

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

**VON'S**  
and  
**Shopping Bag**

**WINTER DINNER WINNER!**  
**SERVE 'EM...**



# Roast & Potatoes

**USDA CHOICE RIB ROAST**

Standing Cut, Custom Trimmed  
SMALL END 89¢, LARGE END **69¢** lb

**Ground Chuck** FRESH & LEAN **59¢**

**Stewing Beef** BONELESS TENDER **79¢**

**CHUCK STEAKS**

U.S.D.A. Choice Steer Beef  
Marinate and Broil  
for a Flavor Treat! **49¢** lb

**Family Steak** BONELESS LEAN BEEF **79¢**

**Rib Steaks** CUSTOM TRIMMED LEAN, SHORT CUT **79¢**

**BLADE CUT CHUCK**

The 'Choicest' of the Choice Grade

**35¢** lb

**Center Cut Chuck** LEAN ROAST **43¢**  
**Boneless Chuck** CHOICE BEEF WASTE FREE **79¢**

**U.S. NO. 1 WHITE ROSE**

Long, White, All Purpose Favorites  
Fine to Boil or Bake



**5¢** 35¢ Save 24¢

**Fresh Carrots** TOPS OFF 2-1/2 LBS. PKG. **15¢**  
**Romaine Lettuce** LARGE HEAD **10¢**

**BROWN ONIONS**  
Sweet & Mild **3¢** 25¢

**MIRACLE WHIP**

Kraft Salad Dressing

QUART JAR

**39¢** Save 20¢

**TIDE DETERGENT**

The Washday Miracle

GIANT SIZE Includes 10c Off

**55¢** Save 24¢

**TOILET TISSUE**

Soft-Weve, 2-Ply

FIVE 2-ROLL PACKS

**10¢** Save 15¢

**Grapes**

RED EMPEROR LARGE AND LUSCIOUS! **10¢** lb

Always a Wide Selection of Prize Produce

**Banana Squash** Thick Mashed **7¢**  
**Roses** Assorted Varieties Bone Rest, Each... **79¢**  
**Cucumbers** Long Green **2 for 19¢**  
**Cherry Tomatoes** **19¢**



Here's Another Family Favorite!

**FRESH CALIFORNIA**

## Fryers

DELIVERED DAILY FROM NEARBY RANCHES

PICK THEIR FAVORITE PARTS

**Drumsticks** **49¢** lb.  
TENDER AND TASTY. BETTER BUY PLENTY... THEY'RE THE KIDDIES' FAVORITE!

**Breasts** SWEET WHITE MEAT LOW IN CALORIES, TOO! **59¢** lb

**Thighs** EXTRA FLAVORFUL... FROM FRESH CALIFORNIA FRYERS! **55¢** lb

**Wings** ECONOMICAL TASTE TREAT TO FRY OR FRICASSEE **29¢** lb

**BACKS & NECKS** **9¢** **CHICKEN LIVERS** **79¢**  
Economical for Soup... Gourmet's Delicacy...

FOR 10 YEARS NOW... All frying chicken sold at Von's & Shopping Bag are California grown... raised especially for tenderness and flavor  
FRESHNESS MEANS FLAVOR! They're naturally better because they're fresher... days fresher than fryers shipped in from other states requiring several days of travel. The taste tells the tale!

**FROZEN VEGETABLES**

Everfresh—Reg. Pkgs.

**10¢**

GREEN PEAS CUT CORN CHOPED SPINACH FRENCH FRIED OR CRINKLE CUT POTATOES

More Frozen Food Values

**Pancake & Waffle Batter** INTERNATIONAL HOUSE, 14 OZ. **39¢**  
**Golden Shore Shrimp Creole** 1/2 OZ. **49¢**  
**Macaroni & Cheese** VON'S 8 OZ. PKG. **5¢** 19¢  
20-OZ. FAMILY SIZE... 39¢

**New Crisco Oil** LIGHT, NO OILY TASTE! 24-OZ. BOTTLE **39¢**

**Instant Potatoes** PY-O-MY 3-OZ. PKG. **10¢**

**Folger's Coffee** REG., DRIP, FINE 2-LB. CAN \$1.87 1-LB. CAN **79¢**

**Ice Cream** JERSEYMAID, CATERING—1/2 GAL. CTN. TRY THE SPECIAL FLAVOR... DATE PECAN **59¢**

**Jerseymaid Butter** GRADE AA 1-LB. CTN. **69¢**

Dollar Values!

