

At SAFEWAY this week
 Fresh-picked
 Crisp-eating
APPLES
 FANCY-Delicious
 Medium Size

These apples are tops for bobbing, dipping in caramel, or just good eating. Safeway guarantees every apple to be ripe and crisp.

Safeway has all sizes of fresh
PUMPKIN
 Every one is plump and firm, guaranteed by Safeway.
 ea. **10¢**

4-lb. Cellc Bag

49¢

- Grapefruit** Thin skinned Florida Pinks 96 size — 5 for 49c Each **10¢**
- Danish Squash** Perfect for baking ea. **6/25¢**
- Fresh Dates** Grown in sunny California 12-oz. pkg. **19¢**
- Potatoes** U.S. No. 2 **25 Lbs. 59¢**
- Yellow Onions** Medium size Lb. **5¢**

CELERY

Every stalk is firm and crisp

lb. **5¢**



This Weeks Halloween Feature at Safeway

Here is the finest money can buy. Look at this low, low price

WHOLE or FULL SHANK Half
HAM lb. **49¢**
 Average 10 to 16 lbs.

Pork Sausage 100% Pure Pork 1-Pound Rolls **39¢ lb.**

- "U.S.D.A. CHOICE" BEEF, Uniformly Aged**
- Round Steak** Full Cut Bone-in Lb. **89¢**
 - Pot Roast** "USDA CHOICE" Arm cut Lb. **59¢**
 - Pot Roast** "USDA CHOICE" Blade cuts Lb. **49¢**
 - Beef Stew** "USDA CHOICE" Boneless cuts Lb. **69¢**
 - Ground Beef** 100% pure Ground fresh Lb. **39¢**
 - Plate Boiling Beef** Lb. **15¢**

- Pork Loins**
- Whole or Full Half Lb. **53¢**
 - LOIN PORK ROAST**
 - Rib End Lb. **49¢**
 - Loin End 2 1/2 to 3 lb. Lb. **53¢**
 - PORK CHOPS—Center cut Loin & Ribs** Lb. **85¢**
 - Smoked—Sugar cured SLICED BACON** 1-lb. pkg. **49¢**

STEWING CHICKEN Fresh Whole Pound **39¢**

Captain's Choice Fresh Frozen WHITING So flavorful and economical 1 1/2-lb. pkg. **39¢**

Prices effective through October 28th at Safeway in Medford. We reserve the right to limit.



CHEESE ASSORTMENT—There's no trick to it when you treat family and friends to a handsome cheese assortment along with crusty French bread, an offering of Fall fruits and apple cider by the pitcher-full.

Feeding the Family

By ZOLA VINCENT
 Food Editor

Here Are Tricks With Cheese That Turn Into Tempting Party Treats

For the week ahead, the Halloween motif will be haunting the household as small fry and not-so-small members of the family plan gay parties . . . or merely plan to gaily welcome the "trick or treaters" who, incidentally, seem to be getting older each year. Last year's batch, we recall, included bewitched babes and boys from the college crowd.

First let's concern ourselves with the party giver who has people in after the game (football, basket ball, bowling or whatever) or for a game (cards). Food to be served at 5 o'clock or at 11.

Cheese Assortment
 Golden, glowing in the best Halloween season color tones we've pictured, an assortment of fine American made cheeses that come in rounds, wedges and bricks; natural cheddar, gruyere, cream cheese, gouda, Roquefort, camembert, leicester with vera-sharp, cheese n' bacon and pimiento spreads. All are good mixers; pick your favorites.

With the cheese assortment, offer crisp, fragrant golden delicious apples, pears, oranges, grapes; French bread and butter crackers. Appropriate beverage of course is cider. All set . . . Have fun!

Quiche Lorraine

Here is the recipe for the famed cheese pie Quiche (pronounced "kish") Lorraine that appeared in the thriller, "Catch a Thief" and as it was offered newspaper foods editors by Plaza Hotel chefs recently. A combination of cream, swiss cheese, bacon, eggs and chives, it is perfect as an appetizer when cut in thin slices or as an entree in pie size pieces. Simply superlative, in either event.

- 1 baked pie shell, 10 inches
- 1 quart light cream
- 8 egg yolks, unbeaten
- 1/2 pound natural Swiss cheese, grated
- 8 slices crisp fried bacon, chopped

Salt, pepper, paprika to taste
 Place egg yolks in bowl; break with wire whisk. Add cream and seasonings; mix until blended. Add cheese and bacon. Beat with wire whisk (this is a French recipe but your old reliable egg beater used with a light touch will do). Add chives and "whisk" lightly until well blended. Pour into baked pie shell. Bake in 325 degree oven for 40 minutes or until the custard sets.

