

You're on your way to a wonderful time with...

# Halloween Fun-Foods

Giving a Halloween party... or maybe you're getting set for the little goblins that will be stalking your neighborhood. In any event Halloween is Fun time... and for your Halloween fun we're featuring a big selection of party foods. You'll find wonderful savings too... when you shop Safeway.

**DUBARRY** has just discovered shockingly beautiful new winter pink lipstick shade to be the perfect accent for the riot of brilliant color in this fashion-fall. A zesty, wearable pink with a dazzling intensity... it clears the complexion and brightens the eye, it is called "The Missing Pink."

**MISSING PINK**  
Glacial greens, Regal reds, Bala new blues. And, day and night... a full palette of purples! That's the story of this fashion-fall... a riot of brilliant color that calls for a whole new makeup look. If eyes are to be focussed on you instead of on your clothes. How to solve this makeup and fashion dilemma? The clue is here... from DuBarry... who searched every flash of the spectrum and discovered a shockingly beautiful new winter pink lipstick shade—"The Missing Pink!"

Zesty, wearable, with a dazzling intensity that clears the complexion and brightens the eye... "The Missing Pink" is a far cry from the pallid pinks of spring and summer. This is a pink that pulsates with excitement—equally potent at noon or under night lights. Its amethyst brilliance and rich, racy depth does divine things for every color—from 16 to 60—for every coloring—blonde, brunette or redhead. It's available now in DuBarry's Royal Lipstick with Royal Jelly at the Queen Bee that soothes and pampers your lips every minute it's on.

For a whole new makeup keyed to "The Missing Pink"—and to the jewel-bright colors in your wardrobe, DuBarry emphasizes these important points:  
1. A Lighter Complexion. This is the time to tone down the flared or sallow casts of summer. For now your complexion must glow with a porcelain perfection. The transition is easily effected with Royal Velvet makeup foundation oil in a shade like Rose Beige or Champagne Beige (top you with too much of a bluish shimmer—use Cloudsilk Pearled Face Powder—the new, exquisite light powder that contains real powdered pearls for a lustrous you've never known!)

2. Attention to Eyes. This year you'd do more to set off without your eye shadow than you would without your lipstick. Use it artfully... so easy with DuBarry's new Eye Shadow Stick—smoothing on a band of Turquoise or Royal Blue close to the lashes... then blending it up and out to give a soft, smoky effect. For evening glamour—loot your shades one color with the new Star Silver—and finish with Creme Mascara (try blue instead of your usual black or brown)—and delicately accented brows.

3. And, a Fizz of Pink on the Lips—changing the whole face of fashion. There's never been anything like "The Missing Pink" to give your mouth a delicious new intensity—an electric glow. Never a pink so potent—never a shade so shatteringly chic. You'll never know what you're missing until you try "The Missing Pink!"

## DEAUVILLE

Out of the blue—the blue of the sparkling French mousses—comes Deauville... a wonderful new perfume by DuBarry. If you're young—whether in years or in heart—you'll love Deauville's different, thoroughly modern scent. It's a fascinating "fun" fragrance that's not sultry, but spicy... never heavy-sweet, but light, laughing and lastingly brilliant.

New Deauville—a fascinating floral bouquet sparked with lively citrus notes and rare, subtle nuances—exactly the fragrance change needed to match the zesty, feminine mood of today's fashions. It makes you feel so French, says DuBarry, but the delicious lift it gives your own personality is only half the story of Deauville's magic, its effect on those around you is devastating!

- Plain Donuts** Delicious "oven fresh" Deep Fry brand doz. **39¢**
- Snap Cookies** Fresh full-flavored Melrose lemon Chocolate - vanilla & ginger 2-lb. pkg. **49¢**
- Marshmallows** Fluff-I-Est brand Grand for Halloween party snacks and salad: 1-lb. cello bag **35¢**
- Fruit Cocktail** Town House brand. Fancy assortment of tasty fruits 4 tins **1.00**
- 5¢ Candy Bars** All popular brands. A real must for trick or treaters Ctn. 24 **89¢**
- 36% Whipping Cream** Lucerne Bonus Quality Full Pr. **61¢**
- Folgers Coffee** Enjoy its rich, full-bodied flavor 1-lb. tin **87¢**
- Lucerne 3.8 Milk** Half Gal. **50¢**

## "Spam" Lunch Meats

Grand for quick, easy to fix Halloween menus  
12-oz. Tin **45¢**

Make Safeway your headquarters for all of your Halloween needs.

