFEE
1 LB. CAN 89¢ 2 LB. CAN 1⁷⁵



RATH BLACK HAWK
EASTERN SUGAR CURED—HICKORY SMOKED—SHORT SHANK

Ham Sale
WHOLE HAM
14 TO 16 POUND AVERAGE **51^{lb.}**

SHANK END **45^{lb.}** BUTT END **55^{lb.}** CENTER SLICES **98^{lb.}**
5 TO 6 LBS. 4 TO 5 LBS. TO FRY OR BAKE

All Von's Meats are **GUARANTEED** To Give You Complete Satisfaction

U. S. GOV'T. GRADED 'CHOICE' GENUINE MILK FED
LAMB CHOPS
RIB CUTS OR LARGE LOIN **79^{lb.}**

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF
BEEF ROASTS
BONE IN RUMP **59^{lb.}** BONELESS RUMP **69^{lb.}** BONELESS SHOULDER **59^{lb.}**

VON'S TABLE KING—EXTRA FANCY—OVEN READY
TOM TURKEYS 18 TO 22 POUNDS **45^{lb.}**

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF
STEAKS **59^{lb.}**
BONELESS ROUND STEAK 69¢ LB.

SERVE LIVER and BACON!
SLICED—CHOICE **BEEF LIVER** **45^{lb.}**
RATH BLACK HAWK—GRADE A **SLICED BACON** **63^{lb.}**

FRESH FILLETS **OCEAN PERCH** **29^{lb.}** RED CHINOOK **SALMON STEAKS** **49^{lb.}**

BIG BIRDS EYE SALE

BABY OR FORDHOOK **LIMA BEANS** 12 OZ. PKG. **19[¢]**
CUT STRINGLESS **GREEN BEANS** 10 OZ. PKG. **15[¢]**
CUT **BANTAM CORN** 2 10 OZ. PKGS. **27[¢]**
CHOPPED SPINACH, MIXED VEGETABLES OR **GREEN PEAS** 2 10 OZ. PKGS. **29[¢]**

DUNDEE—LARGE—STRICTLY FRESH

GRADE AA EGGS DOZ. IN CTN. **48[¢]**
CHICKEN OF THE SEA **TUNA** GREEN LABEL CHUNK STYLE NO. 1/2 CAN **29[¢]**

DOLE—SLICED HAWAIIAN **PINEAPPLE** NO. 1 1/4 CAN **19[¢]**

COUNTY FAIR—SLICED OR HALVES **CLING PEACHES** NO. 2 1/2 CAN **19[¢]**

COUNTY FAIR **TOMATOES** 4 NO. 2 1/2 CANS **48[¢]**

HOUSEHOLD NEEDS

With Bleach—Giant Cans—2 for 35¢
Bab-O Cleanser 2 REG. CANS **25[¢]**
BON AMI **Glass Gloss** PINT CAN **33[¢]**
WATER SOFTENER **Rain Drops** 24 OZ. PKG. **24[¢]** 3 1/2 LB. PKG. **45[¢]**
ARGO **Gloss Starch** 12 OZ. PKG. **11[¢]**
HEAVY DUTY DETERGENT **Surf** LARGE PKG. **29[¢]** GIANT PKG. **58[¢]**
PLASTIC SCOURING PAD FREE WITH EACH PKG.

VON'S—REALLY FRESH

MAYONNAISE QUART JAR **48[¢]**

ADDS ZEST TO ANY MEAL
HEINZ KETCHUP 14 OZ. BTL. **19[¢]**

FOR SALADS OR COOKING
WESSON OIL QUART BOTTLE **59[¢]**

JERSEYMAID—GRADE AA—FIRST QUALITY
FRESH BUTTER 1 LB. CTN. **59[¢]**

HUNT'S UNPEELED WHOLE **APRICOTS** 2 NO. 2 1/2 CANS **48[¢]**

FOR QUICK EASY MEALS

HORMEL—PLAIN **Chili Con Carne** 16 OZ. CAN **35[¢]**
HORMEL **Chopped Beef** 12 OZ. CAN **37[¢]**
HEINZ VEGETARIAN WITH TOMATO SAUCE **Baked Beans** 2 16 OZ. CANS **27[¢]**
SWANSON **Boned Turkey** 5 OZ. CAN **29[¢]**
SWANSON **Boned Chicken** 5 OZ. CAN **35[¢]**
SWANSON—BONELESS **Chicken Fricassee** 14 OZ. CAN **39[¢]**

