

VONS
Shopping Bag

10th Anniversary Special Citation Sale

SPRECKELS SUGAR
Pure Granulated

5 LB. BAG
45¢ SPECIAL PRICE

FACIAL TISSUE
Chiffon—Ass'd Colors

200 CT. CTN.
19¢ SPECIAL PRICE

VONS COFFEE
Premium Blend

1 LB. CAN...
S&L \$1.18
S&L \$1.88
57¢ SPECIAL PRICE

CANNED TOMATOES
Fancy Farms

2 1/2 CAN
19¢ SPECIAL PRICE

FROZEN PIES
County Fair

24 OZ. 8 INCH SIZE
249¢ SPECIAL PRICE

Special Citation
Good Housekeeping

Von's Grocery Company

A Select From Good Housekeeping Magazine

- For especially wide variety of merchandise
- For continuing provision of national brands
- For consistently high standards of customer service
- For wide selection of quality goods
- For information and advertising which prominently feature nationally and internationally known brands
- For consistent attention to customer needs and desires
- For promptness with delivery, prompt and courteous service

- Dash Detergent** LOW SUDS GIANT SIZE INCLUDES 10¢ OFF **59¢**
- Royal Puddings** ASSORTED 3 OZ. PKG. **3:25¢**
- Niblets Golden Corn** WHOLE KERNEL 12 OZ. CAN **19¢**
- Del Monte Drink** PINEAPPLE-GRAPEFRUIT 46 OZ. CAN **29¢**
- Prem Luncheon Meat** SWIFT'S 12 OZ. CAN **49¢**
- Hormel Chili & Beans** NFL TRAINING TABLE FOOD 300 CAN **3:51**

VONS Shopping Bag QUALITY MEATS

ROASTS

BLADE CUT
CHUCK ROAST... 33¢/lb

Center Cut Chuck 33¢
Boneless Chuck... 79¢

Never Before Has a Southern California Food Chain Been So Honored!

This special citation from Good Housekeeping was awarded to Vons for presenting a wide variety of fine quality products in clean, bright and modern stores for outstanding customer service and strict quality control for informative food advertising offering value and convenience to the customer.

Liquor Features

- Royal Velvet Special! STRAIGHT KENTUCKY BOURBON** 8 Years Old, 86 Proof **4.29** (SAVE 30¢)
- Royal Velvet SCOTCH** Imported, 86 Proof Very Light Blend **4.49** (SAVE 30¢)
- Gilbey's London Dry Gin** 90 PROOF **1.49**
- Crown Russel Vodka** 90 PROOF **1.49**
- Crystal COLORADO BEER** Brewed from Rocky Mountain Water 13-Oz. Cans—Case of 24 **2.99** (SAVE 50¢)

VONS Shopping Bag PRIZE PRODUCE

PEARS
Sweet, Juicy Bartletts
2 LBS 25¢

- O-Bone Roast** SHOULDER CHUCK **59¢**
- Shoulder Clod** NO BONE **89¢**
- Rib Roast** STANDING CUTS SMALL 89¢ MEDIUM 99¢ LARGE 109¢ **69¢**
- CHUCK STEAKS** Marinate & Broil **39¢**
- FAMILY STEAKS** Choice Boneless **89¢**
- RIB STEAKS** Flavor Favorite **89¢**
- Ground Chuck** FRESH & LEAN **59¢**
- Pork Sausage** FARMER JOHN 1 LB. ROLL **49¢**
- BONELESS HAMS** Wilson's Festival Fully Cooked Ready to Eat Your Choice... **1.39**

- Artichokes** JUMBO SIZE **2:29¢**
- Celery** FRESH, TASTY CRISP STALKS **2:29¢**
- VALENCIA ORANGES** California's Finest Sweet Juice Oranges **4 LB. 39¢**

- FRESH CHICKEN PARTS** 59¢
- HEN TURKEYS** Riverside Brand—California Grown U.S.D.A. Grade A Fresh 10 to 12 Lbs. Avg. **39¢/lb.**
- FRESH HEN TURKEYS... 49¢**
- Swift's Premium Young Ducks** GRADE A 4-5 LBS. **49¢**
- Seafood Selections**
- Lobster Tails** SOUTH AFRICAN 2 1/2 TO 3 OZS. AVG. **1.98**
- Fresh Red Snapper** FILLET SLICES **69¢**
- In the Frozen Meat Cases**
- Blue Diamond BREADED SCALLOPS** 1 1/2 Lb. **1.48**
- Icelandic OCEAN PERCH** 1 1/2 Lb. **63¢**
- Turk & Mack VEAL PARMIGIANA** 12 Oz. **79¢**
- Turk & Mack ALL-VEAL STEAKS** 8 Oz. **89¢**

YOUR CHOICE SLICED BACON

Vons Table King (Reg. or Thick) Excluding Fluid Milk, Tobacco or Alcoholic Products
Swift's Premium or Luby's **79¢**

Let's Go to the Races

Watch Exciting Thoroughbred Horse Races on Television
THURSDAYS at 7:30 P.M. IN COLOR KTLA-5

Pick Up Your Free "Let's Go to the Races" Game Card Every Time You Visit a Vons & Shopping Bag Store. No Purchase Necessary. YOU, TOO, MAY BE A...