## APPLE CIDER

Take your pick of these 2 Halloween favorite apple juices... TOWN HOUSE or HOOD RIVER. You'll love the full-bodied flavor of sun-ripened apples in every glass you serve.

- Full Gallon for only **69¢**
- 2-lb. Bag **39¢**
- 5-lb. Bag **89¢**
- Popcorn Oil Staleys brand 16-oz. bottle **29¢**

Stock-up now on these necessary "Trick or Treat Items".

- Save at Safeway on ROXBURY the finest in Trick-or-Treat Candies
- Pops Suckers Ass'd. Flavors Pkg. 30's **29¢**
- Treat Candies Individually wrapped 17-oz. pkg. **57¢**
- Mellow Creams New Pack 11-oz. pkg. **29¢**
- Candy Sticks Individually wrapped 5-oz. pkg. **29¢**
- Jelly Beans Delicious Assorted Flavors 14-oz. pkg. **29¢**
- Jelly Drops Spiced Flavors 14-oz. pkg. **29¢**
- Candy Kisses Peanut Butter flavor 14-oz. pkg. **39¢**
- Caramels Individually wrapped chews 14-oz. pkg. **35¢**
- Gum Drops Assorted Flavors 14-oz. pkg. **25¢**
- Orange Slices Real Orange flavored 14-oz. pkg. **25¢**
- Bubble Gum Fleers brand - Kiddies favorite Pkg. of 40 **35¢**
- Chewing Gum Chiclet's brand Ass't. Bags **19¢**
- Wrigley's Gum Grand for Trick 'r Treat Reg. Pkg. **5¢**
- Candy Bars Baby Ruth or Butterfinger Miniatures Pkg. of 12 **39¢**
- Crackerjacks Prize in each pkg. 4 pkgs. **29¢**
- Paper Bags Zee brand for lunches 2 pkg. **25¢**

## Fancy Hoody Peanuts

Always fresh and crisp... grand for Halloween parties or Trick or Treat bags for the kiddies.

- Blanchd Peanuts Virginia Salted 7-oz. bag **25¢**
- Spanish Peanuts Finest Salted 7-oz. bag **25¢**
- Peanuts Fresh crisp in the shell 2-lb. pkg. **89¢**

## SHERBETS

Your choice of fruit flavored orange or the new Rainbow (3 delicious flavors) sherbet. Bulk Quart **69¢** Brick 1/2 Gal. **98¢**

## ICE CREAM

Sold only at Safeway. You'll love its satiny smoothness... with a full rich-bodied flavor. Variety of flavors. Bulk Quart **69¢** Brick 1/2 Gal. **98¢**



## FANCY PUMPKIN

Moonbeam brand. Delicious full-flavored with well-ripened choice pumpkins. Special price for Halloween.

- 2 No. 2 1/2 tins **25¢**
- Pumpkin Pie Spice Crown Colony 1 1/2-oz. tin **27¢**
- Vanilla Westag Brand Finest imitation 16-oz. bottle **39¢**
- Mild Cheese Dutch Mill brand processed. Cut from 40-lb. blocks **49¢**
- Fresh Bread Mrs. Wright's Enriched white or whole wheat large loaf **31¢**

## Potato Chips

- Handy 6 1/2-oz. size package **39¢**
- Dip Chips A new taste in dip chips Big 7-oz. size package **49¢**

## Cucumber Chips

Special savings on this all purpose flour 10-lb. bag **89¢**

## Gold Medal Flour

Special savings on this all purpose flour 10-lb. bag **89¢**

## Premium Flour

Special savings on this all purpose flour 10-lb. bag **89¢**

## Campbell Soups

- All 24 varieties to choose from at Safeway 6 10-oz. tins **89¢**
- Pure Cane Sugar Candi Cane brand finest granulated 10-lb. bag **89¢**
- Salad Oil 20c off on NU MADE brand grand for delicious Halloween party salads. Save on the large Half Gal. **99¢**
- Chunk Style Tuna Delicious SEA TRADER brand light meat tuna 4 No. 1/2 tins **1.00**

## SODA POP

In 12-sparkling flavors; cola, root-beer, orange, strawberry, grape creme soda, fruit punch, gingerale, lemon-lime, collins, whiskey sour, and sparkling water. 2 32-oz. bottles **35¢**

