

# VON'S and Shopping Bag

## First Down With Food Prices!

Remember... IT'S NOT THE PRICE OF ONE OR TWO ADVERTISED SPECIALS ALONE THAT LOWERS YOUR TOTAL FOOD COST...

Your weekly food costs is made up of all the many food items you buy each week... it's important to save cash on as many as possible. One or two specials will not lower your TOTAL FOOD COST! Save on ALL your food needs at Von's and Shopping Bag.

TEST SHOP! COMPARE FROM THIS SAMPLE LISTING OF NEW LOW EVERYDAY DISCOUNT PRICES AT VON'S AND SHOPPING BAG

### DRESSINGS and MAYONNAISE

OLD PRICE	OUR NEW DISCOUNT PRICE
Best Foods Mayonnaise 48 oz. Jar	67c
KRAFT Mayonnaise 24 oz. Jar	53c
YSB MAYONNAISE 48 oz. Jar	49c
MIRACLE WHIP 48 oz. Jar	59c

Plus All other Brands of Dressings and Mayonnaise

### COOKING OILS

WESSON OIL 48 oz. Bottle	67c	59c
WESSON OIL 48 oz. Bot.	98c	89c
MAZOLA CORN OIL 16 oz. Bot.	43c	37c
MAZOLA CORN OIL 48 oz. Bot.	77c	67c
STALEY CORN OIL 48 oz. Bot.	63c	53c
PLANTER'S 16 oz. Bottle	43c	37c
YSB OIL 48 oz. Bottle	59c	49c

### SHORTENINGS

CRISCO 5 lb. Can	99c	95c
CRISCO 1 lb. Can	39c	37c
CRISCO 3 lb. Can	1.97	1.89
FLUFFO 5 lb. Can	93c	89c
SNOWDRIFT 5 lb. Can	95c	93c
SWIFTING 5 lb. Can	83c	79c
SPRY 5 lb. Can	99c	95c
VON'S SHOPPING BAG 5 lb. Can	79c	75c

Plus All other Brands & Sizes of Shortenings and Oils

### MARGARINE

FLEISCHMANN'S 1-lb. Ctn.	41c	39c
MAZOLA 1-lb. Ctn.	41c	39c
NUCOA 1-lb. Ctn.	31c	29c
PARKAY 1-lb. Ctn.	31c	29c
BLUE BONNET 1-lb. Ctn.	31c	29c
GOOD LUCK 1-lb. Ctn.	31c	29c
ALLSWEET 1-lb. Ctn.	31c	29c
AWARD 1-lb. Ctn.	41c	39c

Plus All other Brands of Margarines and Spreads

### DETERGENTS

TIDE, CHEER, RINSO BLUE 48 oz. Size	83c	79c
CASCADE, DISH-ALL 48 oz. Size	49c	45c
DASH, ALL AD 94-oz. Box	2.39	2.29
WISK LIQUID 48 oz. Can	79c	69c
IVORY, LUX LIQUID 22-oz. Can	69c	65c
V.S.B. LIQUID 22-oz. Can	49c	39c

Plus All other Brands of Powdered & Liquid Detergents

### SOAP POWDERS

WHITE KING Large Size	35c	33c
IVORY FLAKES, SNOW 48 oz. Size	83c	79c

### BAR SOAPS

CAMAY, PALMOLIVE OR LUX 48 oz. Bar	2/23c	2/29c
DIAL, ZEST, PRAISE 48 oz. Bar	2/43c	2/39c
IVORY SOAP 48 oz. Bar	3/33c	3/29c

Plus All other Brands and Sizes of Powdered & Bar Soaps

### CANNED MILK

JERSEYMAID Tall Cans	2/29c	2/27c
CARNATION, PET OR FOREMOST Tall Cans	2/33c	2/29c
EAGLE BRAND 15-oz. Can	35c	33c

### GELATINS

JELL-O or ROYAL 3 1/2 oz. Box	3/31c	3/29c
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Plus All Varieties of Gelatins Have Been Reduced