Tri Cheese Spread

Party trick here is to fix and chill mixture in fancy molds or fluted paper cups, then unmold handsomely at party time on your prettiest plate along with crackers, potato chips, corn chips or other favored "cheese carrier".

- 1 (1 ounce) portion process Gruyere cheese

Hot Parmesan Puffs

To make these cheese puffs, we use a three-ounce canister of grated Parmesan and Romano cheese to be found in most cheese departments. Finished product is hot and wonderful; makes about 30 "puffs".

In heavy saucepan, melt fat to depth of three inches. Heat fat to 350 degrees on deep fat thermometer or until a cube of day-old bread browns in 60 seconds. Beat three egg whites until stiff but not dry; fold in cayenne and cheese (mixture will decrease in volume when cheese is added).

Drop by teaspoonfuls in fat. Cook until delicately browned on all sides, about three to four minutes. Remove from fat with slotted spoon, drain on absorbent paper. Dust with paprika. Serve hot.

Surprise Packages

For Halloween Hold-Ups
 Have fun with hand-outs for "trick or treaters". Be prepared! Loot bags seem to be the big idea nowadays.

Children and grown-ups too, like surprises . . . Take a few apples, oranges, popcorn balls or popcorn from a bowl, black and orange jelly beans, marshmallows, chocolate or orange iced doughnuts or whatever else appeals to you; wrap these sundry items in waxed paper, Halloween napkins, fancy wrappings or aluminium foil and pile them on a tray on a hallway table. Let the children take their pick. A

On The Side

By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

Amsterdam — Breezed over here smoothly and speedily on a newly built highway. Come in a taxicab. About 35 miles. Price about \$10. We are domiciled in the Hotel Amstel. Our room overlooks the Amstel river, a busy waterway that divides the city. There is considerable river and street traffic, but the hotel has a remarkable system of soundproofing. The atmosphere is quiet and peaceful day and night.

Service

The manner in which the Amstel hotel is conducted is a masterpiece of service. Nevertheless you can pick up the hotel bill and restaurant checks in relaxed fashion. Come to about one third of that for similar places in the United States. Bill Corum would like the Amstel. Bill, as you probably know, was the first to say: "I don't want to be a millionaire, I just want to live like one."

Honesty

The traveler in Holland gets

better than an even break. The Dutch are outstandingly honest. I left an umbrella in a taxicab in The Hague. The driver found it and on his day off made a 70 mile round trip by train to Amsterdam to return it. When a waiter hands you a check in Amsterdam, he says: "service charge included." That means you don't have to give him a tip. This is unique in my European travel experience.

Old Timers

Firms that have been in business 200 or 300 years are common in Amsterdam. In fact, a firm that has only been in business for a 100 years is considered a Johnny-Come-Lately. One popular bar here, the Rhenian Anise Barrel, has been active continuously for 272 years; its customers have worn out a number of doorsteps.

Traffic

Holland is the most densely populated country in Europe. That is impressed on you particularly in Amsterdam. Especially during the rush hours. I am a veteran of the Brooklyn bridge and subway rush hours but I have never seen such a general jam as there is at 5 p.m. in Amsterdam. Buses, trolley cars, automobiles, bicycles and pedestrians. Everything is packed. At a traffic stop, as many as 400 cyclists will halt. The population of Amsterdam is about 900,000. There are 450,000 owners of bicycles in the city.

Sidelights

Henry Ford Sr., once seriously suggested that Amsterdam fill up all its canals and make a automobile thoroughfare of them. . . Practically every cocktail bar in Amsterdam features a piano player. The song most played by these pianists is the one titled Poor People of Paris . . . right now the favorite modern American author in Amsterdam is Erle Stanley Gardner. . . Television has hardly come around the corner in Holland. There is only one broadcasting station in the country. Population is 10,500,000, but only 80,000 have television sets.

Risky Ride

Today we were riding in a taxi along a narrow thoroughfare by the side of a canal. There was no guard rail on the canal. It was raining. The street was slippery. I expressed concern about the possibility of the cab skidding into the canal. I found out later that quite a few cars actually do skid into the canals. In fact, the Amsterdam fire department has a special truck which is used to fish automobiles out of the canals.

there's only one
SKIPPY
 BEWARE OF IMITATIONS
 LOOK FOR THE HAPPY LITTLE DOG
TOPS IN QUALITY!
LOW IN PRICE

Wake up and live!
MAKE IT MILK

Snider's

See what a difference
 C&H makes

IT'S PURE CANE