

# New! Even More Delicious FIFTH AVENUE ICE CREAM

Made in our New Modern Plant

**25¢** QUART



Fred Meyer Fifth Avenue richer, creamier ice cream, "instant frozen" in our new, modern ice cream plant... is the newest thing in Salem today!... There aren't words to describe the luscious, tempting flavor of this cooling dessert, but we'll say this—you're in for a sensational taste thrill when the first frosty spoonful passes your lips. You'll understand, then, why we travel to nearby, green-pastured farms for purer, richer sweet milk and cream and after careful pasteurizing and "homogenizing" in our own plant, blend in juicy, sun-ripened fruit in generous quantities to give you nutritious ice creams and sherbets that'll make you smack your lips and say, "I've never tasted the real thing before!" Vanilla, Strawberry, Chocolate, Golden Glow, Butter Pecan and Black Walnut.

**Delicious Sherbet**  
Cooling and refreshing sherbet made with lots of freshly squeezed sun-ripened fruit juices. Orange and pineapple. **Quart 19¢**

**Dan-Dee Ice Cream**  
Vanilla, strawberry and maple-nut flavors, instant frozen. Not as rich and tasty as Fifth Ave., but filled with healthful, choice ingredients. **19¢ Quart**

Packed in FROSTAIRE  
FROSTAIRE, our concentrated dry ice, keeps your ice cream purchase firm up to four hours.  
At Candy and Delicatessen Sections



## Boned and Rolled BEEF ROAST

Juicy, tender roast for Sunday dinner. All meat... no waste. One of best beef cuts... at an economical price. Just cooking with a rich, delicious juice. Fine-grained, meaty. **25¢ lb.**

- Pot Roast, Thrifty, **15¢ & 19¢ Lb.**
  - Plate Boiling Beef, Lb. **10¢**
  - Pork Roast Shoulder, Lb. **14½¢**
  - Corned Leg of Pork, Lb. **19½¢**
  - Corned Beef Tongues, Lb. **15¢**
  - Pure Pork Sausage, Lb. **19¢**
  - Special Ground Beef, 2 Lbs. **29¢**
  - Boneless Brisk Corned Beef **15¢ & 17¢ Lb.**
- At Meat Section

## OREGON TUNA

Half or Whole **12½¢ lb.**  
Center Cuts 17½ Lb. Almost snow-white meat with a delicate chicken-like flavor.  
FREE tuna canning instruction card in Fish & Poultry Section!

**SALMON TROUT, 13¢ lb.**  
Young Hens, Tender, **24¢ Lb.**  
Colored Springs, Meaty, **25¢ Lb.**  
At Fish & Poultry Section



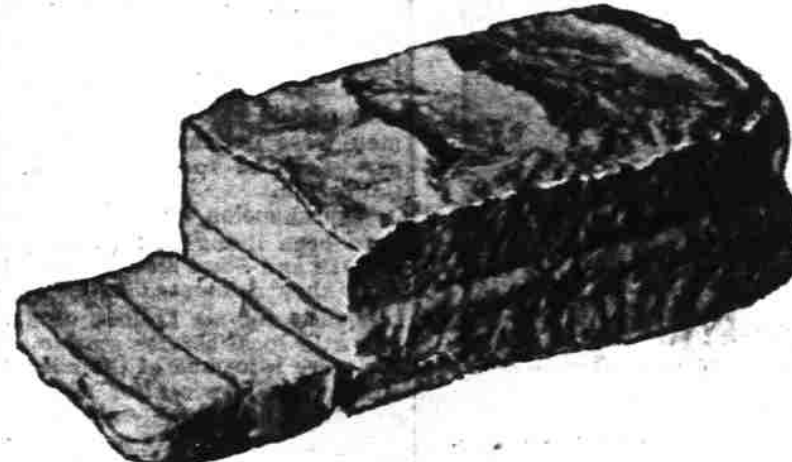
## Fresh, Fancy Elberta Peaches

Each Peach Wrapped to Assure You of No Crushed or Bruised Ones—All Are Ready to Can—Buy a Lug for Table Use—They Will Keep!

**53¢** Reg. Size Lug

Juice Oranges **3 Doz. 19¢**

Crisp Carrots **3 Lge. 7¢**



## Cool, Refreshing Orange Cakes

Golden ripe oranges crushed and grated and blended with finest cake flour, butter and eggs. Topped with orange fudge icing. Serves 2 to 10. **2-Layer Cottage 35¢**

**Pineapple Butterflies 20¢**  
Rich coffee cake made with finest cinnamon and choice raisins.

**Healthful, Delicious Wheat Germ Bread 11¢ loaf**  
A delightful easy way to get essential vitamin B and G.

At Bakery Section

**Sweet Pickles 10¢ pt.**  
Firm, Crisp, Appetizing  
Your choice of sweet mixed, whole sweet, split sweet... all carefully selected and cured for firmness and crispness. Fine as appetizers.

