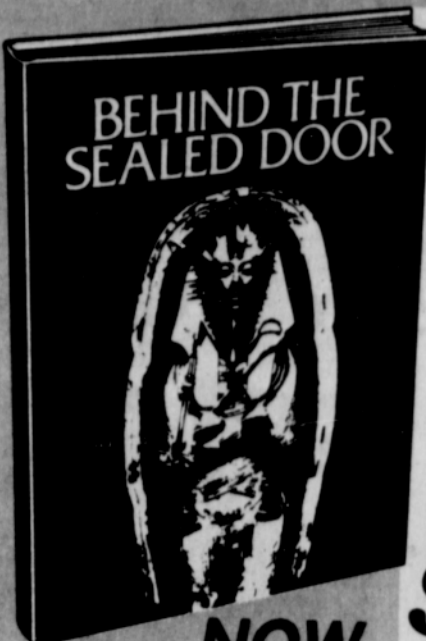


Fred Meyer

More Than Just Savings

NEW! EXTRAORDINARY BOOK!



Behind The Sealed Door

The discovery of the tomb and Treasures of Tutankhamun, by Irene and Laurence Swinburne. Published in cooperation with the Metropolitan Museum of Art with clear, beautiful photographs and easy reading of fascinating details. A rare treasure for the entire family.

\$9.97
Reg. \$12.95

Milton Bradley
King Tut Puzzles

1000 pieces
Reg. \$1.69
Variety Sections

Be sure to watch "Tut Minutes" on KATU TV Channel 2
Courtesy of Fred Meyer.

For those of you who enjoy the extra savings of **PLAIN-LABELS** Fred Meyer brings you 10 more!

NOW 30 PLAIN-LABEL PRODUCTS THAT SAVE YOU 10 to 30%!

REDUCING YOUR FOOD BUDGET IS EVEN EASIER NOW!

With 10 new Fred Meyer PLAIN-LABEL products, you can lower your food bill even more every day. No name, no frill packaging, no expensive advertising allows us to buy at a lower cost and pass the savings on to you.

WHERE CAN YOU FIND THESE NEW PLAIN LABEL PRODUCTS?

When you shop Fred Meyer you will find all of our PLAIN-LABEL products in one convenient area... "The Low Price Island". Look for the large plain signs in our stores and compare the price to products you are now using. Count your savings then visit this area each time you go shopping for food.

THE CHOICE IS YOURS! LOW PRICE OR FANCY BRANDS.

Fred Meyer wants to help you shop better so we invite those of you who haven't already tried nutritious PLAIN-LABEL foods and non-food products as a way of cutting your food costs to give them a try. As with everything we sell, if you are not satisfied with PLAIN-LABEL products, then simply return your purchase and we will cheerfully refund your money. No questions asked.

PLAIN-LABELS... value where it counts, in the product, not on the package.

PLAIN-LABELS Save You 10-30%				
NEW ITEM	SIZE	PLAIN LABEL	BRAND LABEL	SAVE
Chili	15 oz. can	52¢	75¢	23¢
Sliced Carrots	16 oz. can	33¢	47¢	14¢
Facial Tissue	Box of 200	47¢	65¢	18¢
Peach Halves	16 oz. can	40¢	not available	—
Macaroni & Cheese	7 1/2 oz. box	28¢	41¢	13¢
Peanuts	12 oz. jar	99¢	\$1.29	30¢
Peanuts	16 oz. jar	\$1.29	\$1.59	30¢
Purple Plums	16 oz. can	26¢	not available	—
Wax Beans	15 1/2 oz. can	29¢	not available	—
Pinto Beans	32 oz. bag	85¢	not available	—

Look for these PLAIN-LABEL Products Too! Save 10-30%

Orange Breakfast Drink
Syrup
Rice
Peanut Butter, Creamy
Peanut Butter, Chunky
Bath Tissue
Paper Towels
Napkins
Strawberry Preserves
Grape Jelly
Standard Aluminum Foil
Bleach
Fabric Softener
Imitation Mayonnaise
Liquid Dish Detergent
Pasta
Whole Kernel Corn
Cut Green Beans
Refried Beans
Applesauce