## SLICE CAKES

Grand for serving with delicious Party Pride Ice Cream... during your Halloween party. Everybody loves their full extra flavor. 14-oz. loaf **59¢** 4-oz. loaf **15¢**

## PLAY "CROSS-OUT" WITH SAFEWAY WIN 6,000 PRIZES... WORTH \$60,000

HERE IT IS FOLKS... YOUR GAME NO. 6

It's fun... it's just like bingo. Here are a few of the valuable prizes: Mink Stoles, R.C.A. Color TV Sets, Westinghouse Dryers, 2-Skin Mink Scarves and orchids, Gruen Watches, Hammond Illuminated Globes, 4-piece Hallite Cookware, Seth Thomas Clocks and many, many other prizes.

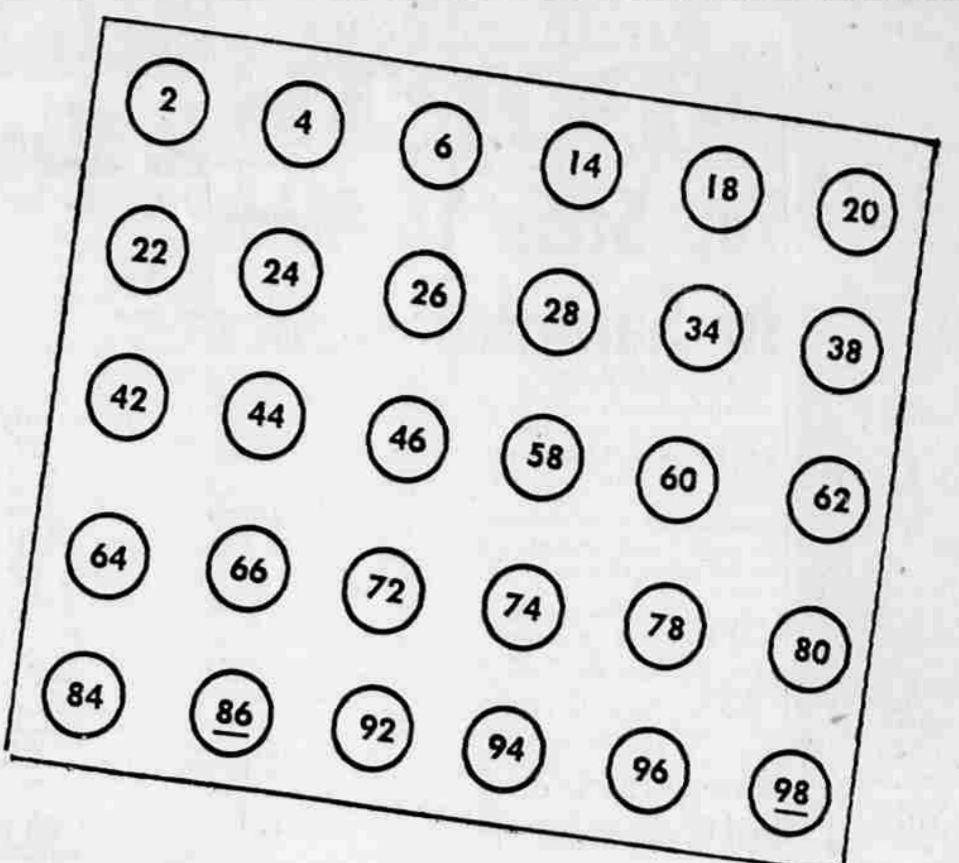
### JUST FOLLOW THESE SIMPLE RULES

Check the numbers in the box above with those appearing on your cards. If you have 5 of these numbers, on any one card, in a straight line... down, across or diagonally... you are a winner! Now, simply follow the rules you'll find printed on your card.

Anyone over 18 years of age, except Safeway employees and members of their immediate family, can play "CROSS-OUT". Ask for your free card each time you visit your Safeway store. No purchase or other obligation is required.

If you do not have a winner this week, KEEP YOUR CARD! You can play it again and again against new sets of numbers that will appear in our ads for the next 11 weeks. All cards can be played for 12 weeks against ANY set of numbers we advertise.

We reserve the right to correct any typographical or other error or errors which might appear in any published matter in connection with this game and to reject winning cards not obtained through legitimate channels.



