Meet Señor Beano Fresco . . . . let him lead you to the Freshest Coffee in town!

© Safeway Stores, Incorporated

Greetings, amigos! I am Señor Fresco. I represent the *freshness* of freshly ground coffee. You'll see me above the coffee mills at your Safeway.

Look for Señor Fresco at SAFEWAY

There is nothing quite so delightful as the freshness of freshly ground coffee. That's what you get when you buy whole bean coffee, "grind it yourself" in a Safeway Coffee Mill. **And it's so easy!** At the flip of a switch, the mill grinds the coffee just the way you want it. Enjoy the extra goodness of **really-fresh** coffee. **Save money, too!** Whole bean coffees come to you in a sturdy paper bag. No expensive container is necessary; the whole bean protects freshness.

Two blends to choose from—

Nob Hill Coffee

Rich and vigorous in flavor... Rushed roaster-fresh to your Safeway in the whole bean—you grind it *fresh* when you buy. It's the coffee with the "Aromatic flavor." lb **86¢**

Airway Coffee

Mild and mellow...a coffee flavor that so many people prefer. Rushed roaster-fresh to your Safeway in the whole bean—you grind it *fresh* when you buy. lb **83¢**

START YOUR DAY RIGHT—EAT A HEARTY BREAKFAST

Standard Pack
SLICED BACON
1-lb. Layer **43¢**

Breakfast Gem
'A' LARGE EGGS
1-Dozen Carton **52¢**

Full o' Gold
ORANGE JUICE
Big 46-oz. Can **23¢**

Highway Brand
GRAPEFRUIT SEGMENTS
2 No. 303 Cans **29¢**

Skylark
BREADS
FOR PERFECT TOAST
• POTATO • CRUSHED WHEAT • RYE • 100% WHOLE WHEAT lb. **19¢**

NU MADE FRESH
MAYONNAISE
Pint Jar **35¢** Quart Jar **59¢**

Paas Egg Dyes Brand new '52 designs pkg. **15c**
Mayday Salad Oil Qt. Jar **62c**
Kitchen Craft Flour 10-lb. Sk. **99c**
Harvest Blossom Flour 10-lb. Sack **88c**

— Miscellaneous Values —

	1-lb. can	2-lb. can
Edwards Coffee	91c	$1.81
Delrich Margarine	1-lb. pkg. 30c	
Sleepy Hollow Syrup	24-oz. bot. 50c	
Vermont Maid Syrup	24-oz. bot. 53c	
Tea Timer Crackers	1-lb. pkg. 35c	
SUZANNA Pancake Flour	3½-lb. pkg. 45c	
Fluhrer's Pastries	each. 29c	
Fresh Milk	quart 23c	
Spring House Butter	pound 89c	
Chiffon Toilet Tissue	2 rolls 27c	
Zee Dinner Napkins	40-count 2/25c	
Vesper White Soap	3 bars 39c	
Daybreak Soap	regular bar 6c	

Hunt's Peaches Golden Sliced Peaches No. 300 Can **15¢**
Morrell's Snack All Meat No Waste 12-oz. Can **39¢**
Cookies Rippin' Good Variety—Sugar Cocoanut—Iced Lemon Bars—Oatmeal Sugar and Molasses 14-oz. Pkg. **25¢**
Sugar C & H Dark Brown Sugar Brown or Powdered 1-lb. Pkg. **10¢**
Cheddar Cheese Chatham Mild American LB. **59¢**

Prices effective through Sunday, March 23rd, Medford Stores

Duz Soap Granulated Soap Giant pkg. **81c**
Rik Rak Cleanser 2 Cans **23c** Garden Seeds at no extra cost
Sunbrite Cleanser 13-oz. cans 3 for **25c**
Ajax Cleanser 14-oz. cans **13c**
Rath's Lunch Meat 12-oz. can **47c**
Allsweet Margarine Pre-colored lb. **30c**
Crisco Shortening 3 lb. Can **89c**
Spry Shortening 3 lb. Can **89c**
Royal Satin Shortening 3 lb. Can **83c**

Lipton Soup Tomato-Vegetable 3 pkts. **38c**
Lipton Soup Noodle with Chicken 3 pkts. **38c**
Argo Starch Quality corn starch 1-lb. pkg. **15c**

PRODUCE VALUES

ARIZONA DESERT SEEDLESS - JUICY

GRAPEFRUIT
Take advantage of the extra savings by the bag. Enjoy their luscious goodness every day of the week. 8-lb. bag **49¢**

Salad Vegetables 8-oz. **10¢**
Asparagus Tender young spears are now arriving at Safeway. lb. **29¢**
Potatoes U.S. No. 1 10-lb. Sk. **72¢** 25-lb. Sack **$1.80**

Avocados 2 for **19c**
Grapefruit Florida Pinks lb. **13c**
Oranges Navels 1-lb. **14c**
Cauliflower lb. **18c**
Onions Green Bunch **2/15c**
Radishes bunch **2/15c**
Rhubarb Hot House lb. **23c**
Tomatoes 12-oz. carton **29c**

STEAKS

Treat your family to the juiciest, tender steaks money can buy

★Rounds Choice Grade lb. $1.05 Good Grade lb. $1.04
★Sirloins Choice Grade lb $1.08 Good Grade lb. $1.04
★T-Bones Choice Grade lb. $1.20 Good Grade lb. $1.12
Corned Beef, lb. 69c

Leg o' Lamb . . . . lb. 89c
Lamb Sholder . . lb. 69c
Rib Lamp Chops lb. 94c
Lamb Breast . . . lb. 37c
Shank
Pork Chops . . . . . lb 70c
Center Cut
Pork Roast . . . . lb. 50c
Loin Cut
Pork Steak . . . . . lb. 50c
Shoulder

Pork Roast . . . . . lb. 42c
Shoulder
Spare Ribs . . . . . lb. 59c
Sliced Bacon . . . lb. 55c
Fancy
Piece Bacon . . . . lb. 39c
Smoked Hams . . lb. 63c
Canned Hams . . . $5.74
6-lb. Can
Fryers . . . . . lb. 69c
Pan-ready

Halibut Steaks lb. 59c
Salmon Steaks lb. 79c
Fillet of Sole . . . lb. 57c
Fillet Rock Cod lb. 39c
Whiting . . . . . lb. 29c
Pan-ready
Fresh Oysters pint 69c
Pure Lards . . 2 lbs. 25c
Del Monte

Fancy Young Hens
Turkeys
Nice plump, broad-breasted birds. Serve your family a festive feast and save money while doing it!
lb. **59c**

Ground BEEF 100% lean beef lb. **59c**

Pork (Morrell—1-lb. rolls)
SAUSAGE lb. **39c**

WRISLEY SOAPS 8 bars and washcloth **57c**
Palmolive SOAP Regular size bars 3 for **27c**
Palmolive SOAP Bath size bars 2 for **25c**
Sweetheart SOAP 4 Reg. Bars **28c** 3 at reg. price—1 for 1c
White King SOAP Granulated Soap 46-oz. pkg. **62c**
White Magic SOAP 1 med. pkg. 5c When you buy a large pkg. at 57c

SAFEWAY