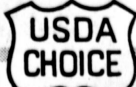


Call Cumberland or Gilbert 3-6181 for Location of Store Nearest You

ROUND-UP OF BEST BEEF BUYS!



ALL 'BRANDED' U.S.D.A. CHOICE
Your Guarantee of Quality... And With Our Famous Custom Trim, It's Your Best Beef Buy!

VON'S Shopping Bag

Steaks

Hearty Appetites Call For Family Pleasin'...

Roasts



Custom Trimmed **T-BONE** or Club Steaks

89¢/lb.



Center Cut **CHUCK** Lean, Meaty Roasts

43¢/lb.

- Porterhouse TENDER, JUICY HE-MAN STEAK **98¢**
- Top Round OR BONELESS SIRLOIN TIP **89¢**
- New York Cut BONELESS STRIP FILLET **\$1.19**
- Rib Steaks OR BONELESS FAMILY STEAK **79¢**

TOP SIRLOIN
Boneless Deluxe Steaks **\$1.19** LB.

- Boneless Chuck CUSTOM TRIMMED **79¢**
- Round Roast BONELESS EXTRA LEAN **79¢**
- Beef Brisket BONELESS ROAST WHOLE OR POINT HALF **79¢**
- Rib Roast U.S.D.A. CHOICE BEEF STANDING CUT, LARGE END **69¢**

CHUCK STEAKS
Favorite for Flavor! **43¢** lb.

- Fresh Ground Chuck EXTRA LEAN SHOULDER BEEF **59¢**
 - Boneless Stew Beef LEAN CURES CHOICE BEEF **79¢**
 - Plate Boiling Beef ECONOMICAL BEEF STOCK **19¢**
 - Short Ribs of Beef LEAN, TENDER, LOTS OF MEAT! **29¢**
- SLICED BACON**
Wilson's Certified TOP QUALITY... CERTIFIED! 1-lb. Pkg. **49¢**

- Seafood Sea-lections
FRESH FILLET OF RED SNAPPER..... **69¢**
PAN READY SAND DABS..... **79¢**

- In the Frozen Food Cases
- Icelandic SOLE FILLETS **65¢**
 - Certi-Fresh FISH & CHIPS Meat's for **67¢**
 - Gorton's FISH STICKS Broasted 14-oz. Pkg. **65¢**
 - Mrs. Friday's SHRIMP Broasted 1 1/2-lb. Pkg. **\$1.00**

CAMPBELL'S SOUPS

- 10 1/2-Oz. Cans
- VEGETABLE VEGETARIAN VEG. OLD FASHION VEG. VEGETABLE BEAN CREAM OF VEGETABLE CREAM OF POTATO BEAN WITH BACON CREAM OF CELERY CREAM OF PEA TOMATO RICE TOMATO **10¢**
- 8¢ FOR 1**

APPLE SAUCE

- Apple City - Fancy
303 CAN **10¢** Save 6¢

TOMATO JUICE

- Glorietta - Fancy
46-OZ. CAN **19¢** Save 10¢

SCOTT TISSUE

- White or Colors
1000 SHEET ROLL **10¢** Stock Up!

VON'S FLOUR

- All Purpose - Enriched
5 LB. BAG **29¢** Save 14¢

BIRD'S EYE VEGETABLES

- Mix or Match
- Peas, Cut Corn, Cut or French Green Beans, French Fries or Crinkle Cuts **6¢ FOR 1**
 - FROZEN... REG. PKGS.
 - French Fried Onion Rings CORNET 10-OZ. PKG. **39¢**
 - Pancake & Waffle Batter INTERNATIONAL HOUSE 18-OZ. PKG. **39¢**
 - Beef & Cheese Enchiladas VON'S 8-OZ. PKG. **3¢ FOR \$1.00**
 - Lima Beans with Ham VON'S 8-OZ. PKG. **4¢ FOR \$1.00**
 - Golden Shore Shrimp Creole 8-OZ. PKG. **49¢**
 - Camp's Broiler Beef Steaks 7-OZ. PKG. **39¢**

BANQUET MEAT PIES

- Chicken, Beef or Turkey **5¢ FOR \$1.00**
- 8-oz. Individual Pies

GORDO'S MEXICAN DINNERS

- Beef or Cheese Enchiladas, Beef Tacos, Chili Relleno or Tacomole 12-oz. Pkg. **39¢**

BANQUET DINNERS

- 11 Varieties Frozen, 11 Oz. Pkg **3¢ FOR \$1**

Von's Bakery Specials

- VON'S CAKE DONUTS Plain or Powdered. 8 in a Pkg. **29¢**
- VON'S WHEAT BREAD 100% Whole Wheat, Stone Ground 1-Lb., 6 1/2-Oz. Standard Large Loaf. **35¢**

FRESH FRUIT FAVORITES IN THE PRODUCE DEPT.

