

Call Chamberland or Olfert 3-6181  
For location of Store Nearest You.  
Call Collect if Toll...

FEBRUARY 21, 1968

PRESS-HERALD

**VON'S SLIM PRICES PLUS ADVERTISED SPECIALS**

**FIRST SHOW TONIGHT**  
THURS., FEB. 22nd  
7:30 PM  
**IN FULL COLOR!**  
KTLA-5

**Let's Go to the Races**



**WIN CASH WITH TV MOST EXCITING FAMILY GAME!**

**OVER 300,000 IN TOTAL CASH PRIZES**

1st Race \$500 2nd Race \$1000 3rd Race \$2500 4th Race \$10000 5th Race \$100000

**AND YOU WIN \$2 WHENEVER YOUR HORSE PLACES 2nd**

YOU DO NOT HAVE TO WATCH THE TV SHOW TO BE A WINNER... The winning number for each of the five races will be posted at all VON'S MARKETS each Friday, Saturday and Sunday for your convenience.  
"LET'S GO TO THE RACES" Features a Five Race Program EVERY THURSDAY ON KTLA-5. Cash for each week's races will be of a different color. Get new cards every week... you'll enjoy "teasing" your horse as the race is telecast. It's fun! It's free!



**10 WAYS TO WIN**  
Win up to \$1,000 in Cash!

**BE SURE YOU HAVE YOUR "LET'S GO TO THE RACES" CARD!**  
Get one each time you shop at your friendly Von's Market... they're FREE at the checkstand. No purchase is necessary to obtain cards. Each "Let's Go to the Races" card has a different set of numbers in the WIN column. After each race, check the number of the winning horse with the number under VON'S on your card. If the number corresponds YOU HAVE A WINNER! Or if your horse comes in 2nd you will win \$2.00. Circle the number and bring it to your nearest Von's Market.

**VON'S SLIM PRICE**  
**COFFEE**  
PREMIUM BLEND  
1-LB. CAN... 59¢  
2-LB. CAN \$1.15  
3-LB. CAN \$1.73  
Plus You Get Blue Chip Stamps

**VON'S SLIM PRICE**  
**ORANGE JUICE**  
SUNKIST Florida's Finest  
6-oz. Can Frozen 59¢  
Plus You Get Blue Chip Stamps

**VON'S SLIM PRICE**  
**DETERGENT AJAX**  
POWERED Cleaner, Whiter Washes  
GIANT PKG. 69¢  
Plus You Get Blue Chip Stamps

**VON'S SLIM PRICE**  
**DEL MONTE TUNA**  
CHUNK STYLE Light Meat  
6 1/2-OZ. CAN 27¢  
Plus You Get Blue Chip Stamps

**VON'S SLIM PRICE**  
**SWANSON-TV DINNERS**  
Frozen Italian, Beef Hash, Cheppad Sirloin, Beef, Chicken, Turkey, Mutton and Swiss Steak  
11-OZ. PKG. 48¢  
Plus You Get Blue Chip Stamps

**VON'S SLIM PRICE**  
**REFRESHING COCA-COLA**  
Things Go Better With Coke...  
12-oz. Btl. 63¢  
6-PK. Plus You Get Blue Chip Stamps

**VON'S BAKERY**  
**CHERRY PIES** 69¢  
DEEP 8" SIZE HIGHEST QUALITY INGREDIENTS  
George Washington Birthday Special  
**VONS ENRICHED BREAD** 29¢  
White, Wheat or Sandwich, 1-Lb., 6 1/2-oz. Loaf  
**BANANA NUT LOAF** 45¢  
Vons Delicious Treat

**VON'S SLIM PRICES ON TOP QUALITY MEATS!**  
**HAM SALE**  
FARMER JOHN OR VONS TABLE KING  
Lean, Eastern Grain-Fed Pork  
43¢ lb.  
Full Shank Half 7-8 LB. AVG. WT. 55¢  
BUTT PORTION 55¢ CENTER SLICES \$1.09

**NOW! 10% REDUCTION**  
ON ALL  
★ BREADS  
★ SOFT DRINKS  
★ SNACK ITEMS  
More Proof of Vons Aim to Always Maintain Storewide Slim Priced

