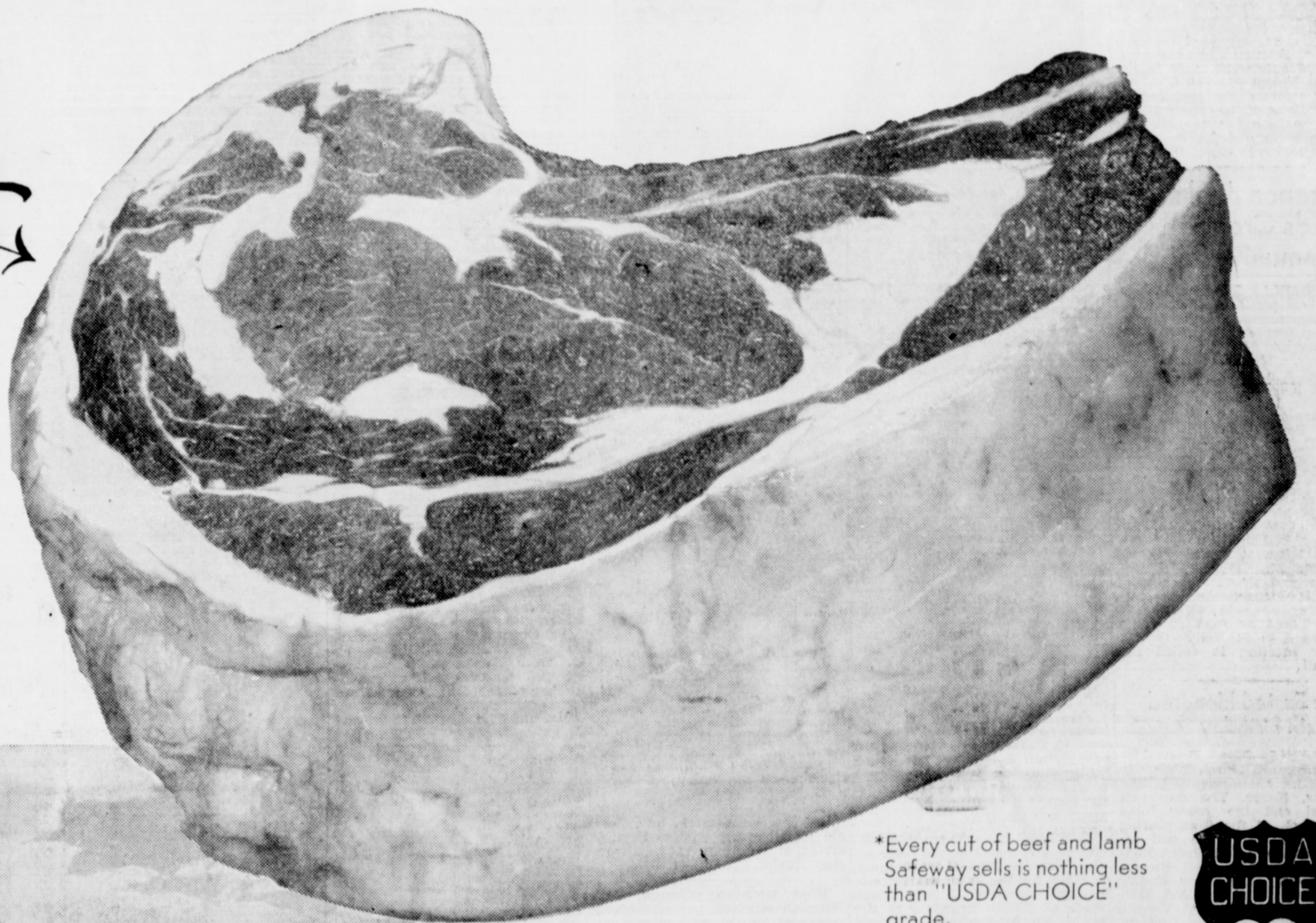


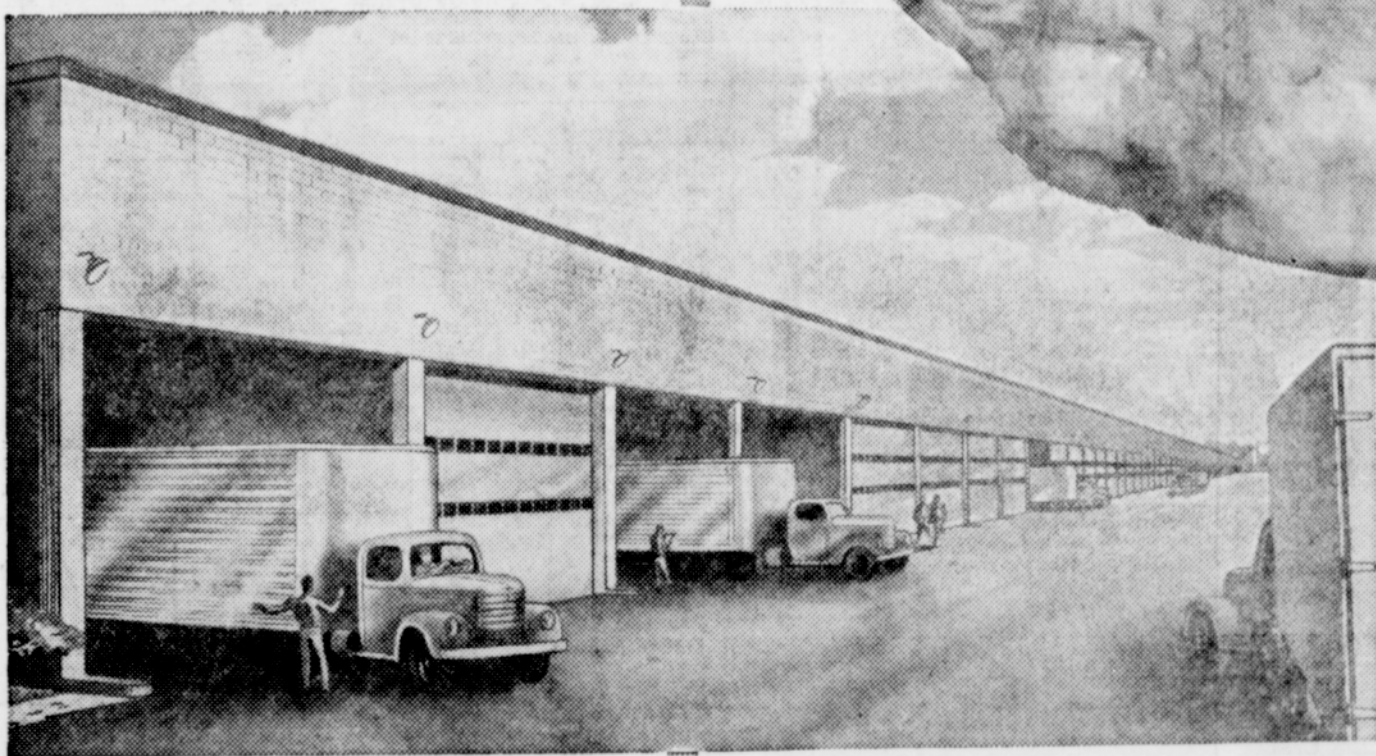
Safeway brings to this area A Completely Different Meat Service

