

Madam, \$479.00 is a lot of money

SPEND IT CAREFULLY!



\$479.00 is the amount spent annually for food by the average family - according to Food Budget Experts. Be sure you spend it wisely!

How much does YOUR food cost you in a year? Now, supposing you bought it all at one time—\$479.00 worth for instance—you'd be mighty careful where you spent such a large sum, wouldn't you?

If you were wise, you'd spend it where you received the most in value for your money. That's only common sense! Exactly the same reasoning should apply to your regular everyday food purchases—for the savings can be

real and just as important to you.

That's why we say, compare values when you shop for foods. We believe you'll find our values consistently greater on everything you buy.



BACON
Dry Sugar Cured
Pound **25c**

Shortening
Pure Snow White
4 Pounds **35c**

Peanut Butter
Pound **9 1/2c**

BROOMS
Good 4-Sew
Each **29c**

Tuna Fish
White Star
1/2 Can **12 1/2c**

Specials—For Saturday and Monday

SPINACH
Del Monte large can, 2 for..... **25c**

TOMATOES
Large Can **10c**

PEAS
East Oregon, 2 Cans **25c**

CORN MEAL 9-LB. BAG **25c**

SAUER KRAUT NO. 2 1/2 CAN **10c**

Crackers 2-Pound Box **19c**

Silko Tissue 1000-SHEET, 4 ROLLS **15c**

CORN GOLDEN BANTAM, CAN **9c**

Pale Face SPARKLING WATER, PINT BOTTLE, 2 FOR **15c**

Pineapple FANCY SLICED, NO. 2 1/2 CAN **19c**

WHITE KING GRANULATED SOAP—Large Pkg. **35c**

JELLO—4 Packages **25c**

BAKER'S PREMIUM CHOCOLATE—1/2-Lb. Pkg. **15c**

LOG CABIN SYRUP—Medium Can **43c**

Aristocrat Mayonnaise
Quart Jar **43c**

Salad Serve Salad Dressing
Quart **35c**

Julia Lee Wright Bread
From Oregon's Most Modern Bakery.
Large Loaf **14c**
Small Loaf **10c**

Don't Be Misled

We don't make any idle threats about meeting or beating all prices in Roseburg, because if we did we would feel obliged to live up to this threat. Common sense tells us that no merchant can sell every item cheaper than everybody else. Good business just doesn't permit a condition of this kind to exist. Therefore we are not careless enough to boast about beating everybody's price in the community. Neither do we think it good business to allow any competition to carry out such a threat. For over 14 years Safeway Stores have consistently sold foods at a saving in Roseburg and our customers will still be afforded this consistent saving. Get our prices before you buy.

Butter Creamery, 1 lb. **34c**

Eggs Large extras, 2 doz. **33c**

Sugar 10 lbs. **49c**

Cheese Full Cream, lb. **18c**

Flour Savings

PEAR 49-LB. BAG **\$1.19**

Harvest Blossom **\$1.59**

BLUE SEAL **\$1.49**

ORBIS **\$1.55**

LENTEN FOOD

SALMON Alaska Pink, No. 1 Can **10c**

SPAGHETTI Van Camp's, No. 1 Can **9c**

SHRIMP 5-oz. Can **10c**

SARDINES Mustard or Tomato Sauce, 3 Cans **25c**

MORTON'S SHAKER SALT—2 Pkg. **15c**

MATCHES—6-Box Carton **17c**

SEASIDE LIMA BEANS—No. 1 Can **9c**

SUPER SUDS—3 Pkgs. **25c**

PALMOLIVE SOAP—4 Bars **25c**

CREAM OF WHEAT—Lg. Pkg. **23c**



CANTERBURY TEA Green, 1/2-lb. Pkg. **15c**

MARSHMALLOWS Fresh, 1-lb. Pkg. **13c**

CALUMET Baking Powder 1-lb. Can **20c**

LIBBY'S CORNED BEEF 2 Cans **35c**

DEL MONTE PEACHES Large Can **15c**

CRYSTAL WHITE SOAP 10 Bars **29c**

TOOTHPICKS 10c Package **7c**

Extract, Schilling's Lemon or Vanilla, 2-oz. Bottle **19c**

SALAD OIL In Bulk, Quart **25c**



SPINACH 2 Lbs. **13c**

CELERY The very best, bunch **15c**

ONIONS 10-lb. Bag **29c**

LETTUCE 2 Heads **9c**

ASPARAGUS No. 1, 2 Lbs. **19c**

ORANGES Sunkist, Medium Size, 2 Dozen **39c**

Direct from the growers' fields to you. Note the superior quality at your Safeway Stores.



Sunkist Grapefruit
Practically Seedless
LARGE SIZE—6 for **23c**

ONION SETS
6 LBS. **19c**



3 lb. **49c**

3 lb. **65c**



2 lb. **45c**

Safeway's Modern Meat Market

AT DEER CREEK BRIDGE

Specials for Saturday and Monday



SLICED COD FISH
Finest Quality, Lb. **12 1/2c**

Sliced Salmon lb. **15c**

Fresh Smelt 4 lbs. **17c**

Fresh Oysters pt. **22c**

SEASONING BACON Sugar Cured, Lb. **19c**

PORK STEAK Fresh and Lean, Lb. **22c**

PORK ROAST Center Cuts, Lb. **19 1/2c**

Rolled Prime Rib of Beef



POUND **18c**

SAFEGWAY STORES

Flavo-Jell

Assorted Flavors, 3 Pkg. **10c**

Soap

Big Boy or Economy, 4 Bars **19c**