



READY for spring and its exciting fashions? Harriet Hubbard Ayer's Midas Touch, a cosmetic for the hair.

MIDAS TOUCH

Hair make-up has become as popular as face make-up.

The old song about "the wind and the rain in your hair" loses its glamour when you find that the winter has dulled the gleam of your hair, causing it to look dull and listless.

To achieve dramatic, beautiful hair at a moment's notice, just spray on Harriet Hubbard Ayer's famous Midas Touch.

This remarkable hair make-up does for the hair what foundation, rouge, powder and lipstick do for the face. It comes in a wide range of glamorous shades, blonde, brown, auburn, black to match natural hair shades, plus gold and silver for sheer excitement. (The silver also does wonders for gray hair.) All these can be used as you would use any make-up, to accent, enhance or disguise, and the smart woman maintains an entire palette of Midas Touch to provide for any occasion.

Silver, for instance, is excellent against black hair, gives the smart "frosted look" to other colors, and, as hinted above, makes a shining silver helmet out of faded, streaked or dull gray hair.

Brown-haired women and red-heads like the gold Midas Touch or choose the blonde for dramatic accents such as streaks, tips, and highlights. Both blonde and gold give delightful "sunkissed" effects and obviate the need of bleaching, with its possible regrets. Those who follow Paris trends go tawny with brown or blonde locks or black on gray. But the woman who just wants her hair to look lovely and bright, or needs to touch-up new growth, hide faded or discolored areas or give back some color and luster lost during winter, will find Midas Touch, like its namesake, is worth its weight in gold.



AN EXCITING new beauty idea is "Lip Quick," an automatic roll-on lipstick introduced by Richard Hudnut. It is a slim golden case that rolls on flowing color automatically, outlining and shaping and coloring your lips with ease and speed.

LIP QUICK

Lip Quick, an automatic roll-on lipstick takes the place of lipstick, lip liner and lip brush, says Richard Hudnut.

Lip Quick is elegantly slim in a two-tone gold case which is a chic conversation piece in itself. The rounded ball-point applicator tip makes it easy to use, releasing flowing color from the patented inner wall the instant you press it to your lips.

Lip Quick is greaseless, so there's no need to blot and it can never smudge or smear. Your lips are completely, beautifully colored instantly — with no gummy, sticky feeling, none of that ugly, uneven cakiness. It's as if your lips themselves had suddenly bloomed with new radiant color — and they stay that way for hours!

What woman hasn't had the sad experience of having to throw away a perfectly good lipstick because it has broken off — or because hot weather "melted" the consistency, making it messy and unusable? With "Lip Quick" that can't happen — and because it's so efficient to use, one Lip Quick actually lasts twice as long as an ordinary lipstick — good — as — new right to the very last time you use it.

Richard Hudnut has created a dramatically exciting shade for Lip Quick — a perfect combination — Pink Breeze, Bright Poppy, Red Flare, Orange Creme, Cherry Spice, Heat Lightning, Coolest Coral and Lazy Pink.



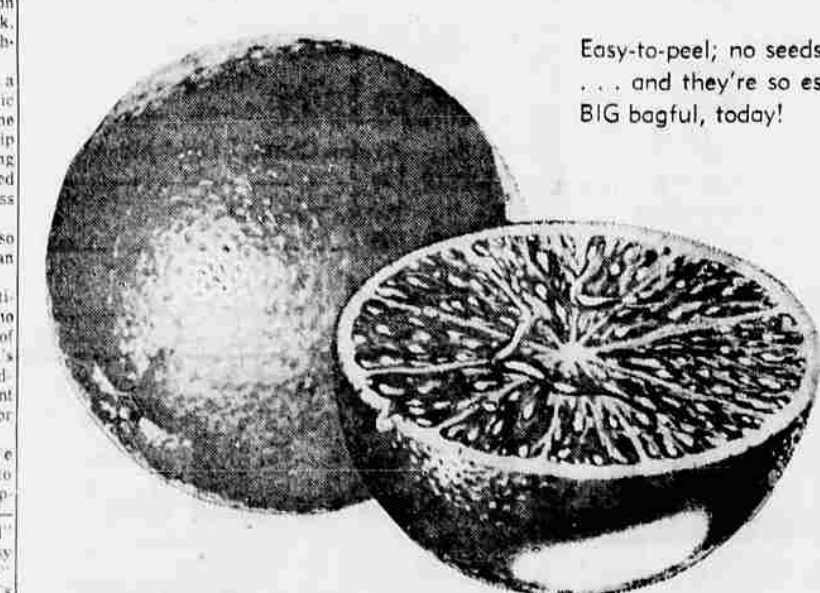
Boulevard Special!

Jell-well Gelatins

Special savings on these famous gelatin desserts 10 popular flavors to liven your meal.

