

AGED for Tenderness and Flavor by Safeway

No Wonder These Thrifty Safeway Pot Roasts Are So Good!

Even the "U.S.D.A. CHOICE" grade beef that Safeway buys lacks full flavor and tenderness until it has been properly aged. And only Safeway offers meats which have been scientifically aged under constant controlled temperature and humidity conditions. All beef, and lamb, too, Safeway buys is held in giant aging rooms at our modern meat plant the required number of days to bring

out peak tenderness and flavor. This unique Safeway aging program assures uniform good eating in every cut of beef and lamb we sell. It is just one of the reasons why we are quick to make this iron-clad guarantee: If for any reason, whatsoever, any cut of meat you buy at Safeway fails to please you in any way . . . your money back.

"U.S.D.A. CHOICE" STEER BEEF ONLY

TRIMMED BEFORE WEIGHING

Reproduced at the left is the U. S. Government grade stamp you will find on every cut of beef Safeway sells. Only top-quality meats can be correctly aged. This is why Safeway starts with fine meat . . . makes it even better before it is offered for sale to you.

At the right you see how the skilled meat cutters at Safeway cut a blade pot roast from "U.S.D.A. CHOICE" beef chucks. Note how heavy it is with rick, well-marbled beef with just enough fat left on to make it roast tender and juicy. Excess fat, bone and waste is trimmed off before weighing to assure you of a maximum of good-eating meat for your money. Here is pot roast at its very best. Serve it at your table tonight and wait for the compliments to roll in!



Square-cut Chuck Blade Pot Roast—Heavy with meat, trimmed as shown. **49^c lb.**

Round-Bone Pot Roast—Arm cut of Meaty Beef Chunks. **59^c lb.**

ZEE TOWELS

Absorbent Paper Per Roll **18^c**

- Zee Tissue, thrift value...reg. roll 33c
- MD Tissue, for your bathroom...reg. roll 23c
- Kleenex Facial Tissue...pkg. of 300 20c
- Paper Napkins Zee white...pkg. of 80 2/25c
- Aluminum Foil, Wearaver heavy-duty...25-ft. roll 55c
- Waxed Paper Zee brand...125-ft. roll 23c
- Book Matches 50 books to pack...ctn. 9c
- Shampoo, Drene...3-oz. bottle 57c
- Alka Seltzer...large size 54c
- Light Globes, G.E. Frosted...60W 19c
- Light Globes, G.E. Frosted...75W 19c
- Indirect Globes, G.E. 100-200-300W...each 75c
- Gloves, Canvas...pair 29c
- Work Gloves, Plastic Dot...pair 49c
- Nylon Hose, Floyds 60-15...pair 1.19
- Nylon Hose, Floyds 51-15...pair 98c

DOG FOOD

Pooch Brand Per Can **9^c** Per Doz. **89^c** Case of 48 **\$3.49**

- Dog Food, Playfair...can 9c
- Dog Food, Pard...can 2/27c
- Palmolive Soap, facial...reg. bar 3/25c
- Ivory Soap, pure, mild, med. bar 3/25c
- Surf Detergent...40-oz. pkg. 61c
- Parade Detergent...40-oz. pkg. 59c
- White King Soap...22-oz. pkg. 29c
- Tide, Cheer, Fab, Vel, Oxydol, Duz...giant pkg. 69c
- Ivory Snow, or Ivory Flakes...12 1/2-oz. pkg. 29c
- Draft Detergent...37-oz. pkg. 69c
- White Magic Soap...23-oz. pkg. 27c
- Rik Rak Cleanser...14-oz. size 3/25c
- Spic 'N Span, Woodwork Cleaner...16-oz. size 27c
- S.O.S. Pads soap cleaner...pkg. of 10 19c
- Liquid Starch Fauntleroy...quart bottle 21c
- Liquid Starch Vano, Elastic...quart bottle 23c
- Bleach, White Magic...half gallon 23c
- Clorox, Purex safe bleaches...half gallon 25c