SAVE 72¢

Final Net Hair Spray

• 8 oz. Regular • Unscented
• Ultra Hold
• Invisible hair net

\$1.37
Reg. \$2.09



SAVE 30¢

Scotch Magic Tape

• 1/2" x 800" • It's permanent • Lasts as long as the paper it's on

49¢
Reg. 79¢



SAVE \$5.00

"Man-Eater" Skateboard

• 24" copolymer board with non-skid deck • 2"x2" urethane wheels

\$8.88
Reg. \$13.88

RENO Plus Tahoe

4 Days - 3 Nights

Includes: roundtrip airfare • 1 night Tahoe (Blin Inn near Harrah's), 2 night's in deluxe Onslow Hotel (Downtown Reno) • Hospitality pack • Bus to Tahoe • Airport transfer • Based on Minimum 25 per person double occupancy single occupancy \$205

from Portland
\$165

SPECIAL FRED MEYER DEPARTURE

JULY 22nd

Monthly Departures: July 22, August 26, Sept. 23, Oct. 21, November 18, December 23

Fred Meyer Tours

P. O. Box 42121 Portland, Oregon 97211-1100

Oregon Residents 1-800-452-8434 Outside Oregon 1-800-547-8084



SAVE 32¢

Wilkinson's All Sorts Licorice

• 8 oz. box • Assorted pieces
• Fresh and tender

57¢
Reg. 89¢



SAVE 78¢

100 Count Coffee Filters

• Fits Mr. Coffee, Mr. Coffee II, West Bend, Sears, Wards, Sunbeam and many other drip coffee makers.

2 for \$1
Reg. 89¢



SAVE \$2.11

24" Wood Step Stool

• Folds for easy storage • Excellent for kitchen, garage, closets, attics

\$3.88
Reg. \$6.29



SAVE \$2.03

Boys' Nylon Jacket

• Summer colors • Unlined • Washable • Sizes 8-18 • Ideal for summertime

\$3.96
Reg. \$5.99



SAVE \$1.03

Easy Going Jr. Classic T-Shirts

• 100% cotton or poly-cotton • Jewel neck and cap sleeves • Choice of colors

\$3.96
Reg. \$4.99



Home Style Soups

Sometimes all you need to take the edge off hunger is a quick bowl of soup. We think our old fashioned "Scratch Cooking" method makes a great bowl of soup. Hearty soup stocks are simmered in the kettle, then carefully blended to perfection. Our creamy

saucers are slow cooked and blended into one of the tastiest cream soups available. Our Master Chef watches over the cooking of each batch of soup... just like you would do at home. Try a bowl today!

This week's special... Noon to 8 PM
Soup of the Day 25¢
with the purchase of a Copenhagen Sandwich at \$1.75

Hearthside Stoneware

This Week's Feature:

Saucer **59¢**

With any \$3.00 purchase in any Fred Meyer Food or Variety Sections



Fred Meyer Coupon

Panty hose

Sheer to the waist with sandalfoot toes. 3 colors and 2 sizes

2 for \$1 with coupon
Reg. 59¢ ea.

• Cash value 1/20th of 1¢
• Valid Wed., July 5 thru Sat., July 8, 1978
• Apparel Sections FMA-00

Eve's Buffets at Albany, East Salem, Fourth Plain, Gateway, Gresham, Glisan, Hawthorne, Hazel Dell, Interstate, Longview, Morrison, North Salem, Peninsula, Santa Clara, Springfield, Southeast, Southsalem, Stadium, Swan Island, Tigard.

Fred Meyer Advertising Policy: Each of these advertised items must be readily available for sale at or below the advertised price in each Fred Meyer store, except as specifically noted in this ad.