### JERSEYMAID

HOMO MILK 1/2 Gallon Ctns.	2 F 86c
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Price in L.A. Area Only

### SPECKELS

Granulated 10-lb. Bag	5-LB. 97c	BAG 49c
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Powdered or Brown Sugar 1-lb. Box 2 F 29c

### ENRICHED FLOUR

	OLD PRICE	OUR NEW DISCOUNT PRICE
GOLD MEDAL 5-lb. Bag	69c	59c
PILLSBURY 5-lb. Bag	69c	59c
LA PINA 5-lb. Bag	49c	43c
YSB FLOUR 5-lb. Bag	45c	45c
GOLD MEDAL 10-lb. Bag	1.33	1.13
PILLSBURY 10-lb. Bag	1.33	1.13
YSB FLOUR 10-lb. Bag	95c	85c
GLOBE A-1 5-lb. Bag	63c	55c
GLOBE A-1 PASTRY 5-lb. Bag	61c	51c
GOLD MEDAL 2-lb. Bag	31c	27c

Plus All other Brands & Sizes of Enriched Flours

### CAMPBELL'S or HEINZ SOUPS

VEGETABLE BASE SOUPS	2/29c	2/27c
MEAT BASE SOUPS	2/39c	2/33c
TOMATO SOUP	4/49c	2/23c

### ALL PAPER PRODUCTS and TOILET TISSUE

SCOT TISSUE Roll	2/27c	2/23c
NORTHERN 4-Roll Pak	41c	37c
ZEE TISSUE 4-Roll Pak	41c	37c
CHIFFON 2-Roll Pak	29c	25c
SOFT-WEVE Roll	2/29c	2/25c
DELSEY 2-Roll Pak	29c	25c
M.D.-WALDORF 4-Roll Pak	41c	37c

### FACIAL TISSUE

KLEENEX 200 ct.	15c	2/27c
KLEENEX 400 ct.	29c	25c
SCOTTIES 200 ct.	15c	2/27c
SCOTTIES 400 ct.	29c	25c
CHIFFON 400 ct.	29c	25c
SOF-PLY 400 ct.	25c	2/39c

### PAPER TOWELS

SCOTT TOWELS Roll	2/43c	19c
SCOTT JUMBO Roll	33c	31c
ZEE TOWELS Roll	2/41c	2/37c
ZEE GIANT Roll	31c	29c
KLEENEX 2-Roll Pak	43c	39c

### PAPER NAPKINS

KLEENEX TABLE 50 ct.	2/49c	2/45c
SCOTT 60-ct. Pack	2/27c	2/25c
SCOTT DINNER 50 ct.	27c	2/45c
ZEE FAMILY PACK 200 ct.	29c	25c
MARCAI 60-ct. Pack	2/25c	2/23c
ORCHID 60-ct. Paper Pack	2/25c	2/23c
LAPFOLD NAPKINS 500 ct.	59c	45c
LAPFOLD DISPENSERS	1.29	

### ALUMINUM FOILS

ALCOA 25-ft. Roll	35c	31c
REYNOLDS 25-ft. Roll	35c	31c
KAISER 25-ft. Roll	35c	31c

### WAXED PAPER

CUT-RITE 125-ft. Roll	29c	25c
KITCHEN CHARM 100-ft. Roll	21c	19c
WAXTEX 100-ft. Roll	23c	21c
ZEE WAXED 200-ft. Roll	39c	35c
SARAN WRAP 25-ft. Roll	35c	31c

Plus All other Brands of Paper Products

### BABY FOODS

GERBER'S STRAINED	3/33c	3/25c
GERBER'S JUNIOR	2/27c	2/19c
GERBER'S-SWIFT'S MEATS	25c	2/45c
HEINZ BABY MEATS	29c	2/49c
HEINZ STRAINED FOODS	3/37c	3/29c
HEINZ JUNIOR FOODS	2/33c	2/27c
BEECHNUT STRAINED	3/37c	3/29c
BEECHNUT JUNIOR	2/33c	2/27c
BIB ASST'D JUICES	3/33c	3/27c

