

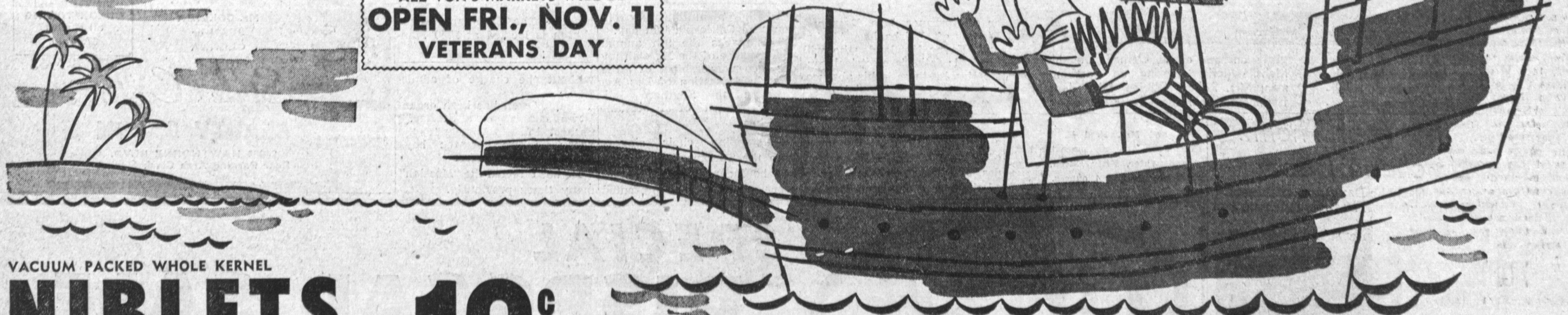
# VON'S

# Discovery Sale

"Discover for Yourself  
How Von's Consistently Low

Prices in All Sections of the  
Store Save You More on Your  
Total Food Budget."

ALL VON'S MARKETS WILL BE  
**OPEN FRI., NOV. 11**  
VETERANS DAY



VACUUM PACKED WHOLE KERNEL

**NIBLETS  
CORN**

12-OZ.  
CAN

**10<sup>c</sup>**

**HEINZ  
KETCHUP**

14-OZ.  
BOTTLE

**17<sup>c</sup>**

FACIAL TISSUE

**KLEENEX**

400-COUNT  
PACKAGE

**23<sup>c</sup>**

VON'S COLORED  
**MARGARINE**  
2 1-LB. CARTONS **25<sup>c</sup>**

VON'S DELICATESSEN SPECIAL!  
SWIFT'S PREMIUM ALL BEEF  
**SLICED LARGE  
BOLOGNA**  
**43<sup>c</sup>** lb.

Discover Von's "Really-Fresh" Produce  
VON'S OWN FRESH SQUEEZED

**ORANGE  
JUICE** QUART  
DECANTER **29<sup>c</sup>**

CRISP CANADIAN  
**McINTOSH APPLES** 2 LBS. **19<sup>c</sup>**

GOLDEN RIPE FOR BAKING OR EATING  
**COMICE PEARS** 3 LBS. **25<sup>c</sup>**

RED RIPE GENUINE CAPE COD  
**CRANBERRIES** 1-LB.  
CELLO **19<sup>c</sup>**

COUNTY FAIR  
**TOMATO  
SAUCE**  
4 8-OZ. CANS **19<sup>c</sup>**

STOCK-UP SPECIAL  
**Green Giant Peas**  
17-OZ. CAN **19<sup>c</sup>**

JERSEYMAID LARGE GRADE "AA"  
**Fresh Eggs**  
DOZEN IN CARTON **57<sup>c</sup>**

"Discover" Von's Grand Eating "Choice" Beef  
**CHUCK ROAST**

ROUND BONE ROAST **39<sup>c</sup>** lb. CENTER CUT CHUCK **34<sup>c</sup>** lb. BLADE CUT CHUCK **29<sup>c</sup>** lb. BONELESS SHOULDER ROAST **55<sup>c</sup>** lb.

FRESH LEAN  
**Ground Beef** **25<sup>c</sup>** lb.

TENDER, JUICY  
**Ground Chuck** **43<sup>c</sup>** lb.

LEAN BONELESS  
**Beef Stew** **55<sup>c</sup>** lb.

TENDER JUICY  
**Beef Short Ribs** **23<sup>c</sup>** lb.

LEAN PLATE CUTS  
**Boiling Beef** **9<sup>c</sup>** lb.

FRESH BONELESS  
**Beef Briskets** **55<sup>c</sup>** lb.

VON'S OWN GRADE "A"  
TABLE-KING  
**SLICED  
BACON**  
1-LB. PKG. **47<sup>c</sup>**

EASTERN, SUGAR CURED, SKINNED  
**SMOKED  
HAM**  
SHANK END **37<sup>c</sup>** BUTT END **47<sup>c</sup>**  
CENTER SLICES 89c

BLUE DIAMOND  
**BREADED  
SHRIMP** 10-OZ. PKG. **55<sup>c</sup>**  
RUPERT FROZEN  
**HADDOCK  
FILLETS** 1-LB. PKG. **47<sup>c</sup>**  
SKINLESS FILLETS  
**DOVER SOLE** **59<sup>c</sup>** lb.

