

VONS
and
Shopping Bag

BEEF SALE!

STEAKS

Your Choice Is Always U.S.D.A. Choice at Vons & Shopping Bag. Every Steak is Custom Trimmed, Picture Perfect!



RIB STEAK
BONELESS ROUND OR FAMILY STEAK
87¢/lb

CHUCK STEAK
Marinate & Bar-B-Q
45¢/lb

T-Bone Steak CUSTOM TRIMMED **\$1.09/lb.**
Porterhouse TENDER, JUICY CHOICE BEEF **\$1.19/lb.**
Top Sirloin U.S.D.A. CHOICE BONELESS STEAKS **\$1.39/lb.**

CLUB STEAK

TOP ROUND OR SIRLOIN TIP

The 'Choice' of the U.S.D.A. Graded Choice Custom Trimmed **98¢/lb**

Fine for Barbecued 'Burgers...
GROUND CHUCK
Always Fresh and Extra Lean **59¢/lb**

Everybody Likes Beef Stew!
STEWING BEEF

Lean, Tender Cubes of U.S.D.A. Choice Beef **79¢/lb**

Meat for Econo-Meals...

BOILING BEEF Plate Meat **25¢/lb** | **SHORT RIBS** Lean & Meaty **39¢/lb**

ROASTS

Lean, Flavorful Choice Steer Beef With Our Famous Custom Trim... A Sure Dinner Winner!



Blade Cut CHUCK
37¢/lb

Center Chuck EXTRA LEAN AND MEATY **45¢/lb**
Shoulder Clod BONED & TIED **89¢/lb**
Rump Roast OR ROUND BONELESS ROASTS **89¢/lb**

BONELESS SHOULDER
Waste-Free Roast **79¢/lb**

TV DINNERS
Swanson's—Choice of Varieties
FROZEN 11 OZ. PKG.
49¢ Save 16¢

GLORIETTA PEACHES
Fancy Freestone, Slices or Halves
2 1/2 CAN
29¢ Save 10¢

M-J-B COFFEE
Regular, Drip or Fine
1 LB. CAN... 2 LB. CAN \$1.27
69¢ Save 10¢

VONS MAYONNAISE
Velvety Smooth, Perfectly Seasoned
QUART JAR
35¢ Save 14¢

DETERGENT FAB
New! Contains Boraxo
GIANT SIZE
Includes 10c Off
49¢ Save 30¢

ROASTING CHICKENS

Fresh, U.S.D.A. Grade A
Pump, Tender 4 to 5 Lbs. Avg. **49¢/lb**

SLICED BACON Hormel Red Label 1-lb. Package **79¢**

Seafood Sea-lections

FRESH OCEAN PERCH 59¢/lb
Fancy Fillets, An Economical Meat at...
MEDIUM SHRIMP Fine to fry or for cocktails **98¢/lb**
FRESH DOVER SOLE Fillet Slices **89¢/lb**

VONS BAKERY

"Goodness Knows"

Sourdough Rye Bread 1 LB. 6 1/2 OZ. LOAF, REG. OR THIN SLICED **35¢**
Fresh Pound Cakes PLAIN, NUT OR CHERRY, GREAT WITH FRUIT **39¢**

VONS Shopping Bag SPECIALS IN THE DELICATESSEN

WISCONSIN CHEESE



MILD CHEDDAR
Aged Over 90 Days
A Favorite for Snacks and Sandwiches
59¢/lb

Swift's Premium FRANKS
All Meat... They're Great for Grilling!
1 Lb. Vacuum Package **53¢**

IN THE PIECE
FROM OLD SAN FRANCISCO...
Italian Salami VONS SLICED 3 OZ. \$1.00
Braunschweiger VONS... THE FINEST ANYWHERE IN THE PIECE **69¢**
Barbecue Sauce VONS... REG. OR HOT 12 OZ. BOTTLE **35¢**

Niblets Corn GOLDEN WHOLE KERNEL 12 OZ. CAN **2:33¢**

Wesson Oil EXTRA LARGE 38 OZ. BOTTLE **49¢** YOU SAVE 14¢

Ice Cream JERSEYMAID—CATERING QUALITY VANILLA, CHOCOLATE, STRAWBERRY OR NEAPOLITAN FLAVORS 1/2 GAL. CTN. **59¢**

Orange Juice TREESWEET FROZEN, 6 OZ. CAN **6:10¢** YOU SAVE 38¢

Jerseymaid Butter GRADE AA 1 LB. CARTON **69¢**

Kleenex Towels ASSORTED COLORS JUMBO ROLL 2-ROLL TWIN FACE **49¢**

VEGETABLES FROZEN REG. PKGS.
Green Peas **5:89¢**
Chopped Spinach
French Green Beans
Crinkle Cut Potatoes