**Liquor Slim Prices!**  
**VODKA** \$3.39  
ROYAL VELVET 80-PROOF  
**BOURBON** \$3.55  
MILLBROOK 80-PR. KENTUCKY STRAIGHT 4 YEARS OLD  
**GILBEY'S GIN** LONDON DRY, 90-PR. 5TH... \$4.49  
SCOTCH PETER DAWSON, IMPORTED, 54.5 PR. 5TH... \$5.79

**GROUND CHUCK**  
LEAN TENDER Fresh Every Hour! 59¢ lb.

**CHUCK ROASTS**  
USDA CHOICE FLAVORFUL CENTER CUTS  
Boneless Chuck... 89¢ 45¢ lb.

**Rath's Dainties**  
Boneless Tavern Ham \$1.19  
Hormel "Cure 81" \$1.19  
Pork Sausage 59¢  
Beef Sausage Links 29¢  
McCoys Beef Bacon 59¢

**GAME HENS**  
New Taste Treat! 20-22 OZS. MIN. 69¢

**Choice Chuck Steaks** CUSTOM TRIMMED 49¢  
**Fancy Family Steaks** BONELESS CHOICE BEEF 89¢  
**Short Ribs of Beef** MEATY FLAVORFUL 39¢  
**Plate Boiling Beef** FOR SOUPS AND BEEF STOCK 23¢

**FRESH SAND DABS** 98¢  
DELICIOUS, PAN-READY...  
**FRYING SHRIMP** 98¢  
MEDIUM SIZE, SEAFOOD DELICACY...

**SLICED BACON**  
HORMEL BLACK LABEL 1-LB. PKG. 57¢  
SWIFT PREMIUM "NEW" 1-LB. PKG. 65¢

**Frozen Food Slim Prices!**  
Turkey Roast HONEYBUCKLE, 2 1/2 LB., 8-OZ. PKG. \$3.99  
Fish Crisps 4 FISHERMEN, 14-OZ. PKG. 69¢  
Rupert's Fish Sticks 8-OZ. PKG. 37¢  
Buttered Beef Steaks 1-LB. 79¢  
French Fried Halibut RUPERT'S, 9 1/2-OZ. PKG. 73¢

**VON'S Delicatessen Slim Prices**  
**JERSEYMAID COTTAGE CHEESE** 27¢  
FARMER, LO-CAL OR CREAMED, COMPARE THE QUALITY & PRICE! PT. CTN.

**SMOKIE LINKS** 59¢  
SWIFT PREMIUM REAL FLAVOR TREAT, 12-OZ. PKG. SAVE 1¢

**LEO'S MEATS** 3 for \$1  
SLICED, ASSTD - 3-OZ. PKG. Chicken or Turkey, 3-oz. Pkg. 45¢

**SLICED CHEESE** 39¢  
VONS PROCESSED, 5-OZ. PKG. AMERICAN, PIMENTO OR SWISS

**CREAM STYLE CORN** FANCY FARMS 303 CAN 2 for 33¢  
**DOLE DRINK** PINEAPPLE-GRAPEFRUIT REG. OR PINK 46-OZ. CAN 3 for 89¢  
**CLOVER MAID HONEY** BLENDED SAVE 20¢ 5-LB. CAN \$1.09  
**PURPLE PLUMS** JACK & BEANSTALK 2 1/2 CAN SAVE 5¢ 2 for 49¢  
**INSTANT BREAKFAST** CARNATION INCL. 10¢ OFF 6-PK. 62¢

