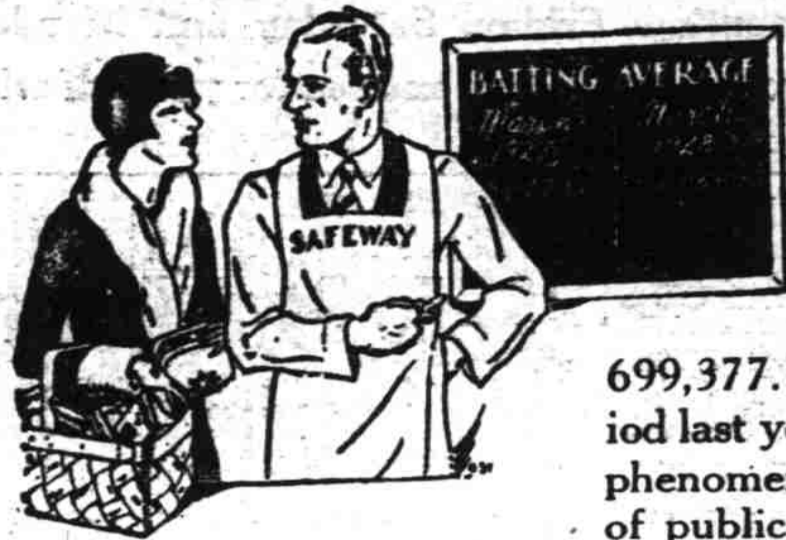


SKAGGS SAFEWAY STORES

Distribution Without Waste

50% Greater



Safeway sales of foods, for the month of March, 1928, were fifty per cent greater than those of March, 1927, amounting to the enormous total of \$8,620,630.80. For the first three months of this year sales were \$22,699,377.15—an increase of 44% over the same period last year. This tremendous volume of sales and phenomenal rate of increase is convincing evidence of public appreciation of the incomparably better savings and service Safeway provides.

Milk
Full tins Pet, Carnation or Federal
6 (Limit 6 cans) Cans 50c

Matches
Large boxes, strike anywhere
6 Boxes 15c

Soap
Crystal White, the billion bubble white soap
10 Bars 37c

Flour
Big K Brand, every sack guaranteed to please. Milled from Montana and Washington hard wheat.
49 Lb. Bag \$1.79

Canned Vegetables
No. 2½ tins red ripe Tomatoes or No. 2 tins white tender Sweet Corn. Both exceptionally fine standard quality.
4 Cans 39c

Hams
Puritan Brand, fancy eastern mild sugar cured
1 Lb. 23c

Dates
Fresh Shipment of Golden Hollowiis
2 Lbs 23c

Lettuce
Large crisp heads
2 for 15c

Oranges
Navels, 126 size, thin skinned and full of juice
1 Dozen 49c

Bacon
Medium weight, sweet sugar-cured
1 Lb. 24c

Hot Cake Flour
Big K brand self rising. Just add water or milk
8 Lb. Bag 49c

Asparagus
Tender long green
1 Lb. 10c

Rolled Oats
Kerr's western rolled white oats
9 Lb. Bag 49c

Apricots
Large No. 2½ tins Hiway brand. The flavor is wonderful
3 Cans 59c

Peaches
No. 2½ tins excellent Cling Peaches
6 Cans 98c

Pineapple
Small buffet tins fancy sliced or crushed
4 Cans 45c

Mazola
The popular oil for salad dressing or cooking
1 Qt. Can 39c

Coffee
Safeway Blend, roasted daily from the finest Coffee obtainable, and ground to your order
1 Pound 47c

Picnic Shoulder
Lean, sweet, mild, sugar cured
1 Lb. 14c

Sugar
Pure cane, fine granulated
100 Lb. Bag \$5.79

Potatoes
Oregon Burbank They cook dry and mealy
100 Lbs. 98c

Bread
Safeway quality, baked in a modern up-to-date plant, insuring a clean, wholesome product. A combination of the most scientific baking methods and the finest quality ingredients obtainable make Safeway bread popular. For Saturday and Monday we offer a two pound twin loaf. Each 10c

A NATION-WIDE CHAIN OF DEPARTMENT STORES

J.C. PENNEY CO.

A NATION-WIDE INSTITUTION

NO FRILLS! QUALITY GOODS AT LOW PRICES.

