



Meet The Men Who
Will Be In Charge of
Your New Safeway Store



ARCHIE WHITE
Manager



Theron "Johnny" JOHNSON
Assistant Manager



Wm. "Wally" PENNING
Head Meat Cutter



Arthur "Art" PARTON
Head Produce Clerk

IT RE-OPENS TOMORROW! ... YOUR COMPLETELY REMODELED BETTER-THAN-EVER ROSEBURG SAFEWAY STORE!

**2 Big Exciting Days... Fri. & Sat.
Extra Savings Throughout The Store.**

SAME CONVENIENT ADDRESS—215 EAST CASS STREET

Open 9:00 A.M. to 8:00 P.M. Monday through Saturday

Open Every Sunday From 9:00 A.M. Until 6:00 P.M.

**ENJOY THE SHOPPING CONVENIENCE
OF OUR SELF-SERVICE MEAT SECTION**



**SELF-SERVICE
MEAT SECTION**

At this newly remodeled Safeway store you will find those famed Safeway Guaranteed Meats displayed in new, easy-to-shop-from open-top self-service cases. Here you will be able to shop quickly or leisurely. The choice is yours. All fresh meat cuts displayed in these cases are cut right at the store in a spotless preparation room located directly in back of the cases. Here the meats are cut and trimmed, then packaged and labeled with full description of the meat, price per pound and total weight and price of the package. There is no extra charge for this improved service or for wrapping materials. Special meat-cutting service is always available at your request.

Fresh Fryers	Cut-Up and Ready for Your Frying Pan.	Lb. 59¢
Ground Beef	Not Hamburger! Real 100% Lean Ground Beef.	Lb. 59¢
Sliced Bacon	Standard Pack. Lean, Mild Flavor. Uniform Slices.	Lb. 39¢
Chuck Roast	U.S. Govt. Grade "CHOICE" Beef. Tender and Juicy.	Lb. 69¢

You'll find lots of other swell values on display in our new cases.

FLOUR

Kitchen Kraft or Gold Medal

25 LB. SACK 2.19

SHORTENING

Royal Satin

3 LB. CAN 79¢

BREAD

Wrights
1½ LB. LOAF **23¢**
Skylark, Rye, Potato, Crunch
Raisin -- 1 LB. LOAF **20¢**

BABY FOOD

Complete Line of
Gerber's and Heinz
CAN 9¢

**YOU'LL FIND CRISPER, BRIGHTER PRODUCE AT
YOUR NEW SAFEWAY STORE**



**REFRIGERATED
PRODUCE STANDS**

Highly perishable fruits and vegetables just love refrigeration. And here at this better-than-ever Safeway store they will get lots of it. First of all, produce is stored in a refrigerated holding locker. Then they find their way to the new refrigerated display cases in our sales room. Refrigeration protects and preserves the farm-fresh goodness of Safeway fruits and vegetables. Appearance, moisture content, flavor and eating qualities are safeguarded by the controlled currents of refrigerated air which circulates through the display cases.

Yes, you can count on Safeway for the finest fruits and vegetables, and for quick courteous, friendly service.

Watermelons	Thumpin' Ripe California Melons. Serve It Tonight!	Lb. 6¢
Cantaloupes	Extra Sweet Flavor. From Sun-kist Vines.	Lb. 10¢
Sweet Corn	Extra-Fresh and Sweet. Serve 'em with gobs of butter.	Lb. 15¢
Potatoes	New Shafter Whites. Real Beauties These!	Lb. 7¢ 25-lb. Bag 1.69

There are scores of other tempting treats in our new refrigerated cases.

GARDENIAS FOR THE LADIES!

We'll have a lovely gardenia corsage for every lady visiting our newly remodeled store tomorrow.

BALLOONS FOR THE KIDDIES!

We haven't forgotten the kiddies, either. We'll have a nice balloon for all the youngsters.

DELICIOUS COFFEE SERVED!

Come on in and enjoy a cup of aromatic Nob Hill Coffee. Leave your nickel at home. It's on the house!

