



FRED MEYER brings two new shining stars into the toothpaste world — two new My-Te-Fine products to follow the My-Te-Fine tradition of utmost value and quality. There's My-Te-Fine Milk of Magnesia Tooth Paste and My-Te-Fine Mint Flavored Dental Cream, each dentifrice specially created to clean and protect the enamel of the teeth without scratching and to be beneficial for tender gums — each as refreshing in the mouth as a morning breeze.

2 Types

The milk of magnesia type is an effective anti-acid — the mint flavored type is particularly refreshing.

What a Value! What a Value!!

MY-TE-FINE

TOOTH PASTE OR SHAVING CREAM

50¢ Size **23¢ each**

Mr. and Mrs. Consumer!

My-Te-Fine Tooth Paste and Shaving Cream is another step in our sincere effort to keep down the cost of living by affording consumers articles of quality at thrifty prices made possible by efficient selling.



WE'VE been busy shavers around this office for months—trying this cream and that cream to find just the right cream for My-Te-Fine! Here's the shave cream that won vote after vote. It slips smoothly out of the tube and clings to the brush—it lathers up fast and furious, thick and creamy—it gets under the whiskers, making them easy prey for the razor—it leaves the face cool and soft. And it's a huge 50¢ size tube for 23¢. What a value!

My-Te-Fine Double-Edge Blades 10 for 23¢ Keen, microscope tested blades for a My-Te-Fine shave.

DEEP-CUT PRICES!

50¢ Pepsodent Tooth Paste 29¢
\$1 Pepsodent Junis Cream 59¢
50¢ Barbasol Shave Cream 29¢
\$1 Louis Philippe Lip Stick 67¢
\$1.25 Bottle Petrolager 73¢
60¢ Non Spi Deodorant 35¢
60¢ Calif. Syrup of Figs 33¢
50¢ Feenamint Laxative 29¢
\$1 Pepsodent Antiseptic 59¢
50¢ Revelation Tooth Powder 29¢
\$1.25 Kreml Hair Tonic 83¢
50¢ Size Mulsified Shampoo 29¢
\$1.25 Absorbine Jr., bottle 89¢
50¢ Woodbury Facial Cream 29¢
50¢ Size Yeast Foam Tablets 29¢
50¢ Cashmere Bouq. Perfume 29¢

We Redeem Lux and Lifebuoy Coupons

FACE POWDER

75¢ Dona Rosa 59¢
55¢ Lady Esther 37¢
50¢ Ponds 25¢
50¢ La Blanche 34¢
60¢ Pompeian 45¢

DEPILATORIES

60¢ Neet 40¢
\$1 DeMericol 79¢
75¢ Tiz Gon 69¢
\$1 Delatone 89¢
85¢ 4711 Powder 69¢

FIRST AID

1x5 Adhesive 15¢
5 yd. Sterile Gauze 29¢
\$1 Fever Thermometer 59¢
1-in. Gauze Bandage 5¢
2-Qt. Douche Can 79¢

HEALTH FOODS

15¢ Heinz Veg. 9¢
50¢ Pabulum 37¢
2 lbs. Kraft Choc. MM 39¢
75¢ Dextrin Maltose 57¢
85¢ Mellins Food 63¢

FOOT NEEDS

25¢ Blue Jay 21¢
35¢ Zino Pads 31¢
25¢ Freezone 24¢
35¢ Allens Foot Ease 29¢
35¢ Tiz Foot Tablets 26¢

Pint Keapsit Vacuum Bottle

59¢
Keeps liquids hot or cold. Ideal for school lunches.

OINTMENTS

35¢ Vicks 24¢
75¢ Musterole 50¢
50¢ Arzen Rub 9¢ clearance
25¢ Zinc Ointment 9¢
50¢ Unguentine 39¢

INHALENTS

50¢ Vicks 34¢
50¢ Groves 34¢
75¢ Vapex 50¢
65¢ Mistol 45¢
50¢ Chlorotone 33¢

ANTISEPTICS

\$1.00 Hexol 79¢
Pis. Antiseptic Sol. 15¢
14-oz. Listerine 59¢
\$1-Zonite 70¢
\$1 Lykolene 29¢

SHAVE CREAMS

35¢ Williams 29¢
50¢ Mennens 24¢
35¢ Ingrams 29¢
Giant Colgates 33¢
35¢ Burma Shave 26¢

Squibb Products

40¢ Tooth Paste 33¢
Pt. Cod Liver Oil 79¢
100 Aspirin 39¢
Pt. Milk of Magnesia 34¢
\$1.00 Adex Tablets 79¢

\$4.95 Toilet Water

\$2.49
Former \$4.95 Harriet Hubbard Ayer's Darling and other toilet waters.