VON'S Shopping Bag

SUNKIST NAVAL

Oranges
Extra Fancy Large Size California's Finest!
2 LBS 25¢

- Grapefruit SWEET, JUICY ARIZONA **3 LBS 25¢**
- Tangelos SWEET & FLAVORFUL FANCY LARGE SIZE **19¢** lb.
- Lemons NEW CALIFORNIA CROP FULL OF JUICE! **10¢** lb.

- Fruit Salad**
FRESH GRAPEFRUIT & ORANGE SEGMENTS WITH SLICED CHERRIES
QUART **59¢** PINT **39¢**



- Liquor Features**
- STRAIGHT KENTUCKY BOURBON Spirit of Kentucky **\$3.89** 86 Proof. Special, Save 50¢ **3 FIFTH**
 - VGC VODKA 80 Proof Save 40¢ Quart **\$4.09**
 - GORDON'S DRY GIN Distilled, 90 Proof London Dry **\$4.29 FIFTH**
 - PETER DAWSON SCOTCH Imported from Scotland 86.8 Proof **\$5.49 FIFTH**

- GIFT PACKS**
Fancy Dried & Glaced Fruits
A Wide Selection for Holiday Gifting.
Priced from ... **98¢**

POST CEREALS

- Alpha Bits ... 8 oz. Pkg.
- Crispy Critters 8 oz. Pkg.
- Sugar Crisp ... 9 oz. Pkg.
- Mix or Match **3¢ FOR \$1.00**
- NIBLETS CORN Golden, Whole Kernel, 12-Oz. Can ... **5¢ FOR \$1**
- FRUIT DRINKS Cal-Fame Reg. or LoCal 46-Oz. Can ... **4¢ FOR \$1**
- RICE-A-RONI Assorted Varieties 7-Oz. Pkg. **3¢ FOR \$1**



- Sundries Special**
New EXCEDRIN Extra Strength Pain Reliever 93¢ VALUE BTL. OF 60 **59¢**

Lifetime Quality HOLLOW GROUND WAVE EDGE STAINLESS STEEL CUTLERY by Robinson

- On Sale This Week... **\$2.00 VALUE ONLY 89¢**
- HAM SLICER **89¢**
 - Also Now Available... PARING KNIFE... 39¢ UTILITY KNIFE... 59¢ ROAST SLICER... 89¢ CHEF'S FORK... 69¢ STAINLESS STEEL STEAK KNIVES... EACH 49¢



CATERING ICE CREAM

- JERSEYMAID 1/2 GAL. CTN. **59¢**
- Butter-Nut Coffee 2-LB. CAN **\$1.37** 1-LB. CAN **69¢**
- Orange Juice SNOW CROP-FLORIDA FROZEN, 6-OZ. CAN **4¢ FOR 98¢**
- Fab Detergent ALL PURPOSE POWDER GIANT SIZE, INCLS. 10¢ OFF **49¢**
- Plastic Glad Wrap FEATURED ON KHJ-9 100 FT. ROLL **25¢**

VON'S SPECIALS IN THE DELICATESSEN

MILD CHEDDAR Cheese
VON'S QUALITY WISCONSIN **59¢/lb.**
Rich & Creamy. Aged Over 90 Days

- WILSON CORN KING PICNICS Pork Shoulder from the Corn Country Fully Cooked, Boned, Defatted **3 LB. CAN \$1.79**

- Buttermilk Biscuits BETTY CROCKER 8-OZ. TUBE **3¢ FOR 25¢**
- Von's Enchiladas BEEF OR CHEESE 8-OZ. PKG. **3¢ FOR \$1.00**

Another New **VON'S** GRAND OPENING TODAY IN **La Crescenta**

VON'S and Shopping Bag
WE GIVE BLUE CHIP STAMPS

- Prices Effective THUR., FRI., SAT., SUN., DECEMBER 3-4-5-6
Gerber's Baby Foods
- JUNIOR FOODS Assorted 7 1/2-oz. Jar **2¢35¢**
 - HI MEAT DINNERS Strained 4 1/4-oz. Jar **2¢39¢**

CHRISTMAS BONUS BUYS!

- Laurel Automatic ELECTRIC BLANKET Double Bed-Single Control Beautifully packaged Sanifresh 100% Nylon Bindings, Non-Allergic Rayon-Cotton-Nylon Blanket WITH \$5.00 FOOD PURCHASE **\$9.98**
- General Electric STEAM & DRY SPRAY IRON Famous G.E. Quality. Latest Model. WITH \$5.00 FOOD PURCHASE... **\$13.11**

Canada Dry Beverages

- GINGER ALE 28-oz. Bottle **2¢59¢**
- SPARKLING SODA 28-oz. Bottle **2¢45¢**
- TOM COLLINS MIX 28-oz. Bottle **2¢59¢**

- DISINFECTANT Lysol Spray Deodorizing 7-oz. Aero-Can **98¢**

- CALGON Water Softener Economical 2 1/2-lb. Pkg. **75¢**

- LIQUID Clorox Bleach 1/2 Gallon Plastic Incl. 2¢ off **41¢**

- ZEE Paper Napkins Ass't. Colors 80-Count **2¢23¢**