

Medford Shoppers are Saying:

SAVE 10c ON FLOUR!

Finest-Quality
All Purpose



KITCHEN CRAFT

No coupon necessary.
Just pick up a bag at
the Kitchen Craft dis-
play and save 10c.

10 Lb. bag 88c

- Gold Medal Flour all-purpose 10-lb. sack 98c
- Gold Medal Flour all-purpose 25-lb. sack 2.27
- Kitchen Craft Flour all-purpose 25-lb. 2.27
- Family Flour Harvest Blossom 10-lb. sack 89c
- Family Flour Harvest Blossom 25-lb. sack 1.99
- Family Flour Harvest Blossom 50-lb. 3.98
- Pillsbury all-purpose Flour 10-lb. sack 98c
- Pillsbury all-purpose Flour 25-lb. sack 2.27
- Pancake Flour, Suzanna 3 1/2-lb. pkg. 45c
- Pancake Flour, Suzanna 10-lb. pkg. 1.05
- Buckwheat Flour, Suzanna 3 1/2-lb. pkg. 49c
- Pancake Flour, Sperry 10-lb. sack 1.15
- Buckwheat Flour Aunt Jemima 2 1/2-lb. pkg. 41c
- Cake Flour Swansdown 2 1/2-lb. pkg. 39c
- Softasilk Cake Flour 2 1/2-lb. pkg. 39c
- Bisquick, easy biscuit mix 40-oz. pkg. 29c
- Fleet Mix, quick biscuits 40-oz. pkg. 25c
- Cake Mixes, Swansdown, B. Crocker, D. Hines, Pillsbury pkg. 5/1.00
- Angel Cake Mixes, Swansdown, B. Crocker, Pillsbury pkg. 39c
- Brownie Mix Betty Crocker 16-oz. pkg. 37c
- Baking Powder Calumet 16-oz. can 25c
- Table Salt, Sno White 26-oz. size 12c
- Black Pepper Crown Colony 4-oz. can 35c
- Black Pepper Crown Colony 8-oz. can 69c
- Almond Extract Crown Colony 1-oz. bottle 21c
- Lemon Extract Crown Colony 1-oz. bottle 25c
- Shredded Coconut Dramedary 4-oz. pkg. 10c
- Nestles Morsels semi-sweet 12-oz. pkg. 57c

- Corn Flakes, Kellogg 8-oz. pkg. 15c
- Corn Flakes, Kellogg 12-oz. pkg. 21c
- All Bran, Kellogg cereal, 16-oz. pkg. 27c
- Raisin Bran Kellogg cereal 1-lb. pkg. 29c
- Rice Krispies Kellogg 5 1/2-oz. pkg. 16c
- Kellogg Cereal Variety pack 10-pkgs. 35c
- Shredded Wheat NBC dry cereal 12-oz. pkg. 19c
- Wheaties, bkft. of champs 12-oz. pkg. 23c
- Trix Cereal, fruit flavored 8 1/2-oz. pkg. 25c
- Cheerios, child's favorite 7-oz. pkg. 17c
- Farina, hot cereal 5-lb. pkg. 65c
- Quaker Oats, quick and reg. 3-lb. pkg. 37c
- Krinkles, Post breakfast cereal 8 1/2-oz. pkg. 24c
- Cream of Wheat hot cereal 14-oz. pkg. 21c
- Cream of Wheat breakfast cereal 28-oz. pkg. 34c
- Cream of Rice hot cereal 18-oz. pkg. 34c
- Brown Sugar, C&H 1-lb. pkg. 10c
- Powdered Sugar, C&H 1-lb. pkg. 10c
- Cane Sugar, C&H 10-lb. 93c
- Cane Sugar, C&H 25-lb. 2.29
- Cane Sugar, C&H 50-lb. 4.57
- White Satin Sugar 10-lb. 92c
- White Satin Sugar 25-lb. 2.29
- Cane Sugar, Victorias 10-lb. 90c
- Ballard Biscuits Oven-Ready 7 1/2-oz. pkg. 2/29c
- Lunch Meat Oscar Mayer 12-oz. can 33c
- Spam Luncheon Meat 12-oz. can 39c
- Prem Luncheon Meat 12-oz. can 39c

EASTER BUNNIES

Cuddly Rabbit - 14" tall. Begging Bunny - 16 1/4". Both plush colored and ribboned

Reg. \$2.98 Value
YOUR CHOICE \$1.49

Candy Easter Eggs

Candy treats for the kiddies

- Jelly Easter Eggs, Roxbury 16-oz. 29c
- Roxbury Jumbo Marshmallow Eggs 28-oz. 59c
- Roxbury Marshmallow Eggs 15-oz. 29c
- Jelly Bird Beans, Roxbury, 16-oz. 29c
- Marshmallows, Fluff-i-est 1-lb. 31c
- Choc. Creams, Roxbury 8-oz. 29c
- Mello Creams, Roxbury 15-oz. 29c
- EASTER EGG DYE, Paas Pkg. 15c



