



RAYON CREPE is used for this dress by Young Viewpoint, New York. It features a romantic deep cape collar and adds a jeweled streamer for a touch of sparkle. It comes in black or navy and is Style No. 227. The line is handled locally.

CONTEST

A novel recipe contest has just been announced by the Belgian Endive Association. Although this winter vegetable has been most popular in Europe, there are many homemakers who have failed to try this delicious food item.

As an incentive to explore the possibilities of Belgian Endive, cash prizes will be awarded for unusual recipes using Belgian Endive as a salad, cooked vegetable, appetizer, soup, entree or other adaptable method of preparation. Prize-winning recipes will be judged by a panel of food experts with a first prize of \$100, second prize of \$50 and third prize of \$25. Recipes should be sent to Margaret Herbet, Belgian Endive Association, Room 607, 101 Park Avenue, New York 17, N.Y. All recipes submitted shall remain the property of the Association. The deadline for the Belgian Endive Contest will be April 1, 1959.

In order to increase the popularity of the vegetable in this country, the Belgian Endive Association offers an illustrated recipe leaflet with numerous suggestions for using this vegetable. For your copy of the free leaflet, write Margaret Herbet, at the above address in New York.

Pretty Dessert

For a pretty, light dessert to end a special dinner with a festive touch, serve "Rainbow Sparkle," a scoop small balls of fruit-flavored sherberts, and serve an assortment of colors and flavors with a little California Champagne poured over each dish. For easy serving, make the sherbert balls early and store in your freezer. They should be quite firm, so the sparkling wine doesn't melt them. Champagne adds a gala dress to this simple frozen dessert. Glasses of the same delicious sparkling wine as an accompaniment would be most welcome.

RAINBOW SPARKLE
1 pint orange sherbert
1 pint raspberry or strawberry sherbert
1 pint lime or pineapple sherbert
1 cup California Champagne
All sherberts should be very firm. Scoop out tiny balls, and place one or two balls of each flavor in each serving dish. Pour a little Champagne over each dish, and serve at once.
Makes 8 to 12 servings.

Peach Appetizer

Sweet, golden canned cling peach slices, crisp, red-skinned T-ray grapes and velvety green avocado cubes make an exotic and colorful combination for a winter dinner starter. A dressing of syrup from peaches zipped up with fresh lemon juice adds just the right tanginess to this "Pasadena Appetizer." Serve the fruit in stemmed sherbert glasses on silver paper doilies to dress your table attractively, and pass flaky cheese sticks for a delicious accompaniment.

PASADENA APPETIZER
1 1/2 cups canned cling peach slices
1 medium-sized avocado
1 cup Tokay grapes
2 tablespoons fresh lemon juice
1/2 cup syrup from peaches
Chill fruit thoroughly. Drain peaches. Cut avocado in half lengthwise and remove seed and skin. Cut into cubes. Halve grapes; remove seeds. Arrange peaches, avocado and grapes in chilled sherbert glasses. Mix lemon juice and peach syrup. Pour over fruit.
Makes 6 servings.

CABBAGE COUSINS
Plants, like people, inherit some traits. The cabbage family has a strong one. It smells! But the smell is pronounced when it is mistreated. Whether you are preparing Brussels sprouts, broccoli or cabbage, use a sharp knife for cutting. Shred or cut the pieces uniformly thin. This speeds cooking and cuts odor. And don't ever cook.

Fresh Grade "A"

FRYERS

With plenty of juicy white and dark meat. Tender whole drawn fryers from 2 to 2 3/4 pounds.

35¢ lb.

Cut Up Fryers 2 to 2 3/4 lbs. **45¢** lb.

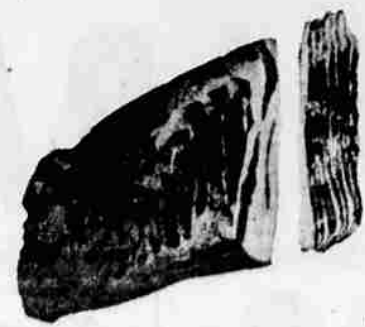
Small size Fresh Frozen

SPARE RIBS

Here's a grand suggestion for weekend menus. Tender, full flavored pork Spare Ribs Special now at Safeway.

49¢ lb.

FULLY SMOKED, FAMOUS AGAR BRAND



SLAB BACON

Look at this special low, low price this weekend at Safeway on Agar brand Slab Bacon. Buy several pounds and save even more than before at Safeway.