"where savings are greatest"

160 North Liberty

The Economy Centre of Economy Street

Here are values that definitely emphasize this Store as the Economy Centre of Economy Street. These items and every item in our Store have been measured by the inflexible Yard Stick of Reliable Quality and Worth.

A Gift for Mother—And It's Paid for

There seems to be some sort of popular belief that Father is the only one who worries about the bills, and Mother only tries to spend as much money as possible. This isn't so at all, and it is high time that the thrifty Mothers of the World rose up and protested against such injustice.

As a matter of fact it is our women customers who are most enthusiastic over our Pay-As-You-Go plan and who have made its success possible. Mothers know from sad experience that spending Tomorrow's Dollar Today is a serious mistake. Unemployment or sickness may come unexpectedly, and you may not get the expected dollar after all.

That is why Mother is always especially pleased when she receives a gift from our store. She knows that it is of excellent quality, that you thought about it long enough ahead to save the money for it, and, best of all, she knows it's paid for.

J.C. Penney Co.

When the Junior Miss Goes Shopping She Finds the Latest Modes for Youth In Our Department



The youthful sophistication of junior frocks makes them a delight—they are jaunty, clever and new—juniors and small women who can wear junior sizes will find them irresistible.

Gay Colors—Black—Navy

The Spring frock picture is a colorful one—with reds, blues, greens and rosy tan shades in evidence. Black and navy appear frequently, also.

\$9.90 to \$24.75

The price range above makes a new frock or two possible right now—when you want one most.

Clever Styles For Every Junior Need

There are frocks of every type—for school girls, in class and at parties—small women will find the styles adapted to their needs—you must see them for yourself.

"Jacié" For the Complexion of Youth

Hundreds of women are now using "Jacié"—a new line of high quality toilet-tries. The most fastidious will find them satisfactory. A complete line from

19c to 98c

Select Your Handbag Carefully To Match the Rest of Your Spring Costume



It is important to have your handbag match your coat—or other accessories. A smart selection is priced from

98c to \$2.98

Many Styles Pouch and envelope bags in plain colors and repellent effects.

Color and Quality Are of Particular Importance In Your Silk Hosiery



From the top of her head to the tip of her toes, the smart woman or miss plans her costume as an ensemble. Clear, evenly knit, pure silk hosiery is essential in the color scheme—it must blend with the frock or coat and probably match the accessories. Our numbers are helps to smartness, inexpensively!

No. 449—Pure Silk, Lisle Top
No. 447—Pure Silk-to-the-Top
No. 455—Chiffon Silk-to-the-Top

Three numbers to take care of three distinct needs—pure silk with lisle top and medium weight pure silk to the top for general wear and lovely sheer hose for dress-up. You can buy them here for only, pair,

\$1.49

"Nu-Shine" Shoe Polish
Tan, brown or black! Gives a quick, lustrous shine.
23c

Lip Rouge In Paste Form
Many women prefer paste rouge—Jacié is smooth.
49c

Dignified---Charming Hats for Matrons Are Decidedly Smart

There is a youthful dignity about these hats that is flattering and most becoming—women are finding them decidedly to their liking.



Straw and Silk Combinations

Novelty straws are a popular choice—especially when combined with silk or satin—black and colors are included in this up-to-the-minute assortment.

\$3.98 to \$4.98

Spring Flowers Will Be Worn On Coats and Frocks



Gay bouquets are blooming on every side—coats and frocks of plain color use them for trimming. Single flowers and clusters are priced moderately at—

49c—98c

A New Shade For Springtime



Keeping step with what's new in fashion isn't foot-wearing to the woman who chooses this practical One Strap in the new Honey Beige shade.

\$4.98

Safeway Meat Features Friday and Saturday

Rabbits

Young friers or bakes
1 Lb. 30c

Lard

Open kettle rendered, fresh and sweet
3 Lbs. for 43c

Pork Roast

Choice shoulder cut from pig porkers
1 Lb. 16c

Chickens

For baking or stewing
1 Lb. 29c

Safeway Meat Markets are more than just "Butcher Shops." The old type of "butcher" has passed out of the picture and the men in our shops today are highly trained specialists—men who have undergone a long and intensive course of study in scientific, economical and efficient handling of this part of the nation's diet. Buy your meats at Safeway Markets and benefit by this highly developed service—plus the savings.

PRICES EFFECTIVE BOTH SALEM STORES

162 No. Commercial St.—Phone 478

270 N. Commercial St.—Phone 1809