

Call Cumberland or Gilbert 3-6181 For Location of Store Nearest You.



# WORLD'S FAIR of VALUES

### THE SPOTLIGHT IS ON THE SAVINGS!

We're Featuring Famous Brands of Foods . . . Top Quality Meats We're Proud to Display in Our Cases . . . and Don't Miss Our Exhibit of Prize Produce!

**FREE RECIPES**  
From 'Round the World

INSPIRED BY THE  
**GOOD HOUSEKEEPING INTERNATIONAL COOKBOOK**  
OFFICIAL WORLD'S FAIR EDITION

**INTERNATIONAL GIFTS**

Mailed From a Foreign Country  
IRISH LINEN FROM IRELAND • POLISHED STEEL SCISSORS FROM GERMANY • BONE CHINA FROM ENGLAND • SWEDISH STEEL SALAD SET FROM SWEDEN • HAND CARVED CUCKOO CLOCK FROM THE BLACK FOREST IN GERMANY

**Exclusive Offer . . . Get Full Details on Your Free Recipe Folder**

**BANQUET DINNERS**  
Choice of 11 Varieties

FROZEN 11-OZ. PKG. **33¢**  
Save 16c

**DASH DETERGENT**  
Controlled Low Suds

3-LB. BOX Incls. 10c Off **59¢**  
Save 18c

**C and H SUGAR**  
Pure Hawaiian Cane

GRANULATED 5-LB. BAG **43¢**  
Save 10c

**ORANGE JUICE**  
Cal-Fame, Frozen

6-OZ. CAN **49¢**  
Save 27c

**TOILET TISSUE**  
Chiffon—Soft, 2-Ply

2 ROLL 5 1/2 R **\$1**  
Save 15c

More Frozen Food Features

**PICTSWEEET VEGETABLES**  
Peas, Cut Corn, Mixed Vegetables, Leaf Spinach or French Green Beans

Mix or Match **5 89¢**

Swanson's Meat Pies REF. CHICKEN, TURKEY, 8 OZ. **3 69¢**

Downy-Flake Waffles SIX IN A PACKAGE **2 25¢**

Camp's Broiler Steaks NO WASTE! 7 OZ. PKG. **39¢**

Laminated Beef Steaks CAMP'S 4 OZ. PKG. **33¢**

Ice Cream Sundae PYRAMID 12 OZ. PKG. **19¢**

**VON'S MACARONI & CHEESE**  
Frozen, 8 oz. Pkg. . . . **5 100¢**

FAMILY SIZE 30 OZ. PKG. . . . **39¢**

**Chase & Sanborn Tree Top Apple Juice** 1 LB. CAN INCL. 4c OFF **73¢**

**Jerseymaid Ice Cream** 46 OZ. CAN **3 100¢**

**Libby's Fruit Cocktail** CATERING 1/2 GAL. CTN. **59¢**

**Jerseymaid Butter** 303 CAN **2 39¢**

**Good Season's Mix** 1ST QUALITY 1 LB. GRADE AA CTN. SAUCES OR GRAVY, REG. PKG. **2 25¢**

PRODUCTS THAT HAVE **Good Housekeeping** EARNED THIS SEAL

**Campbell's TOMATO SOUP** 10 1/2 OZ. CAN **9¢**

Del Monte Sliced or CUT GREEN BEANS 303 Can **4 100¢**

Assorted Flavors FRISKIES CAT FOOD 6 1/2 oz. Can **7 100¢**

**Dollar Values!**

White, Yellow, Chocolate, Double Dutch **PILLSBURY CAKE MIXES** 18 oz. Pkg. **3 100¢**

Breakfast of Champions **WHEATIES CEREAL** 12 oz. Pkg. **3 100¢**

General Mills Cereals **TRIX OR CHEERIOS** Reg. Pkg. **3 100¢**

Evaporated **CARNATION MILK** No. 1 Tall Can **7 100¢**

Assorted Fruit Flavors **ROYAL GELATIN** 3 oz. Pkg. **12 100¢**

**VON'S Shopping Bag** FINEST MEAT YOU'LL EVER EAT . . . AND AT SAVINGS!

**CLUB, CUBE, TOP ROUND, SIRLOIN TIP**

**Steak 95¢ lb.**

USDA CHOICE  
CUSTOM TRIMMED FOR BEST VALUE!

Your Choice

Best Buys in Beef Roasts  
U.S.D.A. CHOICE . . . THE ONLY BRAND WE SELL!

