



NEW PLAY AT-HOME TV GAME - - - WIN \$100-\$25-\$5 plus Trading Stamps!

TUG-O-WAR!

THERE'S FUN AND PROFIT FOR YOU IN ACME'S EXCITING NEW PLAY-AT-HOME TV GAME STARTING NEXT MONDAY, MAY 17th—!

PLAY TUG-O-WAR WITH VINCE CARROLL ON CHANNEL 16 WNEP-TV EACH WEEK DAY MONDAY THRU FRIDAY STARTING MAY 17th 12:30 P. M. To 1:00 P. M.

THOUSANDS OF DOLLARS IN PRIZES —CASH AND TRADING STAMPS TO BE AWARDED EVERY WEEK!

OVER 6,800 LUCKY WINNERS EVERY WEEK! NOTHING TO BUY! NO PHONE CALLS TO MAKE!

ON THE AIR CONTESTANTS CAN WIN UP TO \$250⁰⁰ CASH OR ONE OF THE MANY OTHER PRIZES!

OVER 6,800 PRIZE WINNERS EACH WEEK!

IT'S SO EASY TO WIN AT HOME! GET YOUR CARD THIS WEEK TO PLAY TUG-O-WAR NEXT WEEK STARTING MONDAY, MAY 17th.

GET NEW TUG-O-WAR CARD FREE EVERY WEEK AT YOUR ACME MARKET

RULES:
Employees of Acme Markets, WNEP-TV, their families and persons under 18 are not eligible to participate. One (1) Tug-O-War Card per family on shopping trips. Cards may also be obtained by sending a self addressed envelope to WNEP-TV, Channel 16, Wilkes-Barre-Scranton Airport, Avoca, Pa. Acme reserves the right to verify the authenticity of all winning cards. Cards which are altered, mutilated or tampered with in any way are automatically void. Winning cards must be redeemed within 10 days from the ending date of the card. No Purchase Required.

YOU CAN WIN EVEN IF YOU DON'T WATCH TELEVISION! ALL WINNING NUMBERS WILL BE POSTED IN ALL ACME MARKETS.

HOW TO PLAY TUG-O-WAR! Each week, starting this week, you can pick up a free TUG-O-WAR card at any Acme Market. The card is valid for the games played on the Tug-O-War show on WNEP-TV the following week. Thus the card you get this week (through Saturday, May 15th) is to be played next week (May 17th to 21st). To play each week's game it will be necessary to use a card colored for that week. New cards will be distributed every week to be used during the following week only.

at the instant the game ends will be the winning four digit number. Cards valid for the specified week with the winning number will win a prize ranging from \$100.00 Cash to \$5.00 Cash or TRADING STAMPS. Since two games are played each day, five days a week, there will be ten winning numbers each week with many folks holding each winning number. All in all, there will be thousands of winners weekly. Winning cards will be redeemed at your Acme Market. Prize will vary with each winning card as shown under the black spot, which must be removed only by your Acme Market Manager.

WIN! 50 TRADING STAMPS WITH THE BONUS NUMBER IN THE LOWER LEFT HAND CORNER OF YOUR TUG-O-WAR CARD. If the BONUS NUMBER in the lower left hand corner of your TUG-O-WAR CARD matches the total of the eight individual scores of each Friday's Tug-O-War Game . . . you may redeem your Tug-O-War Card at Acme Market for 50 Trading Stamps.

Save 18c

NABISCO
RITZ CRACKERS

1-lb. box **19c** With This Coupon And A \$5.00 Purchase or more.

Expires May 15, 1965

Welcome To The Wonderful World of Lancaster Brand Meats!