**BARTLETT PEAR HALVES** Fancy Farms 2 1/2 Can **3¢** 1¢

**CUT GREEN BEANS** Stokely's Finest Stringless, 303 Can **5¢** 1¢

**KERN'S FRUIT NECTARS** Ass'd. Flavors 12-Oz. Can **10¢** 1¢

**FIDO DOG FOOD** No. 1 Tall Can **12¢** 1¢

**ORANGE DELIGHT**

Minute Maid Concentrate for Orange Drink

FROZEN 6-OZ. CAN

**2 for 25¢** Save 15¢

**FRUIT PIES**

Morton—Assorted Varieties

FROZEN 8-INCH

**25¢** Save 10¢

**BANQUET DINNERS**

Choice of Varieties

FROZEN 11-OZ. PKG.

**3 for 1** Save 47¢

**Rath Black Hawk BACON**

From the Land O' Corn First Grade Bacon Extra Lean & Flavorful

SLICED 1 LB. PKG. **49¢**

Seafood Sea-lections

Western OYSTERS "R" in Season 12-oz. Jar **69¢**

From the South Seas MAHI MAHI Boneless Steaks **59¢**

Fancy Fillets of FRESH SEA BASS lb. **89¢**

In the Frozen Meat Cases

TAM Buttered BEEF OR VEAL STEAKS lb. **79¢**

Blue Diamond BREADED SCALLOPS Large 1 1/2-lb. Pkg. **\$1.39**

Gorton's BREADED FISH STICKS 14-oz. Pkg. **69¢**

Rupert's OCEAN PERCH FILLETS 1-lb. Pkg. **57¢**

Icelandic BREADED HALIBUT FILLETS 12-oz. Pkg. **69¢**

Liquor Specials

OLD COLONEL TYLER KENTUCKY BOURBON

Straight, 86 Proof **\$3.59**  
Special... Save 40c **3.19**

Imported Scotch FIFE & SCOTT BARE, 86 PROOF **\$4.99**  
VGC Vodka 80 PROOF, CHARCOAL FILTERED, SPECIAL, SAVE 30% **\$3.29**  
Early Times STRAIGHT KENTUCKY BOURBON WHISKEY, 86 PROOF **\$5.27**

**VON'S Shopping Bag**

WEEK-END SPECIALS IN THE DELICATESSEN

**Franks**

OSCAR MAYER—ALL MEAT

**49¢**

VACUUM TWIN-PACK 1 LB. PKG.

**POTATO SALAD**  
Fresh from Von's Own Deli Kitchen  
15-OZ. CARTON **33¢**

**SUPERIOR REAL MEXICAN STYLE Cheddar Cheese** AGED OVER 90 DAYS **59¢** lb  
**VON'S WISCONSIN MILD Beef Tamales** PKG. OF 8 **89¢**

**VON'S BAKERY**  
"Goodness Knows"

**PLAIN POUND CAKE** **39¢**

Great with Jerseymaid Ice Cream!  
**VON'S FRESH BAKED MUFFINS**

ENGLISH 29¢ CORN 29¢ SOUR DOUGH 29¢ CHEESE 35¢  
Pkg. of 6 Pkg. of 6 Pkg. of 6 Pkg. of 6

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

**STRAWBERRY PRESERVES**  
Festival Queen Kids Love Bread 'n Jam! **49¢**

**Borden's Milk Shake** CHOC. & VANILLA 10 1/2-OZ. CAN **2 for 49¢**  
**Vegaline Pan Coating** PREVENTS STICKING 4-OZ. BOTTLE **98¢**

**SUNNYLAND ORANGE JUICE**  
Quart Bottle **49¢** 1 1/2 Quart Decanter **69¢**

Camay Toilet Soap 2 for 31¢  
Camay Complexion Bars 2 for 21¢  
Cascade Dishwasher Agent 77¢  
Cheer Detergent 79¢

**B & M Baked Beans**

**GLORIETTA Tomato Juice**

**C and H Pure Cane Sugar**  
POWDERED SUGAR **2 for 35¢**  
LIGHT OR DARK BROWN 1-LB. PKG. **2 for 35¢**

**Gerber's Baby Foods**  
STRAINED VARIETIES ASSORTED 4 1/2-OZ. JARS **3 for 39¢**

**LIQUID Clorox Bleach**  
GALLON PLASTIC JUG **69¢**