**BELL BRAND POTATO CHIPS**  
If It's Bell It's Swell  
7-OZ. PKG. 43¢

**GILLETTE RIGHT GUARD DEODORANT**  
REGULAR OR DECORATOR  
7-OZ. SIZE, VONS REG. LOW PRICE \$1.18, SPECIAL 93¢

**BREAD** 22¢  
FRESH, PERFECTION, WHITE, WHEAT OR SANDWICH, 15-OZ. LOAF

**HEINZ STRAINED BABY FOOD** 4 1/2-OZ. 3/25¢  
**VONS MARGARINE** 1-LB. PKG. 2/35¢

**ICE CREAM** 69¢  
JERSEYMAID CATERING QUALITY ALL FLAVORS, 1/2-GAL. CARTON

**CIGARETTES** 29¢  
ALL POPULAR BRANDS INCL. FITZES & KING, CTN.  
**HEINZ KETCHUP** 14-OZ. BOTTLE 24¢  
**VONS LIQUID DETERGENT** 32-OZ. BTL. 39¢  
**ZEE TOWELS** 18-OZ. ROLL ASCORTED 28¢

**BUTTER** 79¢  
JERSEYMAID, GRADE AA FIRST QUALITY, 1-LB. CTN.

**POST GRAPENUT FLAKES** 16-OZ. 45¢  
**WISHBONE ITALIAN DRESSING** 16-OZ. BOTTLE 69¢  
**KELLOGG'S CORN FLAKES** 12-OZ. PKG. 39¢  
**BEST FOODS MAYONNAISE** 5 OZ. 59¢

**POTATOES** 39¢  
U.S. NO. 1 RUSSETS 10 LB. BAG

**DOLE PINEAPPLE** NO. 1 PLAT. CAN 2/39¢  
**TREE TOP APPLE JUICE** 6 1/2 GAL. 65¢  
**KRAFT MIRACLE WHIP** 5 1/2 GAL. 55¢  
**WILD BIRD SEED** 5 LB. 49¢  
**COLGATE TOOTHPASTE** FAMILY SIZE WITH FREE MOUTHWASH REG. 79¢, REG. 74¢ 3-OZ. SIZE WITH FREE LIP BALM 69¢  
**GROOM & CLEAN** 63¢

**BANANAS** 10¢  
CENTRAL AMERICAN GOLDEN-RIPE

**THE BEST ONE VOLUME ENCYCLOPEDIA... SAYS LIFE!**  
**THE COLUMBIA ENCYCLOPEDIA**  
Clip This Coupon

**VALUABLE COUPON**  
**FREE THE COLUMBIA ENCYCLOPEDIA**  
SECTION ONE FREE WITH THIS COUPON AND ANY GROCERY PURCHASE, Limit One Coupon Per Customer.  
Section 2-3 Now on Sale FOR ONLY 99¢

**BANQUET CREAM PIES**  
Ass'd Varieties 14-OZ. SIZE 29¢

**Limas & Ham** VONS 8-OZ. PKG. 2/49¢  
**Vons Enchiladas** BEEF OR CHEESE, 8-OZS. 3/1  
**Onion Rings** CORONET, 10-OZ. PKG. 39¢

**GREEN GIANT VEGETABLES**  
IN BUTTER SAUCE Ass'd Varieties 9-10 OZ. PKG. 3:89¢

**Fried Rice** WONG'S, 11-OZ. PKG. 49¢  
**Egg Foo Young** WONG'S, 12-OZ. PKG. 59¢  
**Party Pack Egg Rolls** WONG'S, 12-CT. PKG. 59¢  
**Sweet & Sour Pork** WONG'S, 14-OZ. PKG. 79¢

**VON'S PRIZE PRODUCE SLIM PRICES**  
**SALAD TOMATOES**  
FRESH RED-RIPE MEDIUM SIZE 19¢ lb.

**ASPARAGUS**  
FRESH TENDER SPEARS First of New Season! 39¢ lb.

**Bell Peppers** THICK MEATED STUFFING SIZE 19¢  
**Fresh Broccoli** FANCY ALL GREEN 19¢  
**Orange Juice** FRESH QUART BTL. 39¢  
**Pitted Prunes** SUNSWEET 12-OZ. PKG. 39¢

**WE SALUTE OUR SALESMEN**  
"NOTHING HAPPENS UNTIL SOME BODY SELL'S SOMETHING"  
**NATIONAL SALESMEN'S WEEK**  
Tax Added to Applicable Items  
**VON'S BLUE CHIP STAMPS**  
Prices Effective Thur., Fri., Sat., Sun. February 22, 23, 24, 25  
All Items and Prices Not in Effect in Santa Susana