Great Northern Beans	TOWN HOUSE 2-lb. bag	35c	4-lb. bag	59c
Elbow Spaghetti	or Macaroni SUNRISE brand		4-lb. pkg.	59c
Macaroni Dinner	KRAFT Economical and easy to prepare.	5	pkgs.	95c
Show Boat Rice	Pearl Variety. Casserole perfect	2-lb. pkg.		35c
Macaroni and Cheese	Swanson's frozen TV Dinner	13 3/4-oz. pkg.		39c
Prem Luncheon Meat	Just heat and serve	12-oz. can		49c
Snow Star Ice Cream	Vanilla, chocolate Neapolitan & Strawberry	1/2 gal. ctn.		65c
Party Pride Ice Cream	Rich, creamy, smooth texture.	1/2 gal. ctn.		69c

Gigantic Trainload Sale of finest SUNKIST Navel Oranges



Easy-to-peel; no seeds; very sweet and juicy. Here's a great buy... and they're so essential for vitality and good health. Get a BIG bagful, today!

Medium Size	lb.	12 1/2c
38 lb. ctn.		\$4.59
14 lb. Flat		\$1.69

Large Size	36-lb. Ctn.	4.98
18-lb. ctn.		2.59
Oranges		15c lb.

Try these "New Arrivals" at Safeway

Fresh Orange Juice	Lucerne. No mixing.	Qt.	49c
Strawberries	Scotch. Sweet. Sliced.	5 10-oz. pkgs.	1.00
French Fries	Orange—Pink Breeze. Bright Poppy, Red Flare, Orange Creme, Cherry Spice, Heat Lightning, Coolest Coral and Lazy Pink.	5 9-oz. pkgs.	1.00
Horseradish		4-oz. jar	19c

Prices in this advertisement are effective through Saturday, March 19, at Safeway in Klamath Falls. We reserve the right to limit.

LOOK AT THESE BARGAINS ON SAFEWAY'S Boulevards of Better Buys!

Regular 59c. Save 10c on this favorite salad dressing.

Miracle Whip

NU MADE. You can pay more but you can't buy finer.

Salad Dressing

LUNCH BOX. Creamy or chunk styles. Kids really love it!

Peanut Butter

SEA TRADER, all light meat. BIG "Family-size"

Chunk Tuna

Qt. 49c

Qt. 39c

18-oz. jar 49c

3 No. 3/4 cans \$1.00

Paper Napkins

ZEE. Yellow, white, pink, or aqua. Stock up and save!

Lady Elberta

Freestone peaches — halves or slices.

Orange Juice

TOWN HOUSE. Natural or sweetened. No mixing.

Ballard Biscuits

or PILLSBURY. All ready to bake. Taste like home-made.

pkg. of 80 10c

4 No. 2 1/2 cans for \$1.00

3 46-oz. cans \$1.00

8-oz. pkg. 10c



Gold Bond Stamps given with every 10c purchase at Safeway. Get MORE gifts for LESS books!

SILK-TONE all-over feeling of spring is the luxurious elegance of silk fashions and a silken complexion to go with them. Translucent complexion perfection is guaranteed with Helena Rubinstein's "Silk-Tone" Liquid Foundation with its silkier-than-ever texture and natural beauty shades.

SILK-TONE

What delicate, feminine images the word silk conjures up. And how every woman looks forward to springtime and a new wardrobe accented in silk.

This spring, when silk is silkier and more popular than ever, running the fashion gamut from hats to suits to dresses to shoes to playclothes — Helena Rubinstein makes it possible for you to complete the all-over silk picture with skin like silk, thanks to her greatest advance in face make-up, new "Silk-Tone" Liquid Foundation.

Your skin will look and feel like silk because "Silk-Tone" truly is made of silk. Madame Rubinstein and her beauty scientists were first to incorporate silk ingredients in face make-up for greater translucence and extra protection. Now, her strong belief that "the best make-up is one that looks like no make-up at all... rather, like true, naturally beautiful skin" has led to the further perfecting of "Silk-Tone."

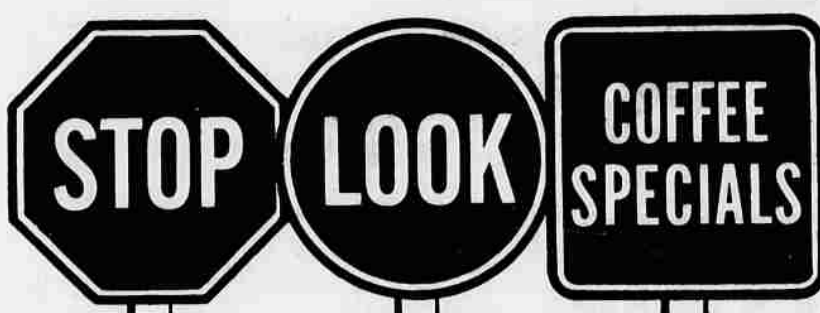
In its new, perfected formula, this unique moisturizing foundation is smoother than ever and easier to apply. Packaged in handsome, new, non-breakable plastic bottles, specially developed for a controlled, even flow, new "Silk-Tone" has a lighter, finer consistency which pours more fluidly. It will not cake or thicken in the bottle or on the skin. Non-oily and non-greasy, yet creamy, this fine-textured foundation blends with the skin and seems to become part of it! It covers every fine line and blemish. At the same time, it is so natural-looking that it looks less like make-up and more like beautiful, translucent skin than any foundation ever before.