Whole or Full
Half Slabs

49¢ lb.

Full Center Cutslb. **55¢** lb.

Another grand value on

SWIFT'S PREMIUM THICK SLICED BACON

In 2-lb. Pkg.

\$1.15

Your best buy this weekend at Safeway is tender fully smoked thick sliced bacon.

Tender USDA "CHOICE"

Beef Pot Roast

Properly aged for extra flavor and tenderness... and properly trimmed before weighing to save you money.

65¢ lb.

Arm Cut

Per Pound **75¢**

No. 7 Bone Cut

lb. **69¢**

SAFEWAY



Locker Beef Sale

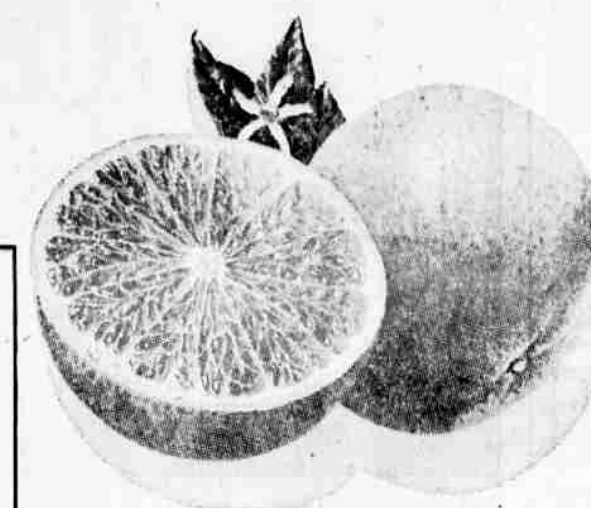
Frontquarter **45¢** lb.

Hindquarter **63¢** lb.

FULL SIDE LB-53¢

Just In! Beautiful Sugar-Sweet Sun-Ripened

TEXAS PINK GRAPEFRUIT



These are the famous Texas "Pinks". They are large size beauties with plenty of tangy sweet juice. Just the thing for breakfast, lunch, or dinner.

10 for **95¢**

49¢ 5 for Only

Arizona Grapefruit

Tangy Sweet White Marsh Seedless

8-lb. bag

49¢

No. 1 Russet Potatoes

All-purpose, smooth-skinned

25-lb. bag

99¢

California Sunkist

Navel Oranges

Large Size lb. **15¢**

Medium Size lb. **10¢**

36-lb. box **\$4.49**

38-lb. box **\$3.29**

18-lb. box **\$2.29**

19-lb. box **\$1.69**

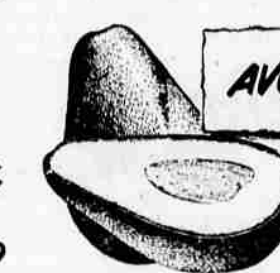
EXTRA FANCY APPLES

Delicious or All-purpose Romeos

23-lb. Box **1.98**

10 lbs. **98¢**

10¢ lb.



AVOCADOES for tasty salads

Finest quality Calavo Avocados. These are the Fuertes variety, the popular "pear shaped" ... high in oil content. Rich in Vitamins and minerals.

3 medium size for only **29¢**

For the Finest in Produce ... all you need to Remember is **SAFEWAY**

SANDY SAVER SAYS:

You get wonderful Gold Bond Stamps FREE with every dime you spend at Safeway and other leading merchants. Books fill fast! Then ... suddenly ... it's YOURS ... the gift you've always wanted. And it takes LESS books of Gold Bond Stamps to get your gifts. So remember to save, save GOLD BOND stamps while you save on your family's food at **SAFEWAY**.

Hurry! Only 3 More Days of Sensational Values During Our

This Big Money Savings Event Ends Saturday, Jan. 17th. Stock up Now!

LAST FEW MONEY-SAVING DAYS!



SAFEWAY'S 1959 MANAGER'S SALE

YOUR LOCAL MANAGERS INVITE YOU TO STOCK UP NOW FOR EVEN GREATER SAVINGS.



Manager Ellis Landrum
So. 6th St. Store



Manager George Kibbenick
North 8th Street Store



EUROPEAN coiffures show the prevailing hairstyles for spring. Here is a coiffure made in Madrid for Toni which shows the mood of the new Spanish fashions. A fuller, higher version of the tumbled cut features strong, controlled curls. From Rome comes a hairstyle cut in layers to suggest petals. The hair is set on big rollers to give a carefree look.