Plus Other Varieties and Brands of Baby Foods

### BUTTER-NUT

All Grinds 2-lb. Can	1-LB. 59c
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Butter-Nut Instant Coffee 6-oz. Jar 95c 10-oz. Jar 1.50

## THANK YOU!

Our Thanks for Your Many Letters and Telephone Calls Commending Us for Taking the Initiative in Lowering Food Costs in Southern California

### OUR PLEDGE

WE WILL CONTINUE TO LEAD THE WAY WITH SAVINGS ON THE MANY FOOD ITEMS YOU BUY AT VON'S AND SHOPPING BAG

Lower Your Total Food Cost at Von's and Shopping Bag!



WISE GUYS, literally, are getting advantageous counseling appointments prior to fall registration at El Camino College. Secretaries Isabel Phillips and Ruth Pingel, left, smilingly approve the students' foresight and encourage full-time students to secure appointments at their earliest opportunity.

### Steel Division Unveils Product

U.S. Steel's National Tube Division unveiled a complete new product line recently to produce a wide range of sizes of square and rectangular hot rolled carbon steel hollow structural tubing, made to structural steel specifications.

When the weight-saving factors of tubular section are properly utilized, a building can be erected which is 30 per cent to 40 per cent lighter, but just as strong as the same structure employing conventional structural sections, and lighter framework can mean lighter footings and foundations. It can also mean reduced construction costs, lower freight charges, lower handling costs, and easier and faster field erection.

Disclosing broad marketing plans while announcing the new product line, Henry J. Wallace, president, said, "Hot rolled hollow structural tubing as marketed by National Tube is an important addition to the U.S. Steel family's complete range of structural steels serving the specific needs of design engineer, architect, fabricator, and contractor."

### PREDICTION

Wallace predicted that National Tube's new program will "move the American structural industry into a new dimension—one in which tubular construction will play an increasingly important role."

He stated also that because

### Flowering Hedge Made of Roses

Floribunda roses, as a flowering plant, are the greatest. From May to December they are always in bloom—and what bloom it is.

When you plant a rose hedge, however, you should be on good terms with your neighbor. For the rose is not a shrub to shut out unfriendly faces. If such is your desire, plant privet, eugenia or the like. Your row of floribunda should be a shared pleasure with the gardener next door.

There is great advantage in being able to choose your flowering hedge when it is actually in flower. And that is exactly what you can do by shopping for container-grown roses in nurseries this month. The California Association of Nurserymen reports that an especially good selection is to be found in nurseries this year.

When picking and choosing you would do well to keep the growth habits in mind. Some floribundas such as heat wave and texan are on the tall side. Others—circus, tom tom, Ivory fashion, to name but three—are of medium height. And a few—the more recent introductions notably sarabande among the more recent introductions—are quite compact.

Don't overlook the grandifloras, such as Queen Elizabeth and kink paraffin, either. They're larger in bloom and bush than the floribundas and also showy in hedges.

When planting a rose hedge, stick with shrubs of one variety rather than mixing your colors. The charm that variety brings to the regular rose garden is lost in a hedge where the main purpose is to create uniformity. For the same reason, shrubs should be planted closer together than normally they would be.

If the idea of a rose hedge appeals to you but you can't find a nurseryman to get you a single variety along the sunny foundation wall of your house,

of economical design and fabrication advantages, these new structural products will "serve as an important new weapon in the competitive struggle against steel imports from abroad and competitive building materials at home."

The tubular section has long been known for its economical design advantages, because of its outstanding strength in proportion to its size and weight. In the form of pipe, it is widely used for structural purposes. However, the potential of the tubular section has barely been tapped, because the products heretofore offered were produced to pipe or mechanical tubing specification and not specifically for structural purposes.

"We at National Tube now offer the engineer the economical design advantages of the tubular section; and to the fabricator, the economical fabrication possibilities of the square and rectangular section," Wallace said. "We offer the architect the esthetic appeal of the square and rectangular section. We offer the consumer the economies potential to the proper use of this new product."

