

**BETTER FOOD MARKETS**

Presents An  
*Amazing*  
**LIMITED OFFER:**  
BEAUTIFUL DURABLE



**Amethyst**  
**Genuine IRONSTONE**  
For dining elegance, exquisite new "Amethyst" offers quality and design distinction! Its lifetime bone-white brilliance and color has a double-fired glaze for lasting beauty. Genuine Ironstone is oven-proof, detergent-proof, dishwasher-proof and highly chip-resistant!  
**START YOUR SET ON BETTER FOOD'S CONVENIENT WEEKLY PLAN!**  
Use this handy coupon in this ad, or clip the coupons we're mailing to you—each coupon means a saving of \$1.40 for you—buy one place setting each week to build your own complete service of beautiful "Amethyst" Ironstone!  
**WORLD'S MOST VERSATILE DINNERWARE**  
Elegant enough for the finest table... sturdy enough for the patio... and its lovely colors and designs are even protected against even heat! Double strength to resist chipping.  
**START YOUR SET NOW... IT'S SO EASY!**

**\$2.99 4-Piece Amethyst Ironstone PLACE SETTING**  
You Save \$1.40 with this Coupon **\$1.59**  
Coupon Good Only May 20-26, 1965

**\$2.99 3-Piece Amethyst Ironstone COMPANION SET**  
You Save \$1.40 with this Coupon **\$1.59**  
Coupon Good Only May 20-26, 1965

**WATCH YOUR MAIL**  
We're Sending You A

**Bonus COUPON BOOK**  
With Coupons Worth **MORE THAN \$50**  
Money-saving coupons on fine foods and on beautiful Amethyst Ironstone Dinnerware! If you don't receive your book, ask your Better Food store manager.



**THE CIRCUS IS IN TOWN**

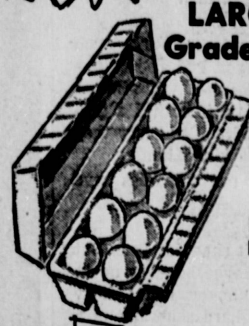
SPRINGFIELD  
**FRUIT COCKTAIL**



No. 303 Can  
**15**¢  
SAVE 8c



**FRESH EGGS**



**LARGE Grade AA**  
DOZ. CTN.  
Fresh Every Day!

**31**¢

**DAILY DIET DOG FOOD**



NO. 1 TALL CAN  
**5**¢

JOHNSTON'S—MORE THAN 2-LBS. EACH  
JUMBO 9-INCH SIZE YOUR CHOICE!

**FRUIT PIES**

**49**¢

**JUMBO BLOCKS—REG. 39c**  
**HERSHEY BARS**  
**29**¢

GIFFORD/MAMMOTH/RIPE  
**PITTED OLIVES... 4** Tall Cans **\$1**  
ALBER'S/WHITE or YELLOW  
**CORN MEAL... 2 1/2-lb. Box** **35**¢  
DOLE/SLICED/HAWAIIAN  
**PINEAPPLE... 5** 1 1/4 Cans **\$1**  
FLORAL PRINT/FACIAL QUALITY  
**TOILET TISSUE... 2** -Roll Pack **29**¢  
ROYAL/ASSORTED FLAVORS  
**PUDDINGS... 3** Reg. Pkgs. **33**¢

CON CARNE/WITH BEANS  
**HORMEL CHILI... 2 1/2-lb. Can** **69**¢  
ORANGE SAMOA/FROZEN CONCENTRATE  
**SNOW CROP... 6-oz. Can** **15**¢  
COTTAGE/POP 'EM IN THE TOASTER  
**WAFFLES FROZEN** 8 Pkgs. **\$1**  
FACIAL TISSUE/TWO-PLY  
**SCOTTIES... 8** Boxes of 200 **\$1**  
NEW/COFFEE CREAMER from PET  
**PLEASE INSTANT** 6-oz. Pitcher **47**¢

**Campbell's SOUP**  
Reg. 7 for \$1 Vegetable Varieties  
**6** Tall Cans **79**¢  
Reg. 2 for 35c Meat-Base Varieties  
**6** Tall Cans **97**¢