Ayer's Beauty Box \$1

Contains Luxuria cream, face powder, liquefying cream and Eau de Beauté.

\$1.25 Value Beverage Set 89¢

Decorated Beverage Sets, with decanter, six glasses to match in basket type tray with handle.

200 Sheet Berkeley Cleansing Tissues 2 for 15¢

Soft, absorbent disposable tissues. It's a Fred Meyer value.

\$1 Colgate's Toilet Waters 59¢

Assorted odors, including Cashmere Bouquet. 50¢ size Toilet Waters 29¢.

Professional Brush \$1

Favorite waterproof professional type hair brushes, with ventilated backs.

10¢ Stafford Inks 5¢

High quality fountain pen inks in all colors. Full size bottles, regularly 10¢ each.

Pressed Briar Pipe

FREE with five 12¢ tins Tair & Half tobacco at 50¢, Mild Half & Half smoking tobacco and a new styled pressed briar

5¢ Tennyson Cigars 5 for 23¢

Tennyson panatela cigars with the new feature head. Box of 50 cigars \$2.19.

Fred Meyer

FOR thrifty BUYERS

Libby's Corn Beef
2 cans for 25¢

Dan-Dee Coffee
18¢ lb.

The same fine, full flavored blend formerly known as My-Te-Fine, and at the same thrifty price.

Solid Pack Tomatoes
large can 9¢ Utah Grown

Crown Best FLOUR
49 lb. sack \$1.55

Fred Meyer Reduces GROCERY PRICES

Check These Weekend Features!

Prices for Friday A. M. Through Monday

You can shop early Friday morning at Fred Meyer and take advantage of all weekend prices. Come down and shop around before the weekend rush. We reserve the right to reasonably limit quantities.

My-Te-Fine Matches
6 box carton 19¢

Mason Jars
(Without Lids)
49¢ doz.

A thrifty price for your canning and preserving needs.

Jell-O
Assorted Flavors
5¢ pkg.

Formay Short'ng 3 lb. can 49¢

Peets Soap 29¢ Med. pkg. **Free**

Post's Whole Bran 19¢ large pkg. Can or Pot Holder FREE

Old Country Hardtack 15¢ cello pkg. 10-ounce

Warrenton Clams 25¢ Minced Razor 1/2s cans

Libby's Deviled Meat 10¢ 1/4s tins

My-Te-Fine Salmon 27¢ Sockeye Red 1/2s cans

Calumet Baking Powder 18¢ lb. can

Van Camp's Tomato Soup 5¢ can

Dromedary Grapefruit 10¢ No. 2 can Buf. tin 5¢

My-Te-Fine Baked Beans 29¢ large cans

Libby's Tomato Juice, No. 1 tall cans, 4 for 25¢
Fancy Mixed Pickling Spices, lb. 19¢; 1/2 lb. 12¢
Quaker Brand Imitation Vanilla, 3-ounce jug 11¢
Gold Medal Sardines, in Olive Oil, 2 tins 13¢
Geisha Brand Crab Meat, 1/2 size cans, 25¢ each
Gay Brand Cuban Rock Lobster, large 1/2s cans 25¢
French's Ketchup Spice, 1 1/2-ounce tin 7¢
Economy or Big Boy Bar Soap, 4 bars for 15¢
Fred Meyer Pure Strained Honey, 10-lb. can 83¢
My-Te-Fine Hot Sauce, 4¢ tin, 4 tins for 15¢
White Eagle Soap Chips, 5-pound carton 29¢
Crown Pastry Flour, No. 5 bag 22¢
Libby's Home Style Pickles, pint jar 14¢

Tomatoes
Local Bonnie Best. While they last.