**Rump Roast** LEAN & MEAT BONE IN CUT **69¢**

**Boneless Rump** WASTE FREE **79¢**

**Round Roast** BONELESS OVEN READY **79¢**

**Beef Brisket** BONELESS WHOLE OR POINT HALF **69¢**

Liquor Features

**VGC VODKA**  
80 Proof, Charcoal Filtered

SPECIAL PRICE YOU SAVE 30c **3 29 FIFTH**

**ROYAL VELVET BOURBON**  
Straight Kentucky Whiskey 6 Years Old, 86 Proof **4 59 FIFTH**

**RON CARIBE LIGHT RUM**  
Puerto Rican, 80 Proof For Cool Summer Drinks **3 99 FIFTH**

**VAT 69 IMPORTED SCOTCH**  
Regular or Gold, 86.8 Proof Distilled & Bottled in Scotland **6 79 FIFTH**

**VON'S Shopping Bag** PRIZE PRODUCE . . . At Prices That Please!

**Peaches 10¢ lb.**  
RIO OSO GEMS  
Yellow Meated Large & Luscious  
The Variety, The Quality You've Been Waiting For!

**Squash 10¢ lb.**  
Fresh, Flavorful Italian Variety

**Cucumbers 5¢ Each**  
Crispy-Fresh Long, Green

**SANTA ROSA PLUMS**  
Purplish Red, Amber Meated

**QUEEN ANNE PLUMS**  
Deep Red, Juicy Yellow Meated

**NECTARINES**  
Le Grande, Sweet Yellow Meated

Mix or Match! **3 49¢**

Better Ground Meats at Von's & Shopping Bag

**GROUND BEEF** Ground Fresh Every Hour **39¢ lb.**

**GROUND CHUCK** Always Fresh & Extra Lean **59¢ lb.**

**GROUND ROUND** The Best for the Barbecue **69¢ lb.**

**Von's Table King YOUNG HEN TURKEYS**  
U.S.D.A. Grade A Fresh or Frozen

10-12 lbs. avg. wt. **39¢ lb.**

PRODUCTS THAT HAVE **Good Housekeeping** EARNED THIS SEAL

**Swift's Premium Bacon**  
WITH THAT "SWEET SMOKED TASTE" BROWN SUGAR CURED SLICED 1-LB. PKG. **55¢**

**Swift's Brown 'n Serve Links**  
PURE PORK SAUSAGE HEAT 'N EAT FOR A BREAKFAST TREAT! 8 OZ. PKG. **49¢**

Seafood Sea-lections

**Swordfish Steaks** Fancy Fillets **59¢**

**Fresh Red Snapper** **59¢**

In the Frozen Food Cases

**FROZEN SCALLOPS** W Brand 1-lb. Pkg. **89¢**

**BREADED SHRIMP** Blue Diamond Big 1 1/2 lb. Pkg. **1 19¢**

**Fish 'n Chips** Certi-Fresh 1 lb. Pkg. **67¢**

**VON'S DELICATESSEN SPECIALS**

**COTTAGE Cheese 25¢**  
Jerseymaid 1st Day Fresh QT. 49¢ PT. CTN. **25¢**

Swift's Premium **ALL MEAT FRANKS** 1 LB. PKG. **49¢**

Von's Own **SLICED CHEESES** Processed American, Swiss or Pimento 3 8 OZ. PKGS. **1 33¢**

**Von's Health Salad** SUMMERTIME FAVORITE! 15 OZ. CTN. **33¢**

**Bolero THERM-O TUMBLERS**  
Insulated . . . Keep It HOT! Keep It COLD!

8 Colors . . . Get a Tumbler a Week to Complete the Colorful Set. This Week: YELLOW.

regular **\$1.00 VALUE**

BIG 12-OZ. SIZE. With Any \$5.00 Food Purchase, Only **29¢**

(Excluding Fluid Milk, Tobacco or Alcoholic Products)

Also Available at Money-Saving Prices . . .

**8 TUMBLER SERVING CADDY** Thin Line Metal **\$1 18**

**2 QT. THERM-O PITCHER** \$5.95 Value . . . **\$2 48**

**2 1/2 QT. FOOD & ICE SERVER** \$5.95 Value **\$2 48**

**Sundries Special**

**AQUA-NET HAIR SPRAY**  
Carries the Good Housekeeping Guarantee Seal

Reg. 99¢ 13-Oz. Can **57¢**

**We Gladly Honor TELECREDIT CARDS for Quick & Convenient CHECK CASHING**

**Von's Bakery Features**

**VON'S SQUARE CAKES** White, Chocolate, Applesauce . . . **65¢**

**BUTTER CRUST BREAD** "Sandwich Month" Special, 1 lb. 6 1/2 oz. Loaf. **3 100¢**

**VON'S and Shopping Bag** BLUE CHIP STAMPS

Low Calorie Grape Jelly 10 1/2 OZ. JAR **37¢**

White or Yellow Popcorn 1 1/2 GALS. **15¢**

Cream of Rice Cereal 18 OZ. PKG. **47¢**

Waxtex Sandwich Bags 7 1/2 ST. PKG. 2 for **39¢**

KINGSFORD **B-B-Q Briquets** **59¢**

FEATURED ON KTV **Slip O'way** DUPONT TEFLOX MIRACLE COATING 6 1/2 OZ. SPRAY CAN **1 98**

**Nestea Instant Tea** 10c OFF DEAL 1 1/2 Oz. Jar Net Price **79¢**

25c OFF DEAL 3 Oz. Jar Net Price **1 29**

DETERGENT **Liquid Trend** 22 OZ. PLASTIC **43¢**

SWEETHEART **Toilet Soap** REG. BARS (BATH 2/29c) **3 29¢**

Sunshine Krispy Crackers 1/2 lb. **33¢**

Mazola Corn Oil EXTRA LARGE 1 1/2 QUART SIZE **83¢**

White King Water Softener 1/2 GAL. 3/4 IN. **54¢**

White King Cleanser 12 OZ. **2 27¢**