

ME BRANDS

Get set for a gay Christmas season this year . . . be sure you have plenty of delicious candies and fresh nuts for baking, table decorations, snacks, etc.

Famous brands you can depend upon at special prices this weekend at Safeway



Your Friendly



NOW You Can Get the Famous **S and W** Fine Foods At The New Shopping Center **SAFEWAY STORE!**

Del Monte Fruit Cocktail

Fancy quality assorted fruits in sugar-sweet syrup. Stock up and save more at Safeway. **4** 303 tins **\$1.00**

Coldbrook Margarine

Grand for all cooking and baking. Reg. 5 for \$1.00. Like getting 1 FREE. **6** 1-lb. pkg. **\$1.00**

Always Fresh Cigarettes

Because of fast turnover you get fresher cigarettes or your money at Safeway. Each **20¢** Regular Ctn. 200's **\$1.85**

Fig Bars Busy Baker crisp oven-fresh cookies. Everybody's favorite. **1-lb. pkg. 29¢** **2-lb. pkg. 49¢**

Jell-o Gelatins 10 delicious gelatin dessert flavors to choose from. **4-3-oz. pkg. 39¢**

Dole Pineapple Finest fancy quality from Hawaii. **No. 1 Fiat 20¢**

Kraft Cheese Bacon-Roca Cream, Garlic, Old English Pimiento, Olive Pimiento and American. **5-oz. Glass 29¢**

Fresh Eggs AA Large Cream O' Crop Blend **49¢**

Luscious, Sun-ripened Arizona Ruby Red

GRAPEFRUIT

8 lb. bag **59¢**

These are the plump, smooth skinned kind, near bursting with juice. Their flavor is something special. Just the thing to add a bright touch to any meal. And look at this special low price.

Extra-Rich "Bonus Quality"

LUCERNE EGG NOG

Made with the finest "country fresh" cream and eggs . . . and spiced so nice. Already mixed and ready to pour. Quart carton **59¢**



Two-Ten Milk Fortified Skim Milk **2** Half Gal. **87¢**

ASSORTED CHOCOLATES

A fine Selection of Quality Chocolates At a Very Reasonable Price

\$1.89 2 1/2-lb. box **\$3.49** 5-lb. box

BRACH'S FINE CHOCOLATE CANDIES

Choc. Cherries Milk or dark choc. 12-oz. pkg. **59¢**

Miniature Chocolates 12-oz. pkg. **89¢**

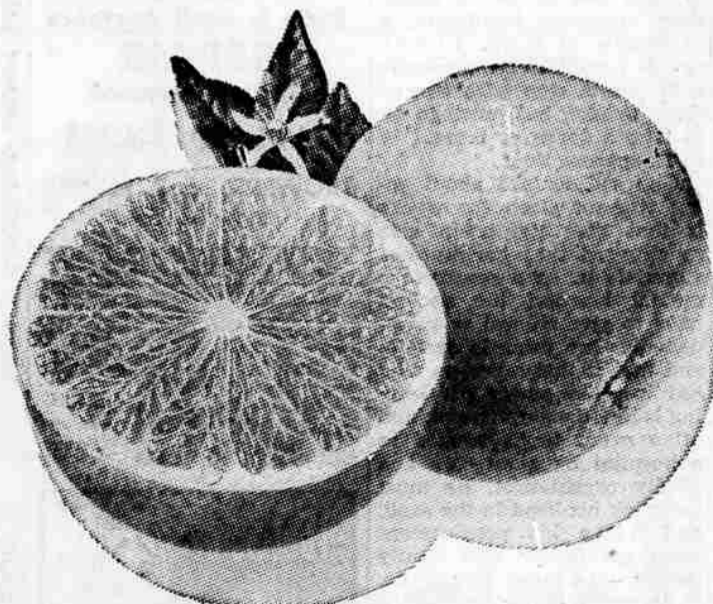
Kotex Sanitary napkins Pks. of regulars **2** pkgs. 12's **89¢**

Oxydol Detergent 49-oz. pkg. **89¢**

Dash low-suds washing 24-oz. pkg. **45¢**

Spic 'n Span all-purpose 16-oz. pkg. **30¢**

Comet Household Cleaner **2** 14-oz. tins **33¢**



FRESH ROASTED PEANUTS

Delicious in-shell nuts at a special price. **3** lbs. for **\$1.00**

Prices effective through Sunday, December 13, at Safeway in Medford. We reserve the right to limit.

THE S and W STORY

BIRTH OF AN IDEAL

"More than fifty years ago, a tall, patient man observed there was a different label for every canned product, but the customer could never be sure of uniformity of quality. He resolved to make a label that would mean something—something fine, like a sacred pledge. A label that would always mean the best in the world is inside this container. That man was the founder of S and W Fine Foods, Inc. The best or nothing was his creed, and the S&W label is today the pledge and guarantee of that ideal."

—From Peter B. Kynes' "Book I Never Wrote"

Look for These Simply Wonderful

S and W Fine Foods

- S&W RED KIDNEY BEANS**
The versatile vegetable! Serve 'em hot or cold in salads, casseroles, relish trays. Sensational in chill con carne.
- S&W STEWED TOMATOES**
California's best—full-bodied and lively flavored. Great straight, also combined with green beans or corn. You'll love 'em.
- S&W APPLESAUCE**
Everybody likes it—a crystal-clear sparkling sauce of Gravenstein apples, orchard fresh. Old fashioned good!
- S&W GREEN POINT ASPARAGUS**
Tender white spears green-tipped with sunshine. For sparkling salads, or a succulent entree vegetable. So good!
- S&W FRUIT COCKTAIL**
Originated by S&W—still the finest flavored. Perfect for satisfying salads and desserts. It's simply delightful!
- S&W PINEAPPLE**
Chunk or crushed Hawaiian pineapple sun-ripened, transforms sundaes, salads, molded desserts into tropical treats. In a twinkling!
- S&W GREEN BEANS**
Blue Lake variety, Julienne French sliced for perfect tenderness with meat dishes, in salads. Simply wonderful!
- S&W SWEET PEAS**
Peerless peas, tender young and sweet. Zip 'em open, for quick side dishes, salads and garnishes. Mmmmmarvelous!
- S&W CORN**
Golden sweet and tender, with a fresh "off-the-cob" flavor. Cream style or whole kernel, it's best when it's S&W!
- S&W SPINACH**
The kids will love THIS pack . . . from select crisp, full-leaf crops. Bright green and fine-flavored. Melts in your mouth.

Winesap Apples

Crisp 'n juicy, extra fancy schoolboy size . . . just right for lunch boxes. **4-lb. bag 49¢**

No. 1 OREGON RUSSETS

Potatoes 25-lb. Sack **98¢**

All From Your Friendly



Stop and **LOOK**

at Our New Dietetic Food Department — Featuring S and W NUTRA DIET FOODS and TILLIE LEWIS TASTI-DIET for a Complete Salt-Free Diet.