Lancaster Brand Tender
BONELESS CHUCK ROAST lb. 53c

Lancaster Brand SEMI-BONELESS Fully Cooked
SMOKED HAMS Whole lb. 59c Either Half lb. 89c
CENTER CUT HAM SLICES lb. 89c

LEAN SLICED (any size pkg.)
BOILED HAM LANCASTER BRAND "BOIL IN BAG" lb. 89c
BEEF & TURKEY 2 5-oz. pkgs. 65c
TURKEY SLICES LANCASTER BRAND (With Dressing) 2 7-oz. pkgs. 73c
PIEROGIES Mrs. T's 4 Varieties ea. 33c 2 pkgs. for 65c
ROMAN RAVIOLI 12-oz. pkg. 49c
ONCOR SLICED BEEF (with gravy) 2-lb. pkg. \$1.69
LANCASTER BRAND BREADED VEAL OR PORK STEAKS 2-lb. pkg. \$1.39
DRESSED WHITINGS 5-lb. box 89c lb. 19c

COUNTRY FRESH
CHICKEN LEGS OR BREASTS lb. 47c Your Choice

Come and Get it! we've got your new **S&H GREEN STAMP Ideabook**

OHIO HOT HOUSE FRESH
TOMATOES lb. 39c

FRESH LONG GREEN
CUCUMBERS 4 for 29c

CRISP-AIRE MacINTOSH **APPLES** 3-lb. bag 39c

FRESH FLORIDA **ORANGE JUICE** qt. 35c 1/2-gal. 69c

WIN PRIZES! GET STAMPS! SAVE WITH THESE LOW PRICES!

RAGU SPAGHETTI SAUCE 2 jars 69c SPECIAL!

SCOTT PAPER TOWELS jumbo rolls 33c

SUGREST GRANULATED SUGAR 5-lb. bag 57c

FARMDALE FRUIT COCKTAIL 3 No. 2 1/2 cans \$100

FARMDALE PRUNE JUICE 3 quart bottles \$100

IDEAL FROZEN SLICED **STRAWBERRIES** SAVE 17c 3 16-oz. pkgs. \$1.00 STOCK UP!

VIRGINIA LEE BLUEBERRY OR LEMON **FILLED BUNS** pkg. 39c

THIS COUPON WORTH 50c Towards Purchase of 5 CRYSTAL GLASSES Your Choice in Star-Glow Pattern Reg. Price 1.49 Less .50 With Coupon .99 (ACME MARKET)

THIS COUPON WORTH 20c Towards Purchase of 5"x9" DEEP LOAF PAN 79c COFFEE MUGS 4 for 80c INDIVIDUAL CASSEROLES 3 for 79c SOUP-CEREAL BOWLS 4 for 80c With Coupon .99 (ACME MARKET)

THIS COUPON WORTH 50c Towards Purchase of Your Choice Any Packaged Unit STAR-GLOW DINNERWARE Reg. Price 1.49 Less .50 With Coupon .99 (ACME MARKET)

Hawaiian second honeymoon Sweepstakes... OVER 1,000 PRIZES

SAVE! REDEEM PROCTER & GAMBLE COUPONS!

DASH DETERGENT Giant size 75c

TIDE DETERGENT Giant size 75c

SAVE 14c McLEAN'S TOOTH PASTE 5-oz. tube 55c

Regular or Monthol **AERO SHAVE** 6-oz. size 49c

THIS COUPON WORTH L 50 S&H Green Stamps With the Purchase of 3-lbs. or More ANY GROUND MEAT Expires May 18, 1965

THIS COUPON WORTH M 25 S&H Green Stamps With the Purchase of any (2) 12-oz. jars IDEAL PRESERVES Expires May 18, 1965

THIS COUPON WORTH N 25 S&H Green Stamps With the Purchase of any 2 Rolls PRINCESS PAPER TOWELS Regular or Jumbo Expires May 18, 1965

THIS COUPON WORTH O 25 S&H Green Stamps With the Purchase of a VIRGINIA LEE SPANISH BAR CAKE Expires May 18, 1965

THIS COUPON WORTH P 25 S&H Green Stamps With the Purchase of an 18-oz. jar of IDEAL CREAMY PEANUT BUTTER Expires May 18, 1965

THIS COUPON WORTH Q 25 S&H Green Stamps With the Purchase of any 2 KLINIK ITEMS ASPIRIN, ALCOHOL, PEROXIDE, PETROLEUM JELLY or MOUTHWASH Expires May 18, 1965

THIS COUPON WORTH R 25 S&H Green Stamps With the Purchase of a 1-lb. bag of ACME or WINCREST COFFEE or a 1-lb. or 2-lb. can of IDEAL COFFEE Expires May 18, 1965