BUCKWHEAT FLOUR

Suzanna Brand 3 1/2 lb. Pkg. **49^c**

- Harvest Blossom Flour...10-lbs. 89c
- Kitchen Craft Flour...10-lbs. 98c
- Kitchen Craft Flour...25-lbs. 2.27
- Pillsbury Flour, all-purpose, 10-lbs. 98c
- Pillsbury Flour, all-purpose, 25-lbs. 2.27
- Gold Medal Flour...10-lbs. 98c
- Gold Medal Flour...25-lbs. 2.27
- Pancake Flour, Suzanna, Buttermilk...3 1/2-lb. pkg. 45c
- Pancake Flour, Sperry...10-lbs. 1.15
- Buckwheat Flour Aunt Jemima...2 1/2-lb. pkg. 41c
- Cake Flour, Swansdown...2 1/4-lb. pkg. 39c
- Softasilk Cake Flour...2 1/4-lb. pkg. 39c
- Fleet Mix...40-oz. pkg. 25c
- Cake Mixes, B. Crocker D. Hines, Pillsbury...pkg. 5/1.00
- Angel Cake Mixes, B. Crocker, Swansdown, Pillsbury...pkg. 39c
- Hot Roll Mix Pillsbury...14 1/4-oz. pkg. 29c

Beef Round Steak

U.S.D.A. Choice grade. Large lean slices of fresh, glistening steak. Guaranteed Delicious

69^c lb.

Silver Salmon

Fresh Frozen Ocean Caught By the Piece

49^c lb. By the Slice **55^c lb.**

Smoked Ham Sale!

Sugar-cured, tenderized fancy hams. Short shanked. Guaranteed perfect. In a variety of sizes to suit your family needs. Average weight 16-20 lbs.

- Whole or Full Half...PER LB. **49c**
- Shank End Piece...PER LB. **39c**
- Butt End Piece...PER LB. **45c**
- Center Cut Ham Slices...PER LB. **89c**
- Center Cut Ham Roast...PER LB. **89c**

- Boneless Sirloin Tip Steak **lb. 79c**
- Beef Rump Roast U.S. Choice **lb. 69c**
- Beef Rib Roast U.S. Choice Standing **lb. 79c**
- Boiling Beef U.S. Choice Plate Cut **lb. 19c**
- Corned Beef U.S. Choice Brisket **lb. 59c**
- Ground Beef 100% Pure Beef **lb. 39c**
- Pork Sausage Armour's Brand 1-lb. Pkg. **45c**
- Halibut Slices Captain's Choice 1-lb. pkg. **55c**
- Breaded Shrimp Captain's Choice 10-oz. pkg. **59c**
- Whiting Fish Captain's Choice 1 1/2-lb. pkg. **35c**

CHATHAM CHEESE

Mild Cheddar Per Pound **49^c**

- Cheer-Whiz Kraft spread...8-oz. jar 32c
- Chee-Zip, cheese spread...8-oz. jar 30c
- American Cheese Dutch Mill...2-lb. pkg. 1.04
- Kraft Cheese, American, 2-lb. pkg. 1.07
- Kraft Cheese Old English...2-lb. pkg. 1.39
- Cheese Spread, Breeze...2-lb. pkg. 77c
- Cheese Spread, Van Zee, 2-lb. pkg. 75c
- Velveeta cheese spread...2-lb. pkg. 79c
- Cheddar Cheese Tillamook...2-lb. pkg. 1.49
- Sliced Cheese Dutch Mill...8-oz. pkg. 33c
- Cottage Cheese Blossom Time...pint tub 29c
- Cream Cheese Philadelphia...3-oz. pkg. 16c
- Ritz Crackers always fresh...1-lb. pkg. 36c
- Crackers, Hi-Ho...1-lb. pkg. 29c
- Soda Crackers Krispy Sunshine...1-lb. pkg. 25c
- Soda Crackers NBC Snowflake...1-lb. pkg. 25c
- Soda Crackers NBC Snowflake...2-lb. pkg. 39c
- Graham Crackers, Honey, 1-lb. