

For Location of Store Nearest You
Call CUMBERLAND or GILBERT 3-6181

5035 PACIFIC COAST HWY.
— at Calle Mayor —

VON'S
and
Shopping Bag

YOU'LL WELCOME THESE

Christmas Savings

TO HELP WITH
YOUR CHRISTMAS SHOPPING

Christmas
Gift Wrap

TRIO PACK... 3 DIFFERENT
COLORFUL HOLIDAY DE-
SIGNS. BIG 20"x360" ROLLS.

Reg. 98c Per Box

2 3-ROLL BOXES \$1.00



HEINZ
KETCHUP

Richer, Goes Further

14 OZ.
BTL. **19¢**
Save 6c

CLING
PEACHES

County Fair—Sliced or Halved

5 BIG 2 1/2 CANS **\$1.00**

CHALLENGE
BUTTER

1st Quality—Grade AA

1 LB. CTN. **69¢**

Von's & Shopping Bag
SALAD OIL

Pure Vegetable Oil for
Salads and Cooking

FULL QT. BTL. **39¢**

GLORIETTA CALIFORNIA

Fancy Tomato Juice

46 OZ.
CAN

25¢

AS FEATURED ON KTTV—CHANNEL 11

Butter-Nut Coffee

2 lb. Can

1 LB. CAN

59¢

DEL MONTE—BLUE LAKE OR ITALIAN

Cut Green Beans

303 CAN

2 FOR **39¢**

Christmas
Bonus Buy

FOR VON'S & SHOPPING BAG CUSTOMERS

Remington
ELECTRIC SHAVERS

FAMOUS. THE NEW
Roll-A-Matic Lady Remington
Exclusive roller combs adjust to any beard & skin. So gentle for under-arms. Adjusts separately for legs.
List Price ... \$26.95 List Price ... \$18.50
Discount Price \$18.00 Discount Price \$12.00

OUR PRICE **\$14.88** OUR PRICE **\$9.88**

With \$10.00 in Accumulated Purchases
And You Get Blue Chip Stamps

Liquor Department

EXCLUSIVE VALUES AT
VON'S & SHOPPING BAG
Special Prices!

V-G-C VODKA **\$3.19**
80 Proof, Grain Distilled SAVE 40c FIFTH
OLD COLONEL TYLER **\$3.59**
St. Ky. Bourbon, 86 Proof SAVE 40c FIFTH
FIVE O'CLOCK GIN **\$3.09**
85 Proof, Extra Dry SAVE 40c FIFTH

CAKES

SARA LEE—FROZEN—SAVE 20c
Banana, Chocolate, Apple Spice,
Coffee Cake, Brownies, Cheese Cake **69¢**

BREAD

VON'S PERFECTION—Fresh Baked
WHITE, WHEAT or SANDWICH
STANDARD 15 1/2 OZ. LOAF **23¢**

VON'S
BAKERIES

At Von's & Shopping Bag

RAISIN NUT
BREAD **35¢**
In Foil Wrap

APPLE SAUCE
SQUARE CAKE **55¢**
Fresh and Spicy!

Van de Kamp's
BAKERIES

At All Von's Markets Only

MILK CHOCOLATE
CAKE **\$1.05**
Each

BLUEBERRY MUFFINS—
Pkg. of 6 **33¢**
FRUIT CAKE **\$1.29**
1 lb. 2 lbs. **\$2.49**

Best Meat Buys... Ham and Lamb!

Farmer John Fully Cooked

HAMS 39¢ lb.
They're the "Eastern-Most in
Quality, Western-Most in Flavor"
SHANK PORTION 5 to 6 lbs. Avg. Wt.

Whole Hams

FULLY COOKED
NO SHRINKAGE **49¢ lb.**

Shank Half

FULL CUTS
7-8 LBS. AVG. **49¢ lb.**

Butt Portion

LEAN, MEATY
5 LBS. AVG. **49¢ lb.**

Ham Slices

ALL LEAN
CENTER CUTS **98¢ lb.**

U.S.D.A. Choice Tender Young Lamb

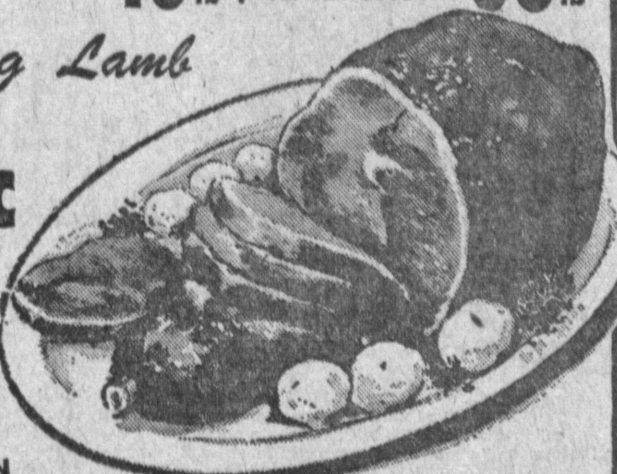
LEG of LAMB

Oven Ready... Cut Short for Best Value!