29¢ lug

Boiling ONIONS
U. S. No. 1s.

39¢
25-lb. bag

APPLES
Local Jonathans, faced and filled.

69¢ box

SPEAR MELONS
Grand Island

2 for 15¢
Mammoth size.

Waterm'ln
Green or striped.

1 1/4¢ lb.

LEMONS
Fancy Sunkist.

21¢ doz.
At Fruit Dept.

IT'S FUN AND IT'S THRIFTY TO SHOP AT FRED MEYER FOR YOUR EVERYDAY NEEDS! DROP IN!

Butterscotch Kisses



Tender, fluffy marshmallows dipped in rich butterscotch made with fresh cream and butter. Individually wrapped.

Always Kitchen Fresh

29¢ lb.

Cocoanut Crunch 23¢ lb.

Rich butter brittle flaked with freshly roasted cocoanut and choice selected nuts.

Combination Feature 49¢
1 lb. Butterscotch Kisses and 1 lb. Cocoanut Crunch.

Fifth Avenue Chocolates 2 lb. 89¢
Made right in our own daylight candy kitchen, rich in fresh creamery butter and cream. In attractive new box.

Spiced Midget Gum Drops, Fruit Flavors 15¢ lb., 2 lbs. 25¢
Black Walnut Chips, 19¢ lb.; 2 lbs. 35¢
XXXX Peppermint Lozengers, Good Old Fashion Kind—19¢ lb.; 2 lbs. 35¢
At Fred Meyer Candy Dept.

It's Fun to Serve Yourself

You lose no time in our toiletry and grocery shops, just step in, make your selections, pay cashier, and be on your way, with nary a moment wasted.

INDIA TIRES at Cut Prices



Genuine Indias, first quality of course, for that's the only kind of tire India has ever made. No private brands or second quality. Sawtooth treadlock, flat, thick tread, sidewall reinforcement, strong cords, and many other INDIA safety features. Regular and super 4-ply and 6-ply.

Save on Motor Oil!

Fred Meyer 100% Pure

Pennsylvania

The finest crude that comes out of Pennsylvania, refined the long residence way, that means it can't break down in your motor.

5 gal. \$2.95

Eastern Oil

High grade eastern oil, stands up for many miles. 25¢ deposit on 5-gallon cans, tax included.

5 gal. \$2.59

Western Oil

Cut your motor's costs with this thrifty western motor oil. 25¢ can deposit, tax included.

at Fred Meyer Grocery Dept.

Deep-Cut Prices in Smoking Needs

2 15¢ tins Edgeworth & \$1 Linkman Pipe 75¢

A regular \$1.30 value. Enjoy the Edgeworth tobacco and the Linkman Old London pipe in this thrifty combination. \$1.35 Edgeworth tobacco, 16-oz. tin ready rubbed or cut plug, 97¢.

Cigarette Case

FREE with Domino Cigarettes 98¢ ctn.

25¢ case free with each carton of 200 cigarettes purchased. 10¢ package, 2 pks. 19¢.

16 oz. Prince Albert Tobacco 73¢

Also Velvet smoking tobacco in the 16-ounce tin.

5¢ Canadian Club Cigars 3 for 10¢

Box of 50 Canadian Club cigars for \$1.49.

Old Gold, Camel, Lucky Strike, Chesterfield, or Raleigh cigarettes, carton of 200, 12¢ package, 2 packages 23¢.

12¢ Tins Prince Albert or Velvet Smoking Tobacco 10¢

15¢ Herbert Tareyton Cigarettes, \$1.35 carton of 200 cigarettes, 2 pks. 29¢; plain or cork tip.

5¢ Corn Cob Pipes, 3 for 10¢

Havana Sweets Cigars, 2 for 5¢; box of 50 cigars \$1.15

10¢ Masetto Puritano Cigars, 3 for 25¢; box of 50 cigars for \$3.75. Clear Havana Tobacco.

25¢ Briar Pipe, assorted shapes, 23¢

5¢ Pkg. Dills Pipe Cleaners, 3 packages for 10¢

Copenhagen Snuff 9¢ or 3 for 25¢

50¢ Tyer Self Closing Tobacco Pouches 19¢ clearance

At Fred Meyer Tobacco Dept.