Green Olives, Small Pit, **21¢ Pt.**  
Manzanilla Stuffed Olives, **31¢ Pt.**  
Reg. 10¢ Polish Sausage, **3 for 25¢**

**Potato Salad 2 Lbs. 25¢**  
Freshly cooked No. 1 potatoes, evenly diced and blended with hard-cooked eggs, pickles and kitchen-fresh dressings.

**My-Te-Fine BACON 1-Lb. Pkg. 26¢**  
Eastern Sugar Cured

Prices Effective Friday Morning Through Monday  
**Fred Meyer**  
FOR THURTY BUYERS  
LOCALLY OWNED-OPERATED

# New Crop, Small Tender, Sweet Peas My-Te-Fine<sup>3</sup> SIEVE Peas

Full Size No. 2 Cans

**2 Cans 19¢** \$1.09 Doz. Case 24 \$2.09



My-Te-Fine Peas are packed from dewy-fresh Northwest grown tender young peas, picked just when each pod is at the peak of its garden freshness, and filled with health-giving vitamins A, C and D. No. 3 sieve peas are small, uniform and tender skinned. Each full size No. 2 can makes approximately 3 generous servings.

**Vale 5 Sieve Peas 2 No. 2 Cans 15¢**

## The Freshest Coffee in Town



**My-Te-Fine COFFEE**  
3 lbs. **55¢** 19¢ lb.

Full flavored, aromatic coffee freshly roasted from choice highland grown beans and ground for your favorite coffee maker.

Dan-Dee Coffee, 3 lbs. **35¢**  
5th Ave. Coffee, 2-lb. jar **45¢**

At Grocery Section



Reg. 16¢ Blue Label  
**Spread Cheese**  
2 5-Oz. Jars **23¢**

Choice of pimento, hamburger, olive pimento, relish or pineapple. Creamy, easily spread cheese in reusable, attractively decorated jars.

**My-Te-Fine TRIP CHEESE 19¢**  
Rich, whole milk cheese, fine for cooking or table use.

Philadelphia  
**Cream Cheese**

2 Pkgs. **13¢**  
Mild, creamy cheese for sandwiches, or to add to dressings.

Fifth Avenue  
**Grade 'A' Butter**  
2 lb. **59¢**  
30¢ Pound

Mild, lightly salted butter churned from daily gathered cream. Rushed to our stores and kept in air-conditioned refrigerators.

Dan-Dee Grade "A"  
**BUTTER**  
2 Lb. **55¢**  
28¢ Pound

**Bologna or Liver Sausage**  
Made and delivered fresh each day. **2 lbs. 33¢**  
17¢ lb.

Reg. 10¢ Ham Slices  
Out from centers of eastern hams. **3 for 25¢**

**Skinless Hot Dogs**  
Tender, juicy and full flavored. **23¢ lb.**

Eastern Sugar Cured My-Te-Fine Bacon, 1 lb. pkg. **26¢**  
India Relish, 9¢ lb.  
At Delicatessen Section

Fred Meyer Mixed  
**Pickling Spices**  
8-oz. Pkg. **13¢**

**Dan-Dee TISSUE**  
4 1000 Sheet Rolls **15¢**

**My-Te-Fine FLOUR**  
49 lb. sack **\$1.19**  
10 lbs. 29¢

**My-Te-Fine or Libby's TOMATO JUICE** 2 for 19¢  
**HORMEL CANNED HAM** About ¼ of a whole eastern ham **\$1.59**

**My-Te-Fine CORN**, whole kernel or cream, 2 No. 2 cans **19¢**  
**INSTANT POSTUM** Made with milk—a kiddies health drink 8 oz. tin **37¢**