Only at Safeway

can you buy this
full-flavor Rib Roast...
and other meat cuts
you like...at tiptop
eating goodness. Our
message on this page
explains why



*Every cut of beef and lamb
Safeway sells is nothing less
than "USDA CHOICE"
grade.



The wonderful meats sold at your Safeway come
from this million-dollar Central Meat-Aging Plant.
Here fine meat is aged scientifically, under
constant temperature and humidity controls...
to provide outstanding meat value
for families in this area

**We believe you will agree when
you try it that this unique Safeway
meat service—in its benefits to you
—stands as a great forward step
in retail meat marketing**

The meat service plan which Safeway meat
experts have perfected for this area has been
proved by more than 15 years of testing and
development. It represents all of Safeway's
accumulated experience and hard-won knowl-
edge in meat selection and handling.

To bring the plan to this area, Safeway has
constructed here a vast, modern Central Meat-
Aging Plant. This plant alone represents an
investment of over a million dollars. It has
specially designed equipment and giant aging
rooms to aid and guide meat's *natural* aging.
These facilities are unmatched in this area.

Here are key facts about the Safeway meat
program, presented in question and answer
form for your information... here are the
reasons why Safeway is able to *guarantee*
you absolute satisfaction with every cut and
kind of Safeway meat you buy.

1. What quality of meat does Safeway sell under this meat plan?

All Safeway meats are of the top grades only
...the U.S. government top grades of beef,
lamb, veal, and top grades, too, of pork.

These fine, naturally tender meats are se-
lected carefully for best eating qualities by
Safeway meat experts...men of long experi-
ence in judging meat.

We buy only beef and lamb approved by
these experts...age this fine meat at our
Central Meat-Aging Plant...and sell it at
your Safeway.

2. You say Safeway meats are aged scientifically—properly aged. But is aging really necessary if you start with beef and lamb of the top grades only?

That's an important question and one that
we had to answer by experience.

Actually, we now know that only the top
grades *do* benefit from aging. Home econo-
mists, meat experts, famous chefs all agree
that even top-quality meats lack full flavor
and tenderness until they are correctly aged.

No piece of beef or lamb leaves our Cen-

tral Meat-Aging Plant until it is aged to
perfection for eating. Each piece of beef, for
example, is dated and kept in a scientifically
air-conditioned Aging Room...under daily
inspection...for just the right number of
days to assure its full goodness.

3. You certainly have quality meat at Safeway—but what can you tell me about value?

Usually you can see the extra value in every
cut and kind of Safeway meat. This extra
value is clear to you because of our special
trimming method—trimming we do *before*
your purchase is weighed on the store scales.
Our trimming method removes excess bone,
waste and fat, so you actually get more
good-eating, tender meat per pound—a bet-
ter money's worth.

An example is our rib roast, shown above.
We sell it as you see it—with the short ribs
trimmed off, and the heavy chine bone
removed, both before weighing. We sell our
short ribs separately at a lower price per
pound. Where the chine bone comes out we
place a layer of fat, light in weight, which
seals in meat juices.

Safeway's prices are always on the *trimmed*

cut—on meat your family can eat and *enjoy*.
—a top value!

4. I suppose you also have a special system of meat delivery to my Safeway?

Indeed we have, and our system is a far cry
from old-fashioned ways of handling meat.
At our Central Meat-Aging Plant the meats
for each Safeway are packed in sterilized
boxes. Then these boxes are carried by re-
frigerated trucks to the stores. Temperature
controls protect the goodness of our meats
at every step along the way. We really don't
take much of a risk when we *guarantee* these
meats to please you.

5. Just how far does Safeway's guarantee go?

It goes *all the way*—without restriction!

Simply select your favorite cut of meat—
any cut—at your nearest Safeway. Take it
home. Cook and serve it as you prefer. Eat
it and judge its value—in tenderness, juicy-
ness, flavor.

If you don't like your Safeway meat—for
any reason whatsoever—we will give all your
money back *without fuss or quibble!*

Safeway Guaranteed Meats