- Chopped Beef, Wilson Bif 12-oz. can 3/1.00
- Dried Beef, Rath sliced 2 1/2-oz. jar 33c
- Breakfast Sausage, Rath 8-oz. can 43c
- Beef Stew, Nalley 15-oz. can 37c
- Beef Stew, Dinty Moore 24-oz. can 45c
- Boned Turkey Swanson 5-oz. can 3/1.00
- Boned Chicken Swanson 5-oz. can 3/1.00
- Shrimp, Lou-Z-Ana broken 5-oz. can 25c
- Shrimp, Shady River large 5-oz. can 45c
- Shrimp, Shady River small 5-oz. can 39c
- Oysters, Windlass 4 2/3-oz. can 39c
- Sardines Tempest Maine No. 1/4 can 3/25c
- Mackerel, Propeller No. 1 can 21c
- Red Salmon, Dutch Harbor No. 1 can 73c
- Pink Salmon Prince Leo No. 1 can 55c
- Tuna Fish, White Star bite-size No. 1/2 can 25c
- Tuna Fish, Torpedo grated No. 1/2 can 2/35c
- Tuna Fish, Sea Trader chunk No. 1/2 can 20c
- Tuna Fish Starkist, chunk No. 1/2 can 33c
- Tuna Fish, Bumble Bee No. 1/2 can 33c
- Minc'd Clams Snow's 7 1/2-oz. can 2/49c
- Eastern Clams, Sea Trader minced 7 1/2-oz. can 24c
- Crabmeat, Sea Haven 6 1/2-oz. can 55c
- Jell-Well, gelatines pkg. 4/29c
- Jell-O, gelatines pkg. 4/35c
- Instant Dessert, Amazo pkg. 2/25c
- Ice Cream, Snow Star quart 45c
- Ice Cream, Snow Star half gallon 89c
- Sherbert, Party Pride pint 23c
- Iced Dessert, Bandbox quart 33c
- Ripe Olives, Ebony, med., No. 1 can 25c
- Ebony Olives, large pitted No. 1 can 33c
- Kosher Dills Zippy brand 22-oz. jar 29c
- Dill Pickles Zippy, whole 22-oz. jar 31c
- Sweet Pickles Zippy, Gherkins 8-oz. jar 29c
- Sweet Pickles Zippy, mixed 12-oz. jar 27c
- Sweet Pickles Zippy, whole 22-oz. jar 47c
- Sweet Relish, Zippy 12-oz. jar 22c
- A-1 Sauce, meat sauce 6-oz. bottle 33c
- Heinz Sauce, Beefsteak 8-oz. bottle 23c
- French Mustard fine flavor 9-oz. jar 16c
- Hot Mustard Old Spice 3-oz. jar 13c
- Chili Sauce, Moneta 12-oz. bottle 23c
- Chili Sauce, Heinz 12-oz. bottle 39c
- Heinz Ketchup flavor favorite 14-oz. bottle 19c
- Catsup, Taste Tells 14-oz. bottle 11c
- Catsup, Red Hill 14-oz. bottle 2/29c
- Catsup, Del Monte 14-oz. bottle 19c
- Catsup, Dennison 14-oz. bottle 19c
- Tomato Sauce Taste Tells 7 1/2-oz. can 5c
- Tomato Sauce Del Monte 8-oz. can 3/25c

NOW! 2% RICHER at no increase in price

LUCERNE 12% HALF & HALF

Pint Carton **2/49c** Quart Carton **2/85c**

Lucerne Milk **2/43c** Skim Milk qt. **2/31c**
Reg. or Homogenized

5% Milk Quart **24c** Buttermilk qt. **2/37c**

- "AA" Large Eggs, fresh dozen 59c
- Fresh Butter, Shady Lane per lb. 68c
- Montrose Butter, fine quality 1-lb. carton 71c
- Nucoa Margarine 1-lb. carton 4/99c
- Sunnybank Margarine 1-lb. carton 4/99c
- Parkay Margarine 1-lb. carton 4/99c
- Allsweet Margarine, 1-lb. carton 4/99c
- Margarine, Coldbrook 1-lb. carton 5/89c
- Margarine, Dalewood 1-lb. carton 4/87c
- Baby Food, Gerbers, strained can 12/89c
- Strawberry Jelly, Empress 12-oz. glass 29c
- Currant Jelly, Empress, 12-oz. glass 29c
- Cherry Preserves, Empress 2-lb. can 75c
- Peach Preserves, Empress 2-lb. can 59c
- Orange Marmalade, Empress 2-lb. can 49c
- Peanut Butter, Beverly 12-oz. jar 38c
- Peanut Butter, Real Roast 12-oz. jar 37c
- Peanut Butter, Skippy 13-oz. jar 44c
- Apple Butter, Empress 11-oz. glass 19c
- Apple Butter, Shasta 28-oz. jar 29c
- Clover Honey, Empress 5-lb. can 1.09