**TRIANGLE PANCAKE FLOUR**, 4-lb. sack **19¢**

**My-Te-Fine Baked Beans or Brown Bread** 2 for 25¢

**TREASURE TUNA FLAKES**, While they last, ½'s, **10¢**

**MY-TE-FINE NOODLE SOUP** Rich with chicken 1's 2 for **15¢**

**MY-TE-FINE SHREDDED BEETS**, tender No. 2 tin 2 for **19¢**

**DINTY MOORE STEW or SPAGHETTI**, 1½-lb. tin **13¢**

**My-Te-Fine 12-oz. ORANGE JUICE**, 2 for **15¢**

**AMITA KADOTA FIGS** Whole and Broken No. 1 tin, 3 for **25¢**

**MY-TE-FINE VEGETABLES FOR SALAD**, No. 1 tin **12¢**

**My-Te-Fine Sliced Freestone PEACHES**, No. 1's **11¢**

**MY-TE-FINE TINY SWEET PEAS** No. 3 Sieve 2's, 2 for **25¢**

**DOGEE DELIGHT DOG FOOD**, No. 1 tin, 4 for **19¢**

**KIPPERED SNACKS**, Smoked, Fillets, ¼ tins, 3 for **14¢**

**GHIRARDELLI GROUND CHOCOLATE**, 1-lb. tin **27¢**

**MY-TE-FINE PURE HONEY** An Oregon product 1-lb. jar **13¢**

**KELLOGG'S SHREDDED WHEAT**, Reg. size **9¢**

**MY-TE-FINE STARCH**, Gloss or Corn, **7¢ pkg.**

**MY-TE-FINE PINEAPPLE JUICE**, Natural, No. 2 tin **7¢**

**MY-TE-FINE STUFFED or GREEN OLIVES** 1½-oz. tin **10¢**

**MY-TE-FINE WHOLE PEELED APRICOTS** No. 1 Tin **3 for 29¢**

**Hershey Baking Chocolate** 8-oz. Cake **10¢**

8-Oz. Canvas Gloves 2 Pr. **19¢** Hop Pickers' Gloves 3 Pr. **25¢**

**Dan-Dee Marshmallows**  
Full Pound Bag **8¢**  
Tender, fluffy, freshly made marshmallows that melt in your mouth. Delicious toasted, used in home-made ice creams or to make frostings.

## GROCERY SECTION

**Fred Meyer Thousand Island Dressing**  
Bulk Quart **31¢** 18¢ Pint

Creamy, delicious dressing for salads or for a sandwich spread made with fresh egg yolks, oil and spices fresh from our own spotless kitchen.

**Salad Dressing**  
Made with 55% pure vegetable oil, shortening. "Kitchen Fresh." **15¢ pt.**

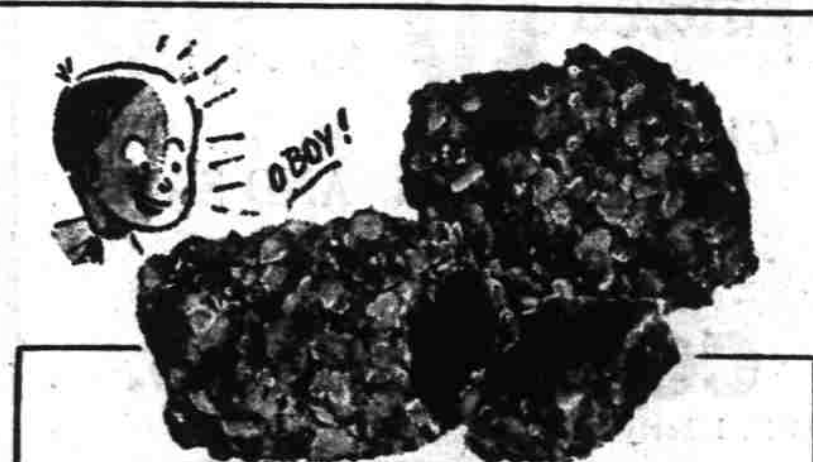
**Non-Fattening SLENDOL**  
Mayonnaise Type **39¢ qt. 23¢ pt.**

Made with specially imported, low calorie count mineral oil, fresh egg yolks, fresh from our kitchen.

**Garnishing Cherries**  
Large, firm, meaty cherries for salads or cocktails. **29¢ pt.**

**Strawberry Preserves**  
Clear, delicious filled with lots of strawberries. **2 for 25¢**

**Fresh Whipt Peanut Butter**  
Made with freshly roasted peanuts. **2 for 19¢**



Reg. 25¢ Lb. Chocolate Nut  
**Fudge Roll**  
2 Lbs. **35¢**

Creamy chocolate fudge, dipped in rich chocolate and rolled in ground nuts. A delicious candy treat from our spotless kitchen. **19¢ lb.**

**Molasses Mint Nougats**  
Made from special high grade Louisiana molasses, sugar and bittern, mildly mint flavored. 1 layered nougats. Wrapped. 2½ lb. **2 for 45¢**

**BUTTER CREAM NUTTIES**, 19¢ lb., 2 lbs. **35¢**  
**SUMMER ENSEMBLE PACK**, 2 lb. box **\$1.00**

**1 lb. Chocolate Nut Fudge Roll**  
**1 lb. Molasses Mint Nougats**  
Creamy, chocolate and nut covered fudge roll and delicious, tasty molasses nougats. **52¢ Value Both for 39¢**

At Candy Sections  
148 N. Liberty St.