Hair Styles From Toni

If you are at all interested in your (and what woman isn't?) chances are you are wondering about the new hairstyles. Will they be Softened, Ruffled, Bubbled, Tumbled?

These and many other hairstyle questions are answered by The Toni Company which recently commissioned such leading international hairdressers as Michel of Paris, Carlo and Carlo of Rome, and Henri of Madrid to create a series of new coiffures. These European coiffures are as stylish as they are wearable. Unlike the exaggerated hairstyles of last season, they are becoming to almost everyone.

In general, the newest European imports are shorter and curlier. The look of the brushed curl characterizes most of them. There are forward bangs and sideswept bangs, full curly bangs and smooth ones, shaggy bangs and delicate tringes. There isn't a smooth brow in the entire collection. More good news: The European hairstyles just couldn't be easier to manage. The secret lies in the cut, the set and the permanent. Hair is trimmed in layers to a length of about three inches all over the head and set on large-size rollers. For these deceptively casual styles, hair needs body and lots of it.

The basis of every one of the new European coiffures, whether smooth or curly, is a permanent wave that gives the hair body and manageability. The result is a hairstyle that can be set in a curly coiffure or a smooth sleek one with the greatest of ease. Best of all, the set is there to stay—from one shampoo to the next.

BEAUTY TIP

If you wish to wear one of the fashionable pastel lipstick shades and your face does not seem balanced with its pale appearance, try the following lipstick application technique and enjoy the youthful glamour. First, says Max Factor, world-famed Hollywood make-up authority, apply the pale shade using your brush to point up your most flattering lip pattern. Then, outline the pattern in a deeper harmonic shade. Pick up color with your lipstick brush with deft strokes. Wipe the brush free from color and use it to blend the sharp edge of the darker outline down into the pale tone. Your lips will have the lovely light color which fashion often demands, but the outline will give your face the necessary balance you desire.

DEVILED HAM DIP
Combine one 8-ounce package Philadelphia Cream Cheese, one 4-ounce can Underwood Deviled Ham, 1 1/2 cups finely chopped dill pickle, 2 tablespoons chopped pimiento, 1 teaspoon grated onion and mix well. Serve with crackers or potato chips.

LUNCHEON SOUP
Prepare your favorite tomato soup in the usual way. Just before it is ready to serve, mix in vigorously a quarter cup of cream and a cube of cheese for each cup of soup. Heat only a minute longer and then serve.

- SAVE -

Amana Plan WAY FOR BETTER LIVING

End the spending of holidays and Sundays working in the kitchen. Save approximately 1 week's food bill out of your budget.

Oregon Food Plan, INC.

401 So. 4th St. Ph. TU-4401

J. 3.

401 So. 4th St. Ph. TU-4401

J. 3.

401 So. 4th St. Ph. TU-4401

J. 3.

401 So. 4th St. Ph. TU-4401

J. 3.

Gerber's Baby Foods

All varieties of strained fruits and vegetables on special this weekend for this great event.

12 4 1/2-oz. tins

\$1

Fine Quality Snow Star

ICE CREAM

Delicious Vanilla, Chocolate, Strawberry, and Neapolitan (3 flavors: vanilla, strawberry, and chocolate).

full Qt. **49¢** Half Gal. **89¢**

Brick Ice Cream Party Pride Vanilla, Straw. & Choc. Qt. **55¢**

Lucerne Cottage Cheese

Your choice of Lucerne's "Prize Winning" farmer style, large curd, chived, or Lo-Cal. 4-lb. Plastic Refrigerator Dish. ea. **98¢** Pt. **25¢**

Peas - Beans - Corn

Take your pick of "garden fresh" young 'n tender peas ... fine quality cut green beans, and golden creamy corn. Mix 'em or match 'em.

49¢ Full Quart

8 303 tins

\$1

See How You Save on "Premium Quality"

KITCHEN CRAFT FLOUR

At last ... a premium quality, enriched flour that's milled exclusively for home baking. Kitchen Craft is guaranteed to work wonders with ANY recipe. Sifted through pure silk for better baking results.