CRISCO
All Vegetable Shortening
3-Lb. Can **79c**

- Mayday Oil, Neutral flavor quart bottle 55c
- Mayday Oil, for salads and cooking half gallon 1.10
- Shortening, Frappe 3-lb. can 79c
- Royal Satin Shortening 3-lb. can 73c
- Royal Satin Shortening 6-lb. can 1.46
- Swift's, Shortening 3-lb. can 79c
- Spry Shortening, All-purpose 3-lb. can 79c
- French Dressing, Miracle 8-oz. bottle 22c
- Mayonnaise, Piedmont quart jar 52c
- Mayonnaise, Nu Made pint jar 39c
- Mayonnaise, Nu Made quart jar 57c
- Best Foods Mayonnaise pint jar 39c
- Best Foods Mayonnaise quart jar 57c
- Salad Dressing, Cascade quart jar 45c
- Salad Dressing, Duchess quart jar 53c
- Miracle Whip, Kraft quart jar 53c
- Tang, Salad Dressing quart jar 49c
- Sandwich Spread, Lunch Box pint jar 39c
- Sandwich Spread, Lunch Box quart jar 69c

WESSON OIL
Delicate Flavor
Quart Bottle **59c**

Safeway brings you the finest in fresh winter fruits!

AVOCADOS

Silky-rich Calavos. New-crop aristocrats with solid, buttery flesh and paper-thin, dark green skins. Selected to delight you.

Each 10c

- Ripe Bananas Full and Ripened to Peak Flavor **lb. 19c**
- Arizona Grapefruit White Marsh Seedless **8 Lb. Bag 59c**
- Pink Grapefruit Sweet and Juicy From Florida **lb. 10c**
- Newtown Apples Crisp and Crunchy From Hood River **lb. 4/39c**
- Winesap Apples Juicy, Delicious Schoolboy Size **4 Lb. Cello Bag 49c**
- Oranges Sunkist Med. Size **lb. 12c** 5-lb. cello bag **49c**
- Radishes **2 Bch. 15c**
- Green Onions **2 Bch. 19c**
- Lettuce Compact Heads **lb. 15c**
- Carrots No Tops **lb. 10c**
- Celery Crunchy Crisp **lb. 17c**
- Cauliflower Solid **lb. 23c**

POTATOES
U.S. No. 1 Select and Graded Med. to Large
Economy Pack 10-Lbs. **59c**
U.S. No. 1 Med. to Lge. 25 Lbs. **1.45**
Select Premium 6 to 16 oz.—Lb. **8c**

TIDE
Detergent
19-oz. Pkg. **29c**

TIDE
Detergent
47-oz. Pkg. **69c**

- Rik Rak Cleanser 14-oz. size 3/25c
- Spic 'N Span, Woodwork Cleaner, 16-oz. size 27c
- Spic 'N Span, Woodwork Cleaner, 54-oz. size 83c
- S.O.S. Pads, Soap Cleaner pkg. of 10 23c
- Surf, Detergent 40-oz. pkg. 61c
- Parade, Detergent 40-oz. pkg. 59c
- Parade, Detergent 19-oz. pkg. 29c
- Oxydol, Detergent 19-oz. pkg. 29c
- White King Soap 22-oz. pkg. 29c
- Cheer Detergent, Easy on hands 21-oz. pkg. 29c
- Cheer Detergent, Blue Magic Whitener 51-oz. pkg. 69c
- Ivory Snow, Pure mild 31-oz. pkg. 69c
- Ivory Flakes, For delicate fabrics, 12 1/2-oz. pkg. 29c
- Vel Detergent, Easy on hands 37 1/2-oz. pkg. 69c
- Fab Detergent, For fine fabrics 47-oz. pkg. 69c
- Dreft Detergent 37-oz. pkg. 69c
- Dux Soap, All-laundry purposes 50-oz. pkg. 69c
- White Magic Soap 23-oz. pkg. 23c
- White Magic Soap 46-oz. pkg. 45c

- Dog Food, Playfair can .09
- Dog Food, Pooch can 3/25c
- Dog Food, Friskies can 15c
- Dog Food, Pard can 2/27c
- Toothpaste, Gleem econ. size 63c
- Toothpaste, Gleem large size 47c
- Toothpaste, Gleem med. size 27c
- Scott Tissue, for bathroom reg. roll 2/25c
- M D Tissue for bathroom, reg. roll 2/23c
- Kleenex, facial tissue pkg. of 300 20c
- Paper Towels, Zee brand roll 18c
- Paper Napkins, Zee, white pkg. of 80 2/25c
- Waxed Paper, Zee brand 125-ft. roll 23c
- Book Matches, 50 books to pack ctn. 2/29c
- Light Globes, G.E. Frosted 60W 19c
- Gloves, Canvas pair 29c
- Work Gloves, Plastic dot pair 49c
- Nylon Hose, Floyd's 60-15 pair 1.19
- Nylon Hose, Floyd's 51-15 pair 98c

PALMOLIVE SOAP
Fragrant
Reg. Bars **3/25c**

PALMOLIVE SOAP
Mild
Bath Bars **2/25c**

Comparison proves again and again...