

SAFEWAY GOES *Storewide* DISCOUNT

HERE'S WONDERFUL NEWS FOR EVERY FOOD BUYER IN THIS AREA

We are now totally discount at Safeway. The only exceptions are fair traded and government-controlled items and items already sold at discount levels. This new pricing program has been made possible by reducing the costs of operating our stores to a minimum, plus cutting back on the amount of weekly specials. You now benefit from the same low prices every day of the week when you shop at Safeway. Thus, you can shop on the week day that suits your schedule best with the assurance that you are paying the same money-saving discount prices every day.

COMPARE and SAVE!

Here's where you find the *good news* at your Safeway Discount Store—right on the shelf! You'll plainly see how much you are saving as you go along. We promise you'll be impressed by your savings as they add up!

LOOK FOR
THESE
SHELF TAGS:

WAS	39	SAFEWAY DISCOUNT PRICE	35
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BIG EXTRA SAVINGS...

WATCH FOR OUR SUPER SAVERS

When you see an item marked "Super Saver" it means a special temporary savings, even below our every day discount price. Also, when we make an exceptional purchase or receive promotion allowances from manufacturers, we have an opportunity to pass our savings along to you. Because these are temporary extra savings, we mark them "Super Saver." Stock up while these extra savings are in effect.

LOOK FOR
THIS MARK ▶

**SUPER
SAVER**

SAFEWAY

SAVE ON NATIONAL BRANDS



DISCOUNT PRICES EVERY DAY

Your favorite brands—Del Monte and Libby, Kellogg, Van Camp, Jell-o, etc.—all of them are here at low discount prices every day. Save pennies, nickels, dimes on purchase after purchase. No need to wait for specials. Shop when you want to shop.

SAVE ON SAFEWAY BRANDS



DISCOUNT PRICES EVERY DAY

Safeway's own brands, which are offered as additions to our wide selection of national brands, offer some of the biggest saving opportunities at Safeway Discount. These fine, guaranteed brands are made by Safeway, or to our strict specifications. They cost us less, so we sell them for less.

SAVE ON TOP QUALITY MEATS



DISCOUNT PRICES EVERY DAY

At Safeway, you get USDA Choice Beef at Safeway's discount prices. This is meat graded by U. S. Department of Agriculture experts; the Choice grade goes only to meat which is tender, juicy, flavorful. All Safeway meats are trimmed waste-free, and guaranteed to please or money back!

SAVE ON FRESH PRODUCE



DISCOUNT PRICES EVERY DAY

You always get the best and freshest produce at your Safeway Discount Store. And at the lowest possible prices. Our buyers are stationed in every important producing area. They buy the best and rush it here. We sell it at discount prices every day.

SAVE ON HEALTH & BEAUTY AIDS



DISCOUNT PRICES EVERY DAY

Our prices can bring you tremendous savings on non-foods, too! Check our prices on your favorite brands of toothpaste, deodorants, cosmetics, headache remedies and other health and beauty aids. Check our discount prices, too, on other non-food items such as magazines, glasses, and kitchen tools.

SAVE MONEY EVERY DAY AT SAFEWAY DISCOUNT