LAMB SHOULDER ROAST
Choice Grade—Square Cut—Neck Off **33¢**

Choice Lamb Chops

SHOULDER **59¢ lb.** O-BONE **69¢ lb.** RIB CHOPS **79¢ lb.** LARGE LOIN **69¢ lb.** SMALL LOIN **89¢ lb.**



MORRELL'S PRIDE

Sliced Bacon 1 lb. PKG. 59¢
GRADE A • CALIFORNIA GROWN
Roasting Chickens 49¢

Fresh Seafoods

Fancy Cabrilla
FRESH SEA BASS 79¢ lb.
Fresh, Local
LOBSTERS CLEANED & COOKED **\$1.29 lb.**

PICTSweet

FROZEN VEGETABLES

Mixed Vegetables,
Succotash, French
or Cut Green Beans **5 P K G S \$1.00**

Corn on the Cob, Cauliflower,
Fordhook Lima Beans
or Brussels Sprouts **4 P K G S \$1.00**

PICTSweet FROZEN
Orange Juice **6-OZ. CANS 5 P K G S \$1.00**



Delicatessen Values!

SWIFT'S PREMIUM

Bologna

ALL MEAT
SLICED **59¢ lb.**

Zingg
SWISS
GRUYERE

Imported Cheese
6 PORTION
6-OZ. PKG. **39¢**

Extra Fancy
FRUIT
MIX

For Fruit Cake
PLASTIC
1-LB. CUP **49¢**

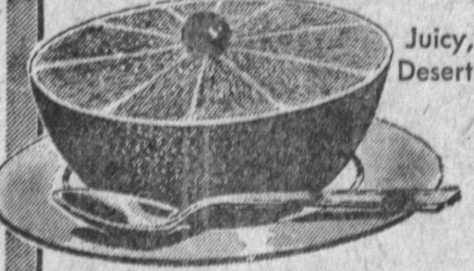
Our Own
SANDWICH
SPREAD

Fresh, Tasty
PLASTIC
8-OZ. CUP **19¢**

VON'S
and
Shopping Bag

Fresh Fruits & Vegetables

GRAPEFRUIT 35¢



Juicy, White
Desert Grown **8 lb. bag 35¢**

OCEAN SPRAY—FRESH
Cranberries 1 LB. BOX 19¢

Large Avocados

CALAVO
FANCY FUERTE **Each 10¢**

Fresh Carrots

VITAMIN RICH
1 LB. CELLO PKG. **2 FOR 15¢**

HOLIDAY GIFT PACKS—FRESH & DRIED FRUITS

With Sturdy Mailing Sleeves
See Our Wide Selection, Including:
1 LB. BOX DRIED FRUITS, No. 100, 98c
1 1/2 LB. WOVEN BASKET No. 100, \$1.98
2 LB. WOVEN BASKET, No. 14, \$2.59
Mail Now for "On Time" Deliveries!

Everyday Savings

Chicken of the Sea
CHUNK STYLE TUNA 1/2 Can **33¢**
Long Grain
M-J-B WHITE RICE 14 oz. Pkg. **21¢**
Sunshine Salted
KRISPY CRACKERS 1 lb. Pkg. **33¢**
Pure Strawberry
KERN'S PRESERVES 12 oz. Jar **33¢**
C and H
POWDERED SUGAR 1 lb. 2 **29¢**
Butter-Nut
INSTANT COFFEE 10 oz. Jar \$1.75 6 oz. Jar **\$1.05**
Medium Size
DUPONT SPONGES No. 6-C **29¢**
Cut-Rite
WAXED PAPER Large 125 Ft. Roll **25¢**
Strong, Absorbent
PAPER SCOTTOWELS Jumbo Roll **31¢**

Give Gifts "In Good Taste" with our

Christmas Gift Certificate Plan



AVAILABLE IN ANY QUANTITY
AND FOR ANY AMOUNT...
Just Call VIRGINIA O'NEAL
CUMBERLAND 3-6181 GILBERT 3-6181

VON'S
and
Shopping Bag

Prices Effective
THU., FRI., SAT., SUN., DEC. 7, 8, 9, 10
Taxes Added When Applicable.

BEECH-NUT
Baby Foods **3 FOR 29¢**
4 1/2-OZ. JARS

LIQUID
Clorox Bleach **43¢**
1/2 GALLON PLASTIC BTL.

HEADACHE TABLETS
Excedrin **69¢**
EXTRA STRENGTH—
PAIN RELIEVER
BTL. OF 36

ALCOA
Aluminum Foil **31¢**
REGULAR—
25 FT. ROLL

CHIC-E
Pet Dinner **2 FOR 29¢**
ALL CHICKEN
6 1/2 OZ. CAN

LOMA LINDA
Ruskets Flakes **29¢**
CEREAL
10 OZ. PKG.

CORNEED BEEF
Libby's Hash **45¢**
MINUTE MEAL
15 OZ. CAN

BRANDYWINE
Mushrooms **35¢**
STEMS & PIECES
4 OZ. CAN