

## Here's Your Chance To Have Fun And Win Cash And Merchandise Prizes!

### 40 FIVE-DOLLAR BILLS for "EARLY BIRDS"!



Be an "early-bird" shopper at the new Safeway. You have an opportunity to win a crisp, new \$5.00 bill! Each morning, starting tomorrow, for four straight days, we will award a cash prize of \$5.00 to the first person checking out at each of the ten checkstands at this new store with purchases which add up to a total of exactly \$21.38.

Now this little contest might not sound too difficult, but it's no snap, either. It requires considerable skill to assemble exactly \$21.38 worth of merchandise -- especially when you are competing against time and other shoppers who are out to win the prizes.

Produce items and certain packaged cheese items which must be weighed at the checkstand to determine exact price are excepted from this contest. Only items marked with the full purchase price are to be counted.

That's all there is to it. Ten customers at the new Safeway will be \$5.00 richer tomorrow morning when they leave the store. Will you be one of them? Hurry, doors open at 8:00!

*This Offer Will Be Repeated Each Morning  
Wednesday, Thursday, Friday & Saturday, Nov. 14-15-16-17*

### 56 FREE CARTONS OF GROCERIES! ONE EVERY HOUR FOR 4 DAYS!



Every hour, on the hour, starting at 9:00 a. m. tomorrow, Thursday, Friday and Saturday, we will award a big carton of groceries to some fortunate lady who is at the new Safeway.

This prize will be awarded to the lady, who, in the opinion of an unknown judge (some person not connected with Safeway Stores, Inc.), is wearing the most unusual hat!

There you are, ladies. Now it's up to you! Get out the scissors and thread and put together a bonnet you think will surpass all others. Wear it when you visit the new Safeway. You might very easily go home with a nice order of groceries that won't cost you one single penny! And remember -- you have 14 chances to win each day for four days. Another prize every hour, on the hour, from 9:00 A. M. until 10:00 P. M.

### A BEAUTIFUL NEW G. E. REFRIGERATOR!

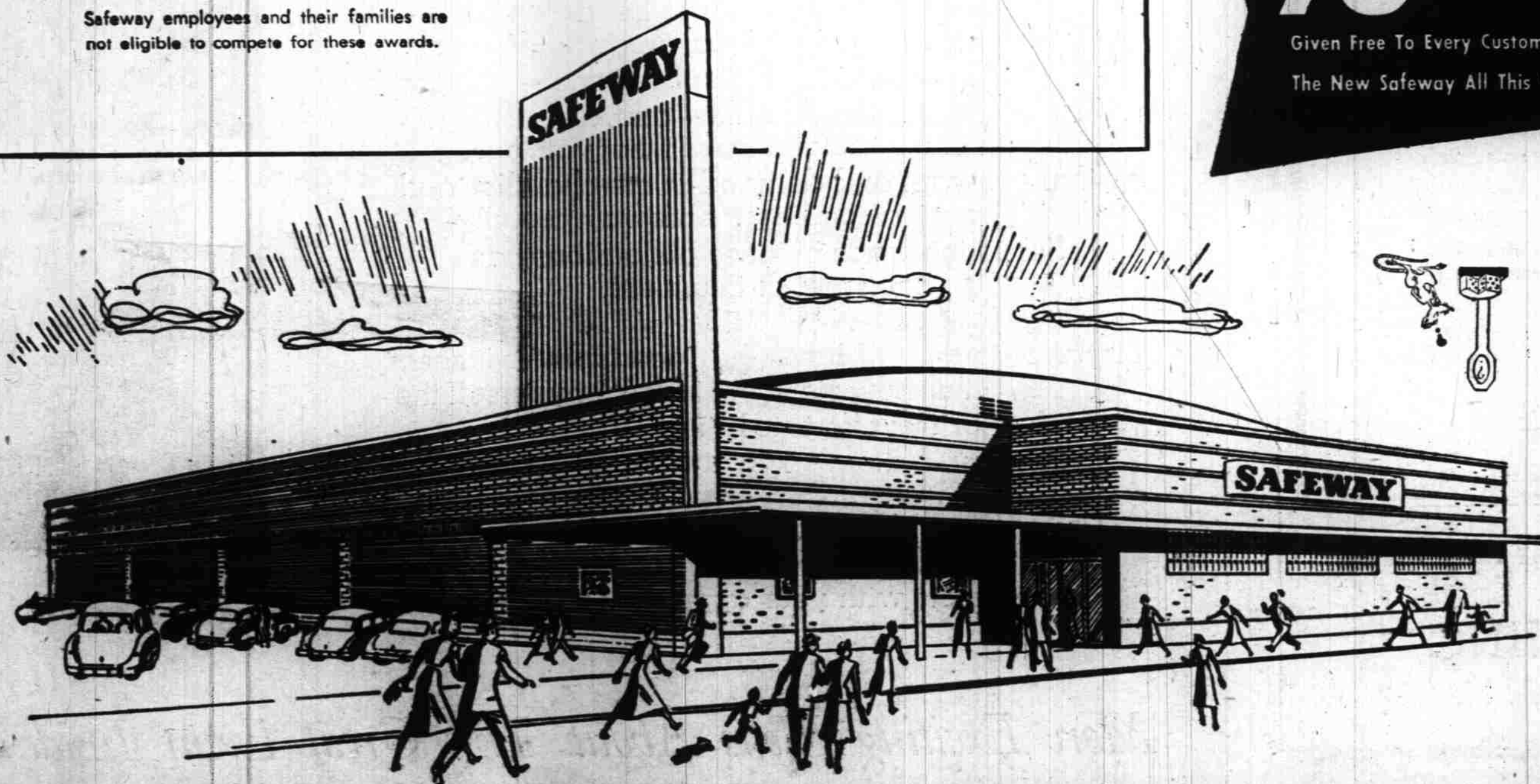
On display at the new Safeway is a big wheel of cheddar cheese. Visit this display. See if you can estimate how much this cheese weighs. Write your name and address and your estimate of the weight of the cheese on a slip of paper. Drop it in the box at the display. Contest closes at 10:00 P. M. Saturday night, November 17th.