**GRAHAM CRACKERS**  
SAVE 10c  
**25**¢

**VINEGAR**  
SPRINGFIELD White or Pure Cider  
**FULL QUART**  
**15**¢

**XLNT Hacienda**  
Frozen BEEF TACO-ETTES, CHEESE ENCHILADAS or BEEF ENCHILADAS Reg. Pkg.  
**4** for **\$1**  
**XLNT Hacienda**  
DINNERS Mexican, Beef Enchilada, or Cheese Enchilada or Beef Tacos Reg. Pkg.  
**3** for **\$1**

**COTTAGE CHEESE**  
GOLDEN CREME  
Cream or Farmer Style  
**QUART, 49c**  
Pint Ctn. **25**¢

**NEW AQUA LOTION CHIFFON DETERGENT**  
22-oz. Bottle **39**¢  
Save 10c

CHOCOLATE CAKE/SAVE 10c  
**SARA LEE** 14-oz. Each **79**¢  
SARA LEE/FROZEN/SAVE 10c  
**POUND CAKE** 12-oz. Each **79**¢  
SUNSHINE COOKIES  
**HYDROX Sandwich** 1-lb. Pkg. **49**¢  
SUNSWET/EXTRA LARGE  
**PRUNES** 2 -lb. Carton **69**¢  
KRAFT MARGARINE  
**PARKAY** 1-lb. Pkg. **31**¢  
WHIPPED MARGARINE  
**MIRACLE** 1-lb. Pkg. **35**¢  
MIRACLE MARGARINE  
**SAFFLOWER** 1-lb. Pkg. **39**¢

**KRAFT DRESSINGS**  
for Your Favorite Salads  
French, 8-oz. ....29c French, 16-oz. ....49c  
Italian, 8-oz. ....29c Catalina, 8-oz. ....39c  
Liquid, 1000 Island, 8-oz. 39c  
Miracle French, 8-oz. ....29c  
Roka Bleu Dressing, 8-oz. 45c

**DANDRUFF SHAMPOO**  
**HEAD & SHOULDERS**  
LOTION 7c OFF  
Reg. 85c Size **59**¢  
SAVE 26c

**Appian Way PIZZA MIX**  
12 1/2-oz. Pkg. **39**¢

**Van de Kamp's GOLDEN ANNIVERSARY SPECIAL**  
THURS. SUN. MAY 20-23  
Plain or Sugared  
**DOUGHNUTS**  
pkg. **29**¢

**CERTI FRESH Sea Foods**  
**FRESH FROZEN SEAFOOD SALE!**  
**FISHSTICKS** 12-oz. PKG. **3** for **\$1.00**  
SAVE 29c  
**FILLET PERCH** LB. **49**¢  
**Breaded Shrimp** 1 1/2-lb. **\$1.59**

**Green Giant Frozen Foods**  
• MEDIUM PEAS • MIXED VEGETABLES  
• GREEN BEANS • NIBLETS • MEXICORN  
• BABY PEAS • BROCCOLI SPEARS • BABY LIMAS  
IN BUTTER SAUCE  
**3** 10-oz. Pkgs. for **\$1**  
Mix or Match 'Em  
**GREEN GIANT Niblets, Corn**

**NAVEL ORANGES**  
Sweet, Full o' Juicel  
lb. **10**¢  
Finest Eating, Mass Variety  
**AVOCADOS** 5 for **\$1.00**  
Fresh, Crispy, Long, Green/Home-Grown  
**CUCUMBERS** 2 for **15**¢  
Sweet/Ripe/Thick-meat/Large Size  
**CANTALOUPE** 10¢

**PAY YOUR UTILITY BILLS FREE at BETTER FOOD**  
Nobody... but nobody... sells for less than Better Food!

Get a Set of **KITCHEN TOOLS FREE** with Purchase of These P & G Products—  
**MR. CLEAN CLEANER** 28-oz. **73**¢  
**OXYDOL DETERGENT** Giant Box **83**¢  
**LIQUID JOY** Quart **99**¢  
**DOWNY FABRIC FLUFFER** Quart **89**¢  
Zest Beauty Bar 3 reg. 49c  
Ivory Flakes, Large .....37c  
Ivory Snow, Giant .....83c  
Personal Ivory.....4 for 29c  
Ivory Soap, Med. 3 for 35c

**7 BIG SALE DAYS!**  
THESE SPECIALS EFFECTIVE  
**THURSDAY, MAY 20 THROUGH WEDNESDAY, MAY 26**