## STANDING RIB ROAST

This cut includes the 10th thru 12th ribs which means more good eating beef with less bone. Every cut is close trimmed before weighing... and is scientifically "aged" for extra flavor and tenderness. Small End **75¢** Large End **69¢**

## Bar S Boneless Hams

Tender - sweet meated Fully cooked Holiday Hams tenderized and defatted. 10 lbs. avg. Whole or Full Half **89¢**

- FRESH FRYERS Delicious Pan Ready Whole 2-2 1/4 lb. **35¢**
- Fresh Cut Up From 2 to 2-1/4 lbs. **45¢**
- Cut Up Fryers Manor House Frozen 2 to 2-1/4 lbs. **45¢**
- Ground Beef Made from fresh lean beef 100% pure 3 lbs. **55¢**
- Bologna Delicious - large size Piece lb. **55¢**
- Skinless Franks Safeway or Del Monte "Sweetheart" **59¢**
- Sliced Bacon Fully smoked standard layer pack **55¢**

## LOCKER BEEF

Safeway cuts and wraps all locker beef FREE! Front quarter **lb. 43¢** Square cut Chucks **lb. 55¢** Full Sides Beef **lb. 49¢** Hindquarters **lb. 59¢** Trimmed Loins **lb. 95¢**

## Luncheon Meats

Your choice of cooked salami, olive, luxury and combination loaf 8-oz. pkg. **39¢** Halibut Steaks Captain's Choice Quick-frozen **lb. 75¢** Meat Pies Manor House Frozen Tuna, Beef, Chicken, Turkeys & Beef Pie **29¢** Pork Spare Ribs up to 3-lbs. **lb. 59¢**

# CAULIFLOWER

Snowy White... Excellent Quality Superb compact heads. Fresh from the local growing area. You'll want several of these beautiful heads of cauliflower that are featured this weekend at Safeway. Every one is fully guaranteed to please you or your money back. **lb. 7 1/2¢**

- Crisp Carrots Grand for slicing or with stews 3 lbs. **25¢**
- Sweet Potatoes Great when candied 2 lbs. **29¢**
- Yellow Onions Mild mediums 3 lbs. **25¢**

## No. 1 Potatoes

Hand picked and hand graded Economy Russets Russets 10-lb. Bag **39¢** 25-lb. Bag **95¢**

# SAFEWAY



**FINISHING** touch of glamour is the new Christian Dior de luxe perfume. So dainty that it slips into the smallest of evening purses, so gleaming in its 20-karat gold plated case, it is a proud accessory for the holiday season and a delightful Christmas gift.

Christian Dior's new de luxe perfume is a golden-gleam accessory that will brighten your whole handbag wardrobe. From a handsome black alligator travel bag to a Beauvais-embroidered satin evening envelope.

Practical Notes: The fluting prevents scratching of the case when it comes into collision with keys, compasses and other hard objects. And the metal cap is designed with an inner lining that gives it an evaporator-proof lining. It is fully refillable, you can always keep a spare supply of your favorite Dior perfume.



**HOLDING** the style reins, Saks Fifth Avenue's Christmas shoppers that new belts make ideal Christmas gifts. American Institute of Men's and Boys' Wear reports they've been really styled up this year.

**BELTS** Belts and braces—or suspenders, if you must—make colorful, handsome and practical Christmas gifts. New closures, new buckles, new leathers and new elastics, according to the American Institute of Men's and Boys' Wear, have put belts and suspenders into the realm of top style men's wear—great gifts for a gal planning to butter up her best beau.

The new namings in belt leathers range from satin-finish catkins through fine grain moroccos and glowing cordovans, to rugged skins and beautifully grained alligators, lizard, and ostrich types. Many of the new buckles are highly decorative and some are embellished with enameled motifs and shields. Some of the closures are designed so that they seem to close without the aid of a fastener. Sports belts feature bright and solid shades reminiscent of elastic, both printed and woven designs in wools, silks and braided leathers, as well as metal links and metal make effects.

Many of the elastics, silks and wools have tender tabs at the ends to accommodate the buckle fasteners. Others have plain ends and the tongue of the buckle fastens right into the braided elastic or eyeleted fabric. Suspenders, or braces as they are called in England, are a must for wear with the higher rise trousers in order to obtain a perfect drape. They are also standard accessory for use with formal wear.