

Call Cumberland at G104 3-6181  
For Location of Store Nearest You

# BEEF IS THE BIG BUY THIS WEEK-END AT VONS & SHOPPING BAG



## Steaks

USDA CHOICE The 'Choicest' of the U.S.D.A. Choice Custom Trimmed for Best Dollar Value!

**CLUB SIRLOIN TIP TOP ROUND**  
Your Choice **87¢ lb.**

**T-Bone Steaks** TAILS OFF! **89¢ lb.**  
**Porterhouse** BIG AND TENDER **91¢ lb.**  
**Top Sirloin** BONELESS DELUXE STEAKS **92¢ lb.**

A Steak's Best Friend...  
**MUSHROOMS**  
Large, Brown  
Hothouse Grown  
1/2 POUND **39¢**

## CHUCK STEAKS

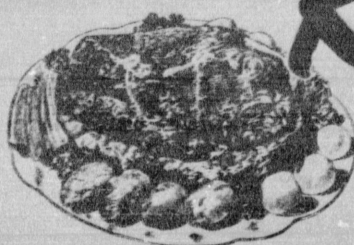
U.S.D.A. Choice Steer Beef **39¢ lb.**  
Marinate and Broil for a Real Flavor Treat!

**Family Steaks** BONELESS EXTRA LEAN **79¢**  
**Boneless Round** CHOICE STEAKS **79¢**  
**Rib Steaks** U.S.D.A. CHOICE BEEF A FLAVOR FAVORITE **79¢**

Gourmet Steaks—  
U.S.D.A. CHOICE... AGED TO PERFECTION  
**BONELESS SPENCER** **NEW YORK STEAKS**  
Lean, Tender Rib Eye **\$1.69 lb.** Boneless Strip Fillet **\$1.89 lb.**

**SLICED BACON**  
Vons Table King Our Finest Quality!  
WATER SLICED 1 LB. PACKAGE **65¢** REGULAR OR THICK SLICED **57¢ lb. PKG.**

## FLAVO-RIGHT



## Roasts

USDA CHOICE U.S.D.A. Graded Choice Beef The Only Grade We Ever Sell!

**BONELESS CHUCK**  
Custom Trimmed Waste-Free... All Good Eating Beef! **69¢ lb.**

**Rump Roast** U.S.D.A. CHOICE BONE IN **69¢ lb.**  
**Round Roast** BONELESS EXTRA LEAN **79¢ lb.**  
**Beef Brisket** BONELESS WHOLE OR POINT HALF **79¢ lb.**

**STEWING BEEF**  
Boneless, Tender Cubes of U.S.D.A. Choice Beef **79¢**  
**GROUND ROUND**  
Always Fresh & Lean at Vons & Shopping Bag **69¢**

Van de Kamp's  
**HALIBUT**  
French Fried—Frozen  
9 1/2-oz. Pkg. **59¢** Save 20¢

**CRINKLE CUT POTATOES**  
Everfresh—Frozen  
9-oz. Pkg. **10¢** Save!

**LARGE EGGS**  
Dundee—Fresh—Grade AA  
DOZ. CTN. **33¢** Save 11¢

**VONS DETERGENT**  
All Purpose Powder  
GIANT SIZE **39¢** Save 10¢

**SOFT-WEVE TISSUE**  
White or Assorted Colors  
5 2-ROLL PACKS **10¢** Save 15¢

PRIZE PRODUCE... TAKE YOUR PICK OF THE SEASON'S BEST!  
**ANJOU OR NELIS Pears**  
EXTRA FANCY, FROM NORTHWEST ORCHARDS  
Ripe and Sweet Ready to Eat!  
**2 LB. 25¢**

**Fancy Grapefruit** SWEET, JUICY COACHELLA **2:25¢**  
**Red Salad Lettuce** FRESH HEADS **2:15¢**  
**Fresh Broccoli** GARDEN FRESH—NEW CROP ALL GREEN WITH COMPACT TIPS **19¢**

**Garden Fresh Spinach** LARGE BUNCH **2:19¢**  
**Large English Walnuts** THIN SHELL **3-:51.00**  
**Deglet Noor Dates** A LENTEN FAVORITE 7 1/2 LB. PLASTIC CUP **49¢**

**VONS BAKERY** "Goodness Knows"  
**VON'S RAISIN BREAD**  
Check Full of Raisins—Delicious Toasted! 15-Oz. Loaf in Re-usable Poly Bag **31¢**  
**STRAWBERRY & RHUBARB PIE**  
First of the Season! A Delicious Blend of Luscious Strawberries & Tangy-Sweet Rhubarb. 9-INCH SIZE REG. 65¢, SPECIAL **49¢**

Headquarters for **FISH & SEAFOODS for LENT**  
**ALASKA SOLE** Individually Flash Frozen **69¢**  
**WHITE COD** Alaskan—Fillet Slices Individually Flash Frozen **49¢**  
**WESTERN OYSTERS** 12-oz. Jar **69¢**  
**HALIBUT STEAKS** Flaky White Center Cut **69¢**  
**LEANED SHRIMP** Conical & Pasted 8-oz. Pkg. **79¢**  
**CRAB LEGS** Fancy Alaskan **89¢**  
In the Frozen Meat Cases  
**Morton's 'Grade A' Fish Sticks** 14-OZ. PKG. **67¢**  
**Fishermen Breaded Fish Sticks** 6-OZ. PKG. **39¢**  
**Fishermen Breaded Scallops** 7-OZ. PKG. **55¢**  
**Imitation Fillet of Sole** 1 1/2 LB. PKG. **89¢**