Tuna Fish	Torpedo, Light Meat, Grated	No. ½ can	23¢
Grapefruit Juice	Town House—Natural or Sweetened	46-oz. can	22¢
Del Monte Peas	Fancy—New Pack	2 No. 303 cans	35¢
Sugar Belle Peas	Fancy Pack	2 No. 303 cans	29¢
Pork & Beans	Van Camp's best!	2 No. 2 cans	29¢
Freestone Peaches	Penthouse brand, No. 2½ can		27¢
Snack Canned Meat		12-oz. can	39¢

Edwards Coffee Vacuum Packed 1-lb. can **87¢** 2-lb. **\$1.73**
Ripe Olives Ebony—Standard Size No. 1 Can **19¢**
Coffee Mugs Sturdy — Fire King EACH **10¢**
Cherub Milk 2 Tall Cans **25¢** Case of 48 cans **\$5.99**
White Satin Sugar Fine quality 10-lb. **\$1.07**
Van Zee Cheese Food 2 lb. brick **79¢**
NEED CANNING SUPPLIES?

Safeway has a wide assortment at MONEY SAVING prices.



NEW! DAIRY FOODS CASE
with easy-to-reach display

No longer will you have to grope around in a dark cabinet looking for your favorite dairy foods. Here at this newly remodeled Safeway store you'll find them attractively displayed right at your fingertips in new open-top refrigerated cases. And these new cases hold an even greater selection of dairy foods.

**HOLIDAY BRAND
MARGARINE**

Smooth Spreading.
An Outstanding Value!

5 ONE-POUND PACKAGES \$1.00

COTTAGE CHEESE

Blossom Time Cream or Farmer Style PINT TUB **25¢**

CHEDDAR CHEESE

Chatham Brand You'll Enjoy It's Mild Flavor 1-LB. WEDGE **69¢**
ALWAYS A COMPLETE LINE OF MILK, BUTTER, EGGS.

White Magic Soap

SPECIAL DEAL!

**SAVE 15¢
WHEN YOU BUY 2 REGULAR
27¢ PACKAGES**

Both for 39¢

Carnation Corn Flakes

SPECIAL DEAL!

Get a Regular Size package for **5¢**
**WHEN YOU PURCHASE A
Giant size pkg. at reg. price of 20¢**

DID YOU KNOW...

We have a wide variety of
Nutradiet Fruits & Vegetables
S&W and Diet Delight Brands

**BIG DISPLAY OF
FROZEN FOODS**



Row after row of favorite frozen foods displayed in new-style open cases. Every item within easy reach. No stooping. No groping. Check these typical values...

Bel Air Brand Frozen Concentrated
ORANGE JUICE

One Can Makes 1½ Pts. of delicious orange juice. Keep several cans on hand. 6-OZ. CAN **14¢**

Bel Air Brand Frozen
LEMONADE

Just add water for a big pitcher full of tangy, tasty lemonade. 6-OZ. CAN **14¢**

Bel Air Brand
FROZEN PEAS

Most delicious peas you have ever tasted. And look at this low price. 12-OZ. PKG. **21¢**

**FREE MELO-MAID
ICE CREAM CONES**

FRIDAY and SATURDAY

MELO-MAID ICE CREAM

BULK PAK Ass't. Flavors QTS. **60¢**

SHERBET Ass't. Flavors QTS. **35¢**

Other New Features for
Your Shopping Convenience

**FAST, ACCURATE
CHECK OUT**



The modern design of these new-style check stands eliminates waste motion. Six check stands available to provide speedy service.

A Big Selection of Your
Favorite Magazines

Expanded Line of House-
hold and Kitchen Items

Greater Selection of Brands
New Items... New Sizes

Improved Lighting
Throughout

Canterbury Tea Orange Pekoe 8 Bags **10¢**

Peas Libby's Early Garden 8-oz. can **10¢**

Maraschino Cherries Blossom 3-oz. bot. **10¢**

Kraft Salad Mustard 6-oz. jar **10¢**

Steinfeld Sauerkraut 11-oz. can **10¢**

Apricot Nectar Libby 12-oz. **10¢**

Libby Tomato Juice 300 can **10¢**

Sliced Beets Carnival No. 2 can **10¢**

Diced Carrots Marion 303 can **10¢**

White Hominy Oreo 303 can **10¢**

Golden Hominy Oreo 300 can **10¢**

Pork and Beans Taste Tells 300 can **10¢**

Chili Beans Smith No. 300 can **10¢**

Fancy Peas Sugar Belle 8-oz. can **10¢**

Pinto Beans Taste Tells No. 300 can **10¢**

Smith Spaghetti No. 300 can **10¢**

Libby Potted Meat No. ¼ can **10¢**

Green Olives Mantilla 2-oz. **10¢**

Olives Early California Sliced Ripe 2½-oz. **10¢**

Stuffed Olives Cadiz 1½-oz. **10¢**

Mustard Kraft Horseradish 1-oz. **10¢**