

SAFEMAY invites you to enter this easy contest... anyone can win!

WIN a fabulous 6 week trip to BRAZIL for TWO

All expenses paid, plus \$2,500.00 for spending money!

800 prizes in all...cash value \$26,025.00

... Just complete in 25 additional words or less the sentence: "I prefer freshly-roasted whole bean coffee that I grind fresh at SAFEMAY because..."

Get complete rules, official entry blank, and your copy of "The Amazing Secret of the Coffee Bean" at your SAFEMAY Store.

800 Prizes worth \$26,025.00

FIRST: An all-expense-paid conducted tour for two to Rio de Janeiro, Sao Paulo and Santos, Brazil, South America—during Sept.-Oct., 1954—plus \$2,500.00 cash for wardrobe, spending money and income compensation. Estimated total value—\$6,500.00

WINNERS' CHOICE: Winner's choice of air, train, or sea transportation from residence to South American points, and home again. A luxury tour for four to six weeks—depending upon transportation chosen.

SECOND TO FIFTH: All-expense-paid two-week vacation tours for two to winners' choice of New York, San Francisco or New Orleans via airline or train from residence and home again, plus \$750.00 cash for wardrobe and spending money. Estimated value of each prize—\$2,000.00

SIXTH TO TENTH: \$100.00 cash.

11th to 25th: One Year's supply (52 pounds) winners' choice of either Nob Hill or Airway Coffee. Estimated value of each prize—\$50.00.

26th to 110th: Hobart Electric home coffee mills. (Value \$25.00 each.)

111th to 200th: Six months' supply (24 pounds) winners' choice of either Nob Hill or Airway Coffee. (Estimated total each prize—\$25.00.)

201st to 250th: Silver Coffee Carafe candle-light sets. (Value \$10.00 each.)

251st to 300th: Three months' supply (12 pounds) winners' choice of either Nob Hill or Airway Coffee. (Estimated total each prize—\$10.00.)

301st to 400th: \$10.00 cash.

401st to 800th: Plastic coffee canister. (Value \$2.00 each.)

Airway Coffee
Mild, Mellow, Whole-Bean
1-lb. **90c** 2 lbs. **1.79**

Nob Hill Coffee
Extra Rich, Whole-Bean
1-lb. **92c** 2 lbs. **1.83**

Edwards Coffee
Extra Rich, Vacuum Packed
1-lb. **97c** 2 lbs. **1.93**

Instant Coffee
EDWARDS
4-oz. **95c**

National Brands Coffee
Famous Names - Vac. Pack
1-lb. **99c** 2 lbs. **1.97**

Royal Baking Powder 12-oz. 49c
Black Pepper, Crown Colony, gr. 1-oz. 19c 4-oz. 59c
Baking Powder, Calumet 25-oz. 33c 16-oz. 23c
Baking Soda, Arm & Hammer 1-lb. 10c
Black Pepper, Crown Colony 8-oz. 1.15 1/2-oz. 29c
Peanut Oil, Planter's Quart 79c
Swift's Shortening, Swift & Co. 3-lb. 89c
Mayonnaise, NuMade Qt. 63c 16-oz. 39c
Mayonnaise, Best Foods Qt. 63c Pint 39c
Salad Dressing, Cascade Quart 43c
Salad Dressing, Duchess Quart 57c
Kraft Miracle Whip Quart 57c
Nalley's Tang, Dressing Quart 49c
Chutney Dressing, Nalley's 8-oz. 27c
Casino Dressing, Kraft 8-oz. 27c
Duke's Salad Dressing 10-oz. 35c
Salad Dressing, Cascade Pint 25c
Salad Dressing, Duchess Pint 35c
Kraft Miracle Whip Pint 35c
Nalley's Tang, Dressing Pint 31c
Nucoa Margarine 1-lb. 29c
Parkay Margarine 1-lb. 29c
Allsweet Margarine 1-lb. 29c
Blue Bonnet Margarine 1-lb. 29c

Empress Preserves
A Week-end Special
Raspberry - Strawberry
Grape - Blackberry or
Apricot Pineapple
4 12-oz. Glasses \$1.00

Dill Pickles, Libby, Kosher 22-oz. 29c
Columbia Pickles, Kosher S. cuc. 27-oz. 39c
Sweet Pickle Chips, Del Monte 12-oz. 27c
Sweet Pickles, Happy Vale 21-oz. 35c
Dill Pickles, Heinz Kosher 25-oz. 35c
Sweet Dill Pickles, Steinfeld's 12-oz. 29c
Wh. Sweet Pickles, Libby 8-oz. 25c
Wh. Sweet Pickles, Columbia Pint 35c
Sw. Mixed Pickles, Happy Vale 21-oz. 33c
Beefsteak Sauce, Heinz (57) 8-oz. 29c
Lea & Perrin Sauce 5-oz. 33c
Tabasco Sauce, McIlhennys 2-oz. 37c
Chili Sauce, Moneta 12-oz. 19c
Heinz Tomato Ketchup 14-oz. 25c
Dennison Catsup, Tomato 14-oz. 16c
A-1 Sauce, For gravies, steaks 6-oz. 33c
Tomato Catsup, Taste Tells 14-oz. 2/29c
Tomato Catsup, Red Hill 14-oz. 16c
Lumberjack Syrup, Imit. maple 24-oz. 33c
Nestle's Quick Cocoa 1-lb. 39c
Malted Milk, Kraft Chocolate 1-lb. 47c