MACARONI & CHEESE Frozen, Heat 'n Eat, 8 Oz. Pkg. **5:10¢**
30 OZ. PKG. **39¢**
Limas & Ham VONS, FROZEN 8 OZ. PKG. **2:49¢**
Instant Potatoes GOLD LABEL 4 1/2 OZ. PKG. **2:39¢**
Kal-Kan Cat Food TUNA 6 OZ. CAN **2:25¢**

RIGHT GUARD DEODORANT FOR THE WHOLE FAMILY
King Size 4 OZ. **58¢**
Spray Can.....

WATERMELONS

Sweet, Flavorful Klondikes

You Pick 'em... Guaranteed Red-Ripe!

WHOLE MELONS 18-20 LBS. AVG. **3¢/lb**

GRAVENSTEIN APPLES Extra Fancy All Purpose Favorites
They're the Best for Pies & Sauce... Eat 'em Fresh for Crisp Tangy Flavor!
2:25¢

Cranshaw Melons THE PICK OF THE PATCH! **8¢**
Crisp Cucumbers LONG, GREEN **5¢**
Bell Peppers FRESH & CRISP STUFFING SIZE **5¢**

HOUSE OF BORVANI
By Popular Request... Charms Are Back at Vons & Shopping Bag... 24 New Selections from the House of Borvani... Plus this Free Bonus Offer!

FREE BOW PIN OR DOUBLE LINK BRACELET
24 KARAT PURE GOLD PLATED

Fashionable! Attach a charm to your bow pin (as shown). Wear it on dresses, coats or sweaters.

The Bow Pin or Bracelet is Free When You Buy Any Charm (for Only 50¢) With the Coupon Below and a \$5.00 Food Purchase. Offer Expires August 15th.

Just Arrived...
24 NEW CHARMS
24 KARAT PURE GOLD PLATED
COMPARE ELSEWHERE AT \$2.50 TO \$5.00

CHOOSE FROM 48 CHARMS! A Few of the New Selections

50¢ EACH With \$5.00 Food Purchase

Exclusively at **VONS Shopping Bag**

FREE BOW PIN OR BRACELET
24 Karat Pure Gold Plated
WITH ANY CHARM (FOR ONLY 50¢) AND A \$5.00 FOOD PURCHASE

PRINT _____
NAME _____
ADDRESS _____

FREE BOW PIN OR BRACELET OFFER EXPIRES AUGUST 15, 1965

Liquor Dept. Features
Millbrook GIN or VODKA 80 Proof. Exclusive at Vons & Shopping Bag
Fifth..... **\$2.99** Quart..... **\$3.99**
MIRAM WALKER'S TEN HIGH Straight Bourbon Whiskey, 86 Proof..... **\$3.99**

4 BIG SALE DAYS

VONS Shopping Bag

Prices Effective THU., FRI., SAT., SUN. AUGUST 5, 6, 7, 8

Action Bleach Packets REG. 43¢	BEECH-NUT Baby Foods STRAINED 3 OZ. JAR 3:29¢	BORDEN'S Cremora COFFEE CREAMER 8 OZ. JAR 69¢	SPRECKELS Sugar GRANULATED 5 LB. BAG 53¢	NESCAPE Instant Coffee 10 OZ. JAR INCL. 20¢ OFF \$1.49	HAIR SPRAY Hidden Magic 7 OZ. SPRAY CAN \$1.29	VETS Dog Food No. 1 TALL CAN 3:29¢	LIQUID BLEACH Clorox 1/2 GALLON PLASTIC JUG 43¢	Ajax Liquid Cleaner 15 OZ. 3 1/2 INCH. 7 1/2 OFF 34¢	Ajax Cleanser 14 OZ. CAN INCL. 2¢ OFF 29¢	Ajax Floor Cleaner REG. PKG. 31¢	Ajax Detergent 12 OZ. 2 1/2 OZ. PKG. 33¢
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PACIFIC PLAZA SHOPPING CENTER, 5035 PACIFIC COAST HWY., TORRANCE