### Seashore Garden Causes Problems

If you have the problem of a seashore garden, we can't feel too darn sorry for you. For to have the problem, you first must have garden. And that in itself makes you lucky.

Our envy is no reason to withhold the following few notes from the California Association of Nurserymen, however. They concern gardening by the sea and should be of interest to all who have such a "problem."

Primary concern here is for the gardener who fronts right on a beach, where soil is seldom rich and wind can be a persistent bother. Plantings suggested require minimum maintenance, however, and are also well adapted to gardens back from the shore which suffer not from unfriendly conditions but from absentee gardeners.

One of the best—and at the same time most attractive—barriers between you and the sea is the Australian Tea Tree. In maturity, these are distinctive shrubs with small, box-like gray green leaves and tortuous trunks that twist themselves into fantastic patterns of growths. In spring its small white blooms are profuse.

Another for medium to tall screens or barriers is the Natal Plum. Always glossy and fresh even under conditions of neglect, the Natal Plums produce edible fruits that are used in sauces and preserves. The waxy, star-shaped blooms are scattered throughout the year in sunny coastal gardens.

The Karo Pittosporum, a rugged and attractive shrub, as are all pittosporums, is ideally suited to seaside gardens. The reddish flowers are insignificant, but the gray foliage is always pleasant and occasional pruning to keep it dense is the only cultural requirement.

As a prostrate cover, try the Shore Juniper, which stands anything including salt spray; and for flowers without fuss, try one of the versatile India Hawthorns, Succulents, of course, are happy as clams along the shore and almost as numerous as to variety. There are dozens more plants; your C.A.N. nurseryman can get you a single variety along the sunny foundation wall of your house, straight on them.

OVER 1,000 REGULAR PRICES SLASHED!



An Everyday Special at Von's & Shopping Bag

## Perfection Bread

WHITE, WHEAT or SANDWICH

Fresh Baked In Our Own

Modern New Bakery

15 1/2-OZ. STANDARD LOAF...

19c

reesweet—Fancy Indian River

46-oz. Can

GRAPEFRUIT JUICE 25c

Hunt's "Heavenly"

CLING PEACHES 25c

Halves or Slices 2 1/2 Can

Light Meat, Chunk Style

STAR-KIST TUNA 4.95

6 1/2-oz. Can

Laura Scudder—Creamy or Crunchy

PEANUT BUTTER 49c

Full 1-lb. Jar

Minute Maid

GRAPE JUICE 6.95

Frozen 6-oz. Can

el Monte AUERKRAUT 2.25c

303 Can

perial RESERVES 39c

Strawberry 20-oz. Jar

rm & Hammer BAKING SODA 10c

1-lb. Ctn.

Kal Kan Pet Foods

JICY PAK FISH 6-oz. Can

Your Choice

HUNK DOG FOOD 7-oz. Can

8 F \$1.00

INA CAT FOOD 6-oz. Can

8 F \$1.00

HICKEN-FISH 6 1/2-oz. Can

8 F \$1.00

VON'S Shopping Bag

Finer, Fresher Fruit!

Fancy Le Grande

NECTARINES 2.25c

Sweet and

Refreshing

... A Warm

Weather Treat!

LEMONS 3.29c

Thin-Skinned Full of Juice

Honeydew Melons

Fresh Pineapple

SWEET AND LUSCIOUS

Chill and Slice

7c

FROM HAWAII

10c

Von's Bakery Specials

AT ALL 74 VON'S & SHOPPING BAG STORES

Our Exclusive 7-GRAIN BREAD Loaf 27c

All Seven Natural Grains—for Health!

HOME STYLE COOKIES 4 Pkgs. \$1.00

Oatmeal, Peanut Butter, Vanilla or Chocolate Butter Cookies.

Van de Kamp's BAKERIES

At All Von's Markets Only

BUTTERCREAM SPONGE CAKE

4-Layer Chocolate ea. 99c

CINNAMON ROLLS

1-oz. or Sugared 2 Pkgs. 49c

CHERRY PIE

8-Inch Size 59c

BRAN MUFFINS

6-Pkgs. 29c