White King Soap, Granulated 46-oz. 55c
White Magic Soap, Granulated 46-oz. 51c
All Detergent, Laundry 24-oz. 39c
All Detergent, Laundry 10-lb. 2.49
Liquid Starch, Fauntleroy Quart 21c
Liquid Starch, Vano Quart 23c
White Magic Bleach gallon 47c
Clorox Bleach, Liquid Half gal. 29c
Purex Bleach, Liquid Half gal. 29c
Bonl Ami Cleanser can 2/25c
Tide Detergent 47-oz. 69c
Oxydol Detergent 65-oz. 69c
White Magic Soap, Granulated 23-oz. 27c
Nubora Soap, Granulated 46-oz. 55c
Joy Liquid Soap 17-oz. 69c 7-oz. 29c
Water Softener, Raindrops 24-oz. 23c
Water Softener, White King 30-oz. 23c
Niagara Clothes Starch 12-oz. 19c
Lint Clothes Starch 12-oz. 13c
Elastic Liquid Starch Quart 23c
Purex Dry Bleach 12-oz. 35c
Vano Powdered Bleach 1-lb. 35c

Busy Baker Crackers, Sodas 1-lb. 27c
Busy Baker Crackers, Sodas 2-lb. 49c
Soda Crackers, Oven Glo 2-lb. 39c
NBC Ritz Crackers 1-lb. 37c
Hi Ho Crackers, Extra Fresh 1-lb. 35c
Krispy Crackers, Sunshine Sodas 1-lb. 27c
Tea Timer Crackers 1-lb. 35c
Brown Sugar, or powdered 1-lb. 2/25c
Pancake Mix, Suzanna 3 1/2-lb. 43c
Pancake Mix, Sperry 4-lb. 53c
Swansdown Cake Flour 2 3/4-lb. 39c
Softasilk Cake Flour 2 3/4-lb. 39c
Bisquick Biscuit Mix 40-oz. 39c
Fleet Mix Biscuit Mix 40-oz. 35c
Cake Mixes, Pillsbury, white, golden yellow, or spice pkg. 33c
Pancake Mix, Suzanna 10-lb. 99c
Duncan Hines Cake Mixes pkg. 33c

Fresh, tender ASPARAGUS

Large tender spears from California fields Picked at its peak of goodness **lb. 25c**

Red Radishes Crisp-Crunchy **3 bunches 10c**
Green Onions mild-flavorful **3 bunches 10c**
Potatoes US No. 2 **50-lbs. 69c**

Carrots No tops lb. 10c
Lettuce Head lb. 19c
Celery Pascal lb. 17c

New Potatoes Florida Reds **3 lbs. 25c**
Endive lb. 19c
Spinach 10-oz. can 19c
Tomatoes 14-oz. pkg. 19c

PRODUCE PRICES ARE EFFECTIVE THROUGH SAT. APRIL 3 ONLY

Winesap Apples
A luscious, all-purpose Apple
4 -lb. bag 39c

Oranges
Sweet Valencias from Florida
Per Pound **8c**

Grapefruit
Florida Ruby-Reds
3 For Only 25c

Gum Drops, Roxbury 1-lb. pkg. 25c
Orange Slices, Roxbury 1-lb. pkg. 25c
Peanut Clusters, Roxbury 1-lb. pkg. 59c
Colored Marshmallows, Fluff-I-Est 35c
Chocolate Drops, Roxbury 1-lb. pkg. 39c
Easter Egg Dyes, Paas, New Pack pkg. 29c
Jell-Well Gelatines, 6 flavors pkg. 2/15c
Royal Instant Puddings pkg. 10c
Sandwich Spread, Lunch Box pint 39c
Peanut Butter, Beverly 12-oz. 38c
Jane Arden Cookies, van. & choc. pkg. 33c
Graham Crackers, Pirate's Gold 1-lb. 34c
American Cheese, Dutch Mill 2-lb. 1.05
Mrs. Wright's Fresh Bread, 1 1/2 lb. 24c
Slenderway Bread, Fresh 1-lb. 23c
Fresh Milk 2 qts. 48c
Frozen Grape Juice, Bel-Air 6-oz. 21c
Frozen Strawberries, Bel-Air 12-oz. 29c
Frozen Green Beans, Bel-Air, cut 10-oz. 21c
Frozen Broccoli, Bel-Air 10-oz. 25c
Frozen Corn, Bel-Air, wh. kernel 10-oz. 19c
Frozen Baby Limas, Bel-Air 10-oz. 27c
Frozen Fancy Peas, Bel-Air 10-oz. 19c
Frozen Leaf Spinach, Bel-Air 12-oz. 19c
Frozen Mixed Veg's., Bel-Air 10-oz. 19c
Ice Cream, Cotillion pints 29c
Ice Cream, Cotillion quart 55c

CIRCUS Cocktail
Peanuts
2 -oz. CANS
63c

KITCHEN CRAFT
ALL-PURPOSE FLOUR

10-lb. Sack **89c** 25-lb. Sack **\$1.94**

Gold Medal Flour
10-lb. 89c 25-lb. \$2.19

Harvest Blossom
Flour 10-lb. sk. 85c

PLANTER'S MIXED NUTS 7-oz. can 59c	PLANTER'S Cocktail Peanuts 8-oz. can 39c	SPRY SHORTENING 3-lb. can 75c	LAC-MIX CHOC. DRINK Dry Milk 1-lb. carton 39c	WHITE MAGIC SOAP Granulated 23-oz. pkg. 27c
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