RED VELVET

YAMS

BEST WITH HAM
2 LBS. FOR 15[¢]

SWEET, JUICY, FLORIDA INDIAN RIVER
GRAPEFRUIT
RUBY RED OR WHITE
2 LBS. FOR 15[¢]

NEW HOWDY DOODY PACKAGE

CARROTS

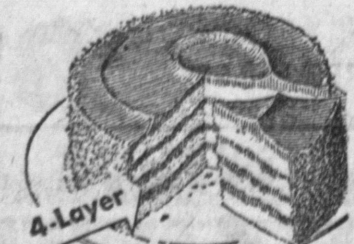
PACKED WITH POWER
PKG. 5[¢]

NEW CROP

DATES
RICH IN FLAVOR
1 LB. PKG. 19[¢]



Race Track **COFFEE CAKE**... 23¢ ea.
(29¢ value)



Van de Kamp's BAKERIES—COFFEE SHOPS

GRADE AA—FIRST QUALITY **CHALLENGE BUTTER** 1 LB. CTN. **67[¢]**

GRADE A—FIRST QUALITY **BROOKFIELD BUTTER** 1 LB. CTN. **66[¢]**

C. & H. **BROWN SUGAR** 1 LB. PKG. **10[¢]**

SHORTENING **SPRY** AUNT JENNY COOK BOOK FREE WITH EACH CAN 3 LB. CAN **75[¢]**

SUNSHINE **KRISPY CRACKERS** 1 LB. PKG. **25[¢]**

FROM OLD VERMONT **HIGHLAND SYRUP** 12 OZ. JAR **31[¢]**

ADOLPH'S **MEAT TENDERIZER** 4 OZ. JAR **49[¢]**

SOFTER THAN EVER **NORTHERN TISSUE** 3 ROLLS FOR **25[¢]**

COMPLETE MACARONI AND CHEESE DISH **KRAFT DINNER** PER PKG. **16[¢]**

VICTOR **SHRIMP** SMALL SIZE 4 1/2 OZ. CAN **35[¢]** LARGE SIZE 5 OZ. CAN **49[¢]**

MUM MIST SPRAY DEODORANT MED. SIZE PLASTIC BOTTLE **59[¢]**

SAL HEPATICA A GENTLE, SPEEDY ANTACID LAXATIVE SMALL SIZE **35[¢]**

BUFFERIN WORKS TWICE AS FAST AS ASPIRIN BOTTLE OF 36 TABLETS **53[¢]**



ALL FLAVORS **RED HEART** DOG FOOD 3 TALL CANS **41[¢]**

HEINZ **BABy FOOD** Strained 6 OZ. JARS **57[¢]** Junior 6 OZ. JARS **86[¢]**

RATH'S—EASTERN—SLICED **THURINGER**

SWIFT'S PREMIUM—ALL BEEF **LARGE BOLOGNA**

COW BRAND—FROM SWITZERLAND **GRUYERE CHEESE**

FINEST QUALITY GLACE FRUITS **FRUIT CAKE MIX**

VON'S—FOR A BETTER DRESSED SALAD **BLEU CHEESE DRESSING**

WITH THAT REAL SMOKED FLAVOR **69[¢]**

SLICED OR IN THE PIECE **45[¢]**

6 PORTION BOX **49[¢]**

1 LB. PLASTIC JAR **45[¢]**

PT. JAR **59[¢]**



PRICES EFFECTIVE THURS., FRI., SAT., SUN., OCTOBER 21-22-23-24
PHONE WEBSTER 3-8311 FOR YOUR NEAREST VON'S MARKET

REMEMBER IT'S VON'S FOR VALUES!

1260 W. REDONDO BEACH BLVD. AT NORMANDIE

— WE GLADLY CASH PAY CHECKS —