To the person whose estimate is closest to the actual weight of the cheese we will award a beautiful new 8 cu. ft. General Electric Refrigerator.

In case of a tie, persons involved in the tie will be asked to estimate the weight of a second wheel of cheese. Prize will then be awarded to the winner of this second contest.

Anyone can enter. You do not have to make a purchase. Winner will be notified and winning entry posted at the store.

Safeway employees and their families are not eligible to compete for these awards.



## LOOK AT THESE TERRIFIC GRAND OPENING VALUES

PRICES EFFECTIVE WEDNESDAY THROUGH SATURDAY AT ALL 5 SALEM STORES

Here are just a mere handful of the wonderful values we've lined up in celebration of the opening of the new Safeway at 12th and Center Streets. It's another grand opportunity to save even MORE at your Safeway Store!

### NYLONS

These are genuine DuPont first-quality, full-fashioned, 51-gauge, 15 denier nylon hose in two popular shades -- beige or taupe. We've seen these nylons priced at \$1.59. We sold thousands last month. Just look at this special price! Stock up now for Christmas giving.

Per Pair **89¢**

### OLIVES

These are Bell brand chopped ripe olives. You'll find them ideal for tasty sandwiches, for salads, for hot casserole dishes. We made a very special buy on this item and you get the benefit. Fill your pantry shelves now at this sensational low price. Buy all you want -- no limit.

4 1/2-oz. Can **5¢**

### PICNICS

Here's a swell buy on smoked picnics. They are short-shanked (a minimum of waste-home to pay for). They're delicious hot or cold. Slice 'em for sandwiches. Dice 'em for hot dishes. You'll enjoy their delicate ham-like flavor, their thrifty price.

Lb. **39¢**

### BANANAS

These are golden-ripe beauties that are ready to use the day you buy them. Kids and grown-ups enjoy sliced bananas on breakfast cereals. They're a "must" for tasty fruit salads and desserts. And they are always a popular item in the school lunch box. Look at this low price!

2 Lbs. **29¢**

### SALMON

Pacific Rose brand, standard quality, pink chisook salmon. And don't blink your eyes. The price you see quoted here is NOT a typographical error. We know you're paid up to 45 cents a can for salmon of comparable quality. That's what makes this such a sensational buy. Stock up now and SAVE!

2 No. 1/2 Cans **45¢**

### FIG BARS

The famous ABC brand. They're guaranteed fresh and wholesome. You'll want lots of these for the youngsters' lunch pails and for 'tween meal snacks. This has long been one of our best selling cookie items and we are expecting a new sales record at this low price. Put fig bars on your list now!

1 1/4 Lb. Cello Pkg. **29¢**

### P.C. BACON

Here's eastern sugar-cured slab bacon that carries a promise of lots of good eating. Slice your own and save money doing it. Or perhaps you'll want to dice some for flavoring other dishes. In any language it's lean and flavorful and a really outstanding value. It's backed by Safeway's money-back guarantee.

Lb. **39¢**

### JUICE

PINEAPPLE Juice, that is. Your choice of two well-known brands -- Stokely or Smilax. This would be a grand value at even 25¢. But look! We've gone all-out to bring you this delicious nectar of the pineapple plantations at a really sensational price. Here's another grand opportunity to stock up and pocket some big savings.

48-oz. Can **19¢**

Your Opportunity For Even Greater Savings On These Popular Top-Quality Favorites!

- ★ BUSY BAKER SODA CRACKERS
- ★ RIK RAK TRIPLE-ACTION CLEANSER
- ★ KITCHEN CRAFT ALL PURPOSE FLOUR
- ★ ROYAL SATIN ALL-VEGETABLE SHORTENING
- ★ SUNNYBANK FOIL-WRAPPED MARGARINE
- ★ JELL-WELL GELATINES OR DESSERTS
- ★ WHITE MAGIC SOAP - LARGE OR GIANT
- ★ SNO-WHITE PLAIN OR IODIZED SALT
- ★ EDWARDS VACUUM-PACKED COFFEE
- ★ NOB HILL OR AIRWAY WHOLE-BEAN COFFEE

**93¢** WORTH OF MONEY-SAVING COUPONS

Given Free To Every Customer At The New Safeway All This Week

This New Safeway Store Will Be

**Open 8:00 to 10:00  
7 Days in the Week**

For Your Shopping Convenience  
**7 ACRES OF FREE PARKING**  
(ANYTIME!)