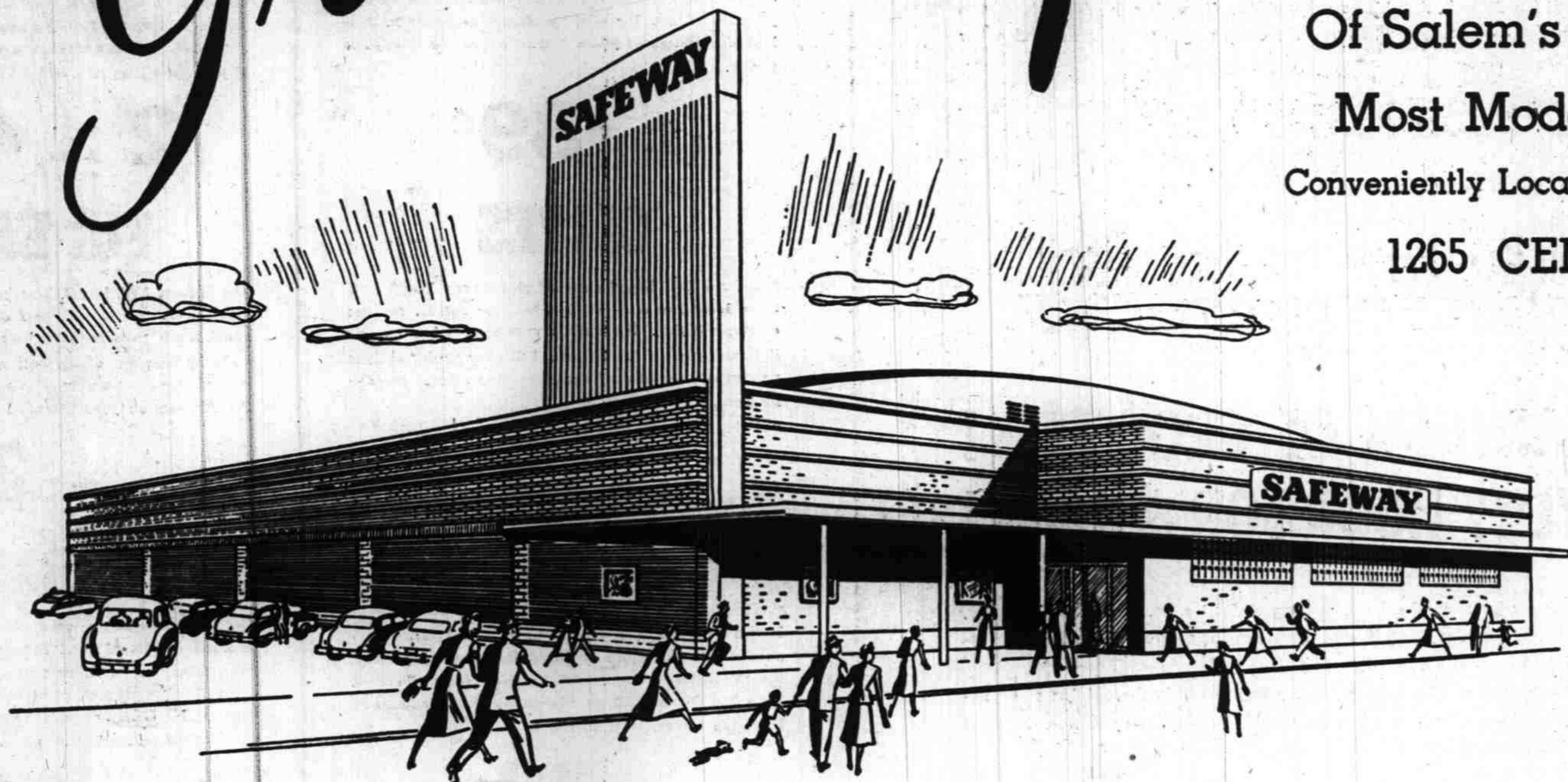


SAFEWAY takes great pleasure in announcing the

# Grand Opening



Of Salem's Most Beautiful,  
Most Modern Food Store  
Conveniently Located in the Heart of Salem  
1265 CENTER STREET



CARL LAGERFELD  
MANAGER



CLYDE MEIGHEN  
ASSISTANT MANGER



CLARENCE COX  
HEAD MEAT CUTTER



RICHARD REED  
CLERK IN CHARGE -  
PRODUCE SECTION

Yes, friends and neighbors, it's ready at last—your beautiful new Center Street Safeway store.

Here, where once stood the revered Washington school building, now stands another building — the most up-to-the-minute food store in the Pacific Northwest.

Once inside this impressive edifice, you will see the result of years of patient planning. Designers and construction engineers have pooled their talents to provide you with the type of food store you so richly deserve.

But it takes much more than a modern new building to attract and hold food customers. There must be a complete selection of quality food products of every description — prompt, efficient service — courteous and congenial salespeople — and, above all, a thorough understanding of what you, our customers, want and demand in merchandise and shopping facilities. Safeway proudly believes that each of these obligations has been met at this store.

Tomorrow you will have the opportunity to inspect this new store — to judge for yourself the product of our efforts to bring you finer food service.

It's all yours, folks. Welcome to this new Safeway store. We hope it meets with your approval.

You are cordially invited to a

## PREVIEW

of this new Safeway Store

### This Evening, 5:00 to 9:00

We have arranged this open house with just two things in mind. First, we want you to see for yourself the many modern features that have been built into this new Safeway to provide you with greater shopping pleasure. And second, we know we'll meet new folks and get better acquainted with old friends. We sincerely hope you will grant us the honor of your presence.

Lovely Gardenia Corsages for our Lady Visitors

Refreshments - Music

NO MERCHANDISE WILL BE SOLD AT THIS PREVIEW

## GRAND OPENING

TOMORROW, 8:00 A. M.

More Exciting News About This Great Event Inside →