VON'S OWN BRAND  
**FRESH  
MAYONNAISE**  
QUART JAR **45<sup>c</sup>**

COUNTY FAIR FREESTONE  
**Sliced Peaches**  
OR HALVES  
NO. 2 1/2 CAN **19<sup>c</sup>**

COUNTY FAIR  
**Northern Plums**  
NO. 2 1/2 CAN **19<sup>c</sup>**

SWIFT'S PREMIUM  
BONELESS—TENDER—ECONOMICAL  
**CANNED  
HAMS** 6 LB. 12 OZ. EACH **5<sup>95</sup>**  
BEEF OR CHEESE  
**VON'S ENCHILADAS** 3 PKGS. OF 2 **1<sup>00</sup>**  
VON'S OWN DELICIOUS  
**BLEU CHEESE DRESSING** PT. JAR **59<sup>c</sup>**  
WISCONSIN AMERICAN  
**SLICED LOAF CHEESE** LB. **49<sup>c</sup>**

"More Softness  
For the Money"  
NORTHERN  
**TOILET  
TISSUE**  
3 REG. ROLLS **25<sup>c</sup>**

BETTY CROCKER BROWNIE  
Cookie Mix 16-OZ. PKG. **35<sup>c</sup>**

DENNISON'S WITH BEANS  
Chili con Carne 14-OZ. CAN **27<sup>c</sup>**

BETTY CROCKER MIX FOR  
Ginger Bread 14-OZ. PKG. **27<sup>c</sup>**

NABISCO  
Waverly Wafers 13-OZ. PKG. **29<sup>c</sup>**

FOODCRAFT WHOLE  
Sweet Pickles 8-OZ. JAR **25<sup>c</sup>**  
(12-OZ. JAR 33c)

SUNSHINE  
Hydrox Cookies 7 1/2-OZ. PKG. **25<sup>c</sup>**  
(12-OZ. PKG. 39c)

TRADER VIC'S  
Salad Dressing 8-OZ. JAR **29<sup>c</sup>**  
(16-OZ. JAR 53c)

SWANSON  
Chicken Fricassee **43<sup>c</sup>**  
(Boned Chicken 3-oz. Jar 39c)

VICTOR  
Small Shrimp 4 1/2-OZ. CAN **35<sup>c</sup>**

CHALLENGE GRADE AA  
**BUTTER** 1-LB. CTN. **68<sup>c</sup>**

KITCHEN CHARM  
WAXED PAPER 100-FT. ROLL **19<sup>c</sup>**

CIRCUS  
Cocktail Peanuts 7 1/2-OZ. CAN **37<sup>c</sup>**

SUNKIST FRESH FROZEN  
Orange Juice 8-OZ. CAN **17<sup>c</sup>**

CAMPBELL'S FROZEN  
POTATO SOUP **21<sup>c</sup>**

FOR DISHES  
**GLIM** 12-OZ. CAN **37<sup>c</sup>**

IT'S DELICIOUS—7-OZ. PKG.  
**M&M CANDY** **29<sup>c</sup>**

**CLOROX**  
CLOTHES BLEACH  
HALF GALLON **25<sup>c</sup>** ONE GALLON **45<sup>c</sup>**

**TREND**  
FOR DISHES  
2 LGE. PKGS. **39<sup>c</sup>** GT. PKG. **49<sup>c</sup>**

**KOTEX**  
SANITARY NAPKINS  
REG. PKG. **39<sup>c</sup>**

Van de Kamp's  
40th Anniversary  
**SPECIALS**  
Nov. 10, 11, 12

Orange Roll  
COFFEE CAKE **25<sup>c</sup>**  
(29c Value) foil pan of 6

2-Layer  
Pineapple CAKE **79<sup>ea.</sup>** 40c half  
Coconut  
MACAROONS **23<sup>c</sup>** pkg.  
(Reg. 27c pkg.)

FOR MARVELOUS SUDS  
**VEL DETERGENT** LGE. PKG. **30<sup>c</sup>**  
GIANT PKG. 72c

ALL PURPOSE  
**FAB DETERGENT** LGE. PKG. **30<sup>c</sup>**  
GIANT PKG. 72c

TOILET SOAP  
**CASHMERE BOUQUET** 3 REG. BARS **25<sup>c</sup>**  
2 LARGE BARS 25c

TOILET SOAP  
**PALMOLIVE SOAP** 3 REG. BARS **25<sup>c</sup>**  
2 LARGE BARS 25c

Health & Beauty Aids  
**Helene Curtis  
SPRAY NET**  
FOR GENTLE CONTROL OF YOUR HAIR  
REG. SIZE **\$1<sup>25</sup>**

# VON'S

PRICES EFFECTIVE THURS., FRI., SAT., SUN., NOV. 10, 11, 12, 13  
SALES TAX ADDED TO TAXABLE ITEMS