HAPPY \$1,000,000 WINNER

MRS. RUTH JAMES, 1582 West 45th St., Los Angeles, Receives \$1,000 check from John Nizzastro, Manager of Vons Crenshaw Center Store.

More \$1,000 Winners...

BARBARA MILLER, Thousand Oaks
MISS LOIS MAC HUMPHRIES, Whittier
PAUL I. JOHNSON, Van Nuys
RAYMOND M. NIEHOFF, Garden Grove
LENA VENZA, Gardena
JOHN A. DIXON, Reseda
CHARLES C. RAMSEY, Downey

PLUS... THOUSANDS OF \$5, \$10, \$25 AND \$100 WINNERS EVERY WEEK!
OVER \$480,000 IN CASH AWARDED TO DATE

VONS Shopping Bag DELICATESSEN SPECIALS

SLICED MEATS 3:51

Buddig's—Smoked BEEF, CORNED BEEF, HAM OR TURKEY

Vons Wisconsin **MILD CHEDDAR** Aged Over 90 Days Save 14¢ lb. **79¢**

Pennsylvania Brand **SAUSAGE** Luer 1 Lb. Pkg. Save 16¢ **69¢**

Vons Fresh **GARDEN SALAD** Garbanzo or Kidney Bean 15 Oz. Cup **39¢**

- VONS BAKERY** "Goodness Knows"
- VONS BEAR CLAWS** Danish Style Coffee Cake Made with Butter, Pkg. of 3 **35¢**
- VONS ENGLISH MUFFINS** All Butter Shortening Plain, Pre-Split PKG. OF 3 **15¢**
- PLAIN or Sourdough Fig. of 6... **28¢**
- CHEESE or CURRANT Fig. of 3... **17¢**

- Frozen Food Features**
- WEST-PAC VEGETABLES**
- Pean, Cut Corn, Mixed Vegetables, 24-OZ. PACKAGE **3:89¢** (EXTRA LARGE POLY BAGS)
- Cat Green Beans, Chilled Cut or Shredding Potatoes 20-OZ. PACKAGE **4:89¢**
- Orange Juice** SLOW COOK 4-OZ. CAN **4:89¢**
- Grape Juice** MINUTE MAID 4-OZ. CAN **8:11¢**
- Banquet Dinners** ASSORTED 11-OZ. PKG. **39¢**
- Fried Onion Rings** CORNET 10-OZ. PKG. **39¢**
- Barbecued Beef** CORNET 24.8 LBS **1.19**
- VONS MEAT PIES** Chicken, Beef, Turkey, 8-Oz. 3/4-CR. FAMILY SIZE **69¢**
- Instant Breakfast** 8 SERV. PKG. **79¢**
- Kraft Miracle Whip** 8 OZ. JAR **55¢**
- Borden's Cremora** 4 OZ. JAR **29¢**
- Hunt's Tomato Sauce** 15 OZ. 3/29¢
- Wesson Oil** HIGHLY UNREFINED 24.8 BOTTLE **45¢**

Health & Beauty Aids Special

BAN DEODORANT Roll-On 100% ALU. 5.25 OZ. **57¢**

or Spray 4 OZ. CAN

exclusive Offer of Vons & Shopping Bag

BEAUTIFUL PEARLS from Majorca 10¢ Each!

Perlas Amante Pearls (Sweetheart Pearls)

The world famous iridescent gem created by skilled artisans on the Isle of Majorca, off the coast of Spain... a lustrous simulated pearl of unsurpassed beauty!

EACH PEARL ONLY 10¢ WITH EVERY \$1.00 GROCERY PURCHASE EXCLUDING FLUID MILK, TOBACCO OR ALCOHOLIC PRODUCTS

ACCESSORIES, TOO, AT SENSATIONAL SAVINGS! SEE THE SPECIAL DISPLAY IN THE STORE, START A NECKLACE OR BRACELET TODAY!

- EVERYDAY Low Prices at Vons**
- ICE CREAM** 1/2 Gallon **69¢**
- CIGARETTES** Regulars, Filters & Kings **2.25**
- BREAD** 15 Oz. Lg. Loaf Perfection—White, Wheat, Sandwich **2:49¢**

4 BIG SALE DAYS THU. thru SUN. OCT 6-7-8 & 9

VONS Shopping Bag BLUE CHIP STAMPS

- SCHILING Pure Black Pepper** 3-OZ. CAN **27¢**
- 100% COLOMBIAN Instant Yuban** PREMIUM COFFEE 9 OZ. JAR **1.35**
- CHICKEN-NOODLE Lipton Soup Mix** 2 PKG. PACK **31¢**
- CROWN PRINCE Horse Meat** NO. 1 TAIL CAN **2:49¢**
- FLEISCHMANN'S Margarine** 1 LB. CTN. **39¢**
- UNDERWOOD Chicken Spread** 4 1/2 OZ. CAN **47¢**
- SAFE, GENTLE-IN SHATTERPROOF PLASTIC Clorox Liquid Bleach** 1/2 GALLON PLASTIC BTL. **37¢**
- 1 GALLON PLASTIC JUG** **61¢**
- LEMON FLAVORED Nestea Ice Tea Mix** 4 OZ. JAR **59¢**
- MAXWELL HOUSE Instant Coffee** 10 OZ. JAR **1.35**