Three exquisite new shades have been added to the "Silk-Tone" range: Ivory Rachel, delicate ivory tone; Rose Peach, medium warm rose; Soft Breeze, medium warm beige. Choose one of these — or the popular Peachblow, Mauve or Crackerjack shades — to blend with your own skin tone or to give you a completely new look. Select one flattering shade for daytime wear, another for evening, to reflect changing lights. And here's a trick recommended by the experts of Helena Rubinstein's famed Fifth Avenue Salons: Use a shade lighter than your regular foundation to make light of those shadows under the eyes. "Silk-Tone" shades not only are subtle and beautiful, but are scientifically stabilized so that they will not separate and will not streak. Color harmony is guaranteed with "Silk-Tone" Face Powder and "Heavenly Glow" Compact Make-Up, also available in the same desirable shades.

The new, gold-capped, easy-to-hold plastic containers are light as silk to carry. They won't spill, won't leak, won't break! For protection in your handbag or traveling case, for protection and loveliness on your face, for a silk-all-over spring, set the tone with "Silk-Tone" Liquid Foundation.

MOths LIKE TART WOOL. If a garment is to be stored has only a small part of wool in it, the treatment in storing must be the same as with an all wool garment. Moth larvae will get to the wool content and can badly damage the fabric in doing so.

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



FOLGERS EDWARDS NOB HILL AIRWAY

Vacuum packed; Regular or drip	2-lb. can	\$1.09	1-lb. can	55c
Rich, robust flavor. Why pay more?	2-lb. can	\$1.05	1-lb. can	53c
Aromatic flavor. You grind it fresh	2-lb. bag	\$1.01	1-lb. bag	51c
Mild and mellow for the heavy coffee drinker	3-lb. bag	\$1.47	1-lb. bag	49c

Shady Lane Butter

Creamery Fresh 1-lb. print 59c

Grade "AA" Eggs

Cream O' The Crop Doz. 2/89c

Cottage Cheese

Finest LUCERNE 1/2 gal. 89c pint 23c Qt. 45c

Two-Ten Milk

LUCERNE fortified skim milk. 2 1/4 gal. ctns. 91c



FRYERS from SAFEWAY...

Not just ordinary fryers, but plump, tender, spotlessly clean fresh fryers from Safeway. For flavor and goodness, they can't be beat! A sensational LOW price.

Whole drawn Per lb. 35c

Cut-up fryers lb. 39c

or, Your choice of fresh fryer parts! Breasts, Thighs, Drumsticks Backs and Necks Fryer Wings

Beef Pot Roast "USDA CHOICE" beef. All blade and 7-bone cuts 59c lb. Cross-Rib Roast "USDA CHOICE" BONELESS beef. Easy to carve; grand flavor 79c lb.

Boulevard Special!

Orange Juice

BEL-AIR "Premium" quality frozen concentrate. All the flavor and goodness of freshly squeezed fruit. 5 6-oz. cans 95c

Breeze Cheese Spread

Grand flavor 2-lb. pkg. 69c

Van Zee Cheese Spread

Perfect for casseroles. 2-lb. pkg. 65c

Red Heart Dog Food

Best Foods or Kraft's. Add zest to sea foods. 8 cans 1.00

Tartar Sauce

Best Foods or Kraft's. Add zest to sea foods. 6-oz. btl. 29c

Date Coffee Cake

Curtis. Flavorful oven-fresh pastry. 1-lb. loaf 30c

Skylark Raisin Bread

Deliciously toasted. 1-lb. pkg. 30c

Busy Baker Fig Bars

Vanilla or wheat 1-lb. pkg. 29c

Mrs. Wright's Donuts

Sugar Coated Doz. 39c

Ground Beef

100% pure beef. Low fat content; it doesn't cook away. 49c lb.

Round Steak

or SWISS STEAK. "USDA CHOICE" beef. Whole or half; bone-in. 89c lb.

Beef Rump Roast

"USDA CHOICE" Carefully "aged" and trimmed. 1-lb. 89c

Spiced Lunch Meat

Buy the piece and Save. 1-lb. 45c

Large Bologna

By the piece. Fine for economy meals. 1-lb. 45c

Breaded Fish Sticks

Cap't. Choice frozen white fish 14-oz. pkg. 55c

Fresh Pacific Oysters

Medium size 9 to 12 count 1-lb. 69c

Fillet Red Snapper

Freshly caught goodness. 1-lb. 39c

Sliced Pork Liver

Tender, nutritious 1-lb. 39c

Beef Sausage

Delicately seasoned pure beef. Convenient slice-off rolls. 3 1-lb. rolls \$1

Sliced Bacon

Lean streaked. A grand companion for Cream O' The Crop eggs. 45c lb.