**Folger's Coffee** ALL GRINDS 1-LB. CAN **69¢**  
**Carnation Milk** 2-LB. CAN \$1.37 **7:51.00**  
**Jerseymaid Butter** GRADE AA 7-LB. CARTON **69¢**  
**Pink Salmon** BUMBLE BEE—FANCY LENTEN MENU MAKER! NO. 1 TALL CAN **59¢**  
**Catering Ice Cream** JERSEYMAID 1/2 GAL. ASSORTED FLAVORS Try the Special Flavors Chocolate Bits **59¢**

**TROPICAL PRESERVES**  
Strawberry, Apricot-Pineapple, Peach-Pineapple or Grape Jelly  
LARGE 20-OZ. JAR **3:51.00**  
**Fancy Farms Tomatoes** 2 1/2 CAN **5:51.00**  
**Dole Sliced Pineapple** 1 1/2 FLAT CAN **2:39¢**  
**Globe A-1 Noodles** MED. OR WIDE 1 LB. CELLO PKG. **33¢**  
**FRISKIES DOG FOOD** Regular or Liver, No. 1 Tall Can **8:51.00**

WEEK-END SPECIALS IN THE DELICATESSEN  
**SWIFT'S PREMIUM CANNED Ham**  
Fully Cooked Lean, Tender, Waste-Free! **5 LB. CAN 3.69** Save \$1.00  
**All Beef Salami** GRAND TASTE 12-OZ. CHUB **49¢**  
**Sliced Swiss** VON'S WISCONSIN CHEESE 10-OZ. PKG. 3PK. 6-OZ. PKG. **39¢**  
**Von's Potato Salad** FRESH DAILY 15-OZ. CTN. **33¢**

**BIRD'S EYE VEGETABLE DISHES**  
SEASONED—IN BUTTER SAUCE—HEAT IN THE BAG  
FROZEN—REG. PKGS. MIX 'EM OR MATCH 'EM  
• Peas with Onions  
• Corn, Peas & Tomatoes  
• Peas in Cream Sauce  
• Peas & Potatoes in Cream Sauce  
**4:89¢**

**ORANGE JUICE**  
Snow Crop—Florida  
FROZEN 6-OZ. CAN **4:89¢** Save 27¢

**Tree Top Apple Juice** FROZEN 6-OZ. CAN **2-:29¢**  
**Kold-Kist Beef Steaks** FROZEN 3-OZ. PKG. **10-:51**  
**Beef or Veal Steaks** TUCKER & HICK NUTTERED, FROZEN **79¢**  
**Macaroni & Cheese** VON'S—FROZEN 6-OZ. PKG. **5-:51**  
20-OZ. FAMILY SIZE PKG. ... **99¢**

**MORTON'S CREAM PIES**  
Choice of 7 Varieties  
Frozen, 8-Inch, 14-oz. Size  
You Save 14¢ **25¢**

**ROSARITA MEXICAN FOODS**  
Mexican Dinner, 16-oz. Pkg. ... **Save 10¢ Ea.**  
Combination Plate, 12-oz. Pkg. ...  
Cheese Enchilada Dinner, 12 Oz. ... **39¢**  
Beef Tacos, 12-oz. Pkg. of 6. ...

**VONS Shopping Bag Exclusive Offer! There's Still Time to Start a Book-a-Week Set**  
THE WORLD HONORED, UP-TO-DATE  
**FUNK & WAGNALLS ENCYCLOPEDIA**  
IN THE NEW ELDORADO DELUXE EDITION  
25 Magnificent Volumes AT PRACTICALLY **HALF PRICE**  
WITH OUR BOOK-A-WEEK COUPON PLAN  
VOL 5 NOW ON SALE **\$1.49** \$2.79 Value, With Coupon...  
VOL 1 STILL AVAILABLE **49¢**  
Introductory Coupon Offer...  
Ask Store Mgr. Regarding Coupons

Liquor Dept. Features  
**ROYAL VELVET 6 Yr. Old KENTUCKY BOURBON**  
Straight, 96 Pr. Special, Save 40¢ **\$4.24** FIFTH  
**MILLBROOK VODKA** 80 Proof, Exclusive at Vons for Only **\$2.99** FIFTH  
**OLD CHARTER** Straight Kentucky 7-Yr-Old Bourbon as proof **1/2 GAL. \$11.99**  
**GALLO PAISANO** California Red Table Wine **1/2 GAL. \$1.20**

Special in the Sundries Section  
**PERSONNA BLADES**  
THE ORIGINAL BRITISH PROCESS STAINLESS STEEL  
10 Double Edge Blades **79¢**  
Reg. \$1.58 Value IN AN OFF SPECIAL PACK

Prices Effective THURS., FRI., SAT., SUN., MARCH 4-6-7  
**VONS Shopping Bag**

**Schilling Seasoning Salt** 27¢ ea.  
**Oven Cleaner** 11¢  
**Tender-Leaf Tea Bags** 62¢  
**Instant Coffee** 59¢  
**Waxtex Sandwich Bags** 2:39¢  
**Peter Piper Sweet Pickles** 20-oz. Jar 49¢  
**Underwood Deviled Ham** 7 1/2-oz. CAN 23¢  
**Ivory Snow or Ivory Flakes** 100 Pcs. 33¢  
**Jell-O Gelatin** 300m. 1.02. PKG. ... 3 for 29¢  
**Top Job Liquid Cleaner** 16 oz. 49¢, 31¢