10-lb. Bag **89¢** 25-lb. **\$1.89** 50-lb. Sack **\$3.75**

FREE Handy dispenser with each purchase of new pink

SCAMPER DETERGENT

Gentle for your hands as it washes your dishes. And Scamper detergent cuts grease like magic. Also grand for fine fabrics, washing cars, floors, windows and tile.

59¢ large 22-oz. tin

Cold Weather Favorites!

Pinto Beans

Plump tender beans. Special price at Safeway for only 2-lb. pkg. **29¢**

Red Beans

or Great Northern. Grand for hearty appetites during these cold days. 2-lb. pkg. **35¢**

Delicious Sunrise Elbow

Macaroni

or tasty Spaghetti. Grand for cold weather menus. 4-lb. pkg. **69¢**

Why Pay More? Enjoy the Finest Quality

EDWARDS COFFEE

Rich and robust vacuum packed Edwards, the choice coffee from high mountain plantations of Brazil and Central America. Always fresh because it's packed only on order from your Safeway manager. Regular, drip or fine grinds.

1-lb. tin **77¢** 2-lb. tin **1.53** 4-lb. tin **3.05**

NOB HILL Aromatic Flavor Coffee **75¢** 2-lb. bag **1.49**

AIRWAY Mild and mellow blend coffee **73¢** 2-lb. bag **1.45**

SOS PADS Giant Size Scouring Pads **39¢**

LIBBY'S HASH Corned Beef ... Heat 'n Serve **39¢**

ORANGE DRINK Lucerne in New 1 1/2 Gal. Ctn. each **33¢**

MUSIC ALBUM World's Greatest Music. No. 17 each **1.37**

APPLE ROLLS Curtis brand each **30¢**

LUCERNE 3.8 Richer "Bonus Quality" Milk Half Gal. **50¢**

FRESH BREAD Mrs. Wright's White or Wheat Large Loaf **31¢**

Year's Biggest Cookie Values!

Delicious "party flavor" favorites: Vanilla Wafers, Coconut bars, Coconut, Oatmeal or Sugar cookies. **4** Pkgs. for **\$1.00**

Pecan Shorties Busy Baker Oven Fresh 1-lb. pkg. **49¢**

Terrific Values on TASTE TELLS

CANNED BEANS

Stock up the pantry shelf now with Taste Tells fine selection of beans. Just heat 'n serve. Mix 'em or match 'em.

Pork and Beans 300 tin
Dry Limas 300 tin
Blackeye Peas 300 tin
Kidney Beans - light red 300 tin
Kidney Beans - dark red 300 tin
Pinto Beans 300 tin
Chili Beans - Mexican style 300 tin

9 tins for **\$1.00** Case of **24** **\$2.75**

LaLoni brand for greater savings on the finest Sun Ripened Pineapple Juice

Highway brand, made from the choice vine ripened tomatoes. Stock up and save even more.

Gardenside brand Another cold weather favorite. Case 24 - **\$4.79**

Works like magic. It bleaches, deodorizes, and disinfects.

Every item Safeway Sells is Unconditionally

Guaranteed. If for any reason you are dissatisfied with any purchase you made at

Safeway every cent will be refunded without

fuss or quibble.

Pineapple Juice Tomato Catsup Canned Tomatoes White Magic Bleach

Prices in this advertisement are effective through Saturday, January 17, at Safeway in Klamath Falls. We reserve the right to limit.



SAFEWAY

Tomato Juice

4 46-oz. tins **\$1.00**

Whole Apricots

6 14-oz. bottles **\$1.00**

Freestone Peaches

5 303 tins **\$1.00**

Cling Peaches

4 46-oz. tins **\$1.00**

Sliced Pineapple

6 10-oz. tins **1.00**

Town House brand Fancy Quality. Doz. **\$2.95**

Sundown brand, unpeeled No. 2 1/2 tins **29¢**

Sundown brand, unpeeled No. 2 1/2 tins **\$1.00**

Highway brand, tender halves and slices. A real value. Case 24 - **\$5.95**

No. 2 1/2 tins **\$1.00**

LaLoni brand Fancy 5 1 1/4 flat tins **\$1.00**

Save on Bel-air "premium" FROZEN FOODS

Your choice of garden fresh Chopped Broccoli - Mixed Vegetables - Mix 'em or match 'em. 6 10-oz. pkgs. **1.00**

DEL MONTE CORN

Delicious golden cream style corn ... special price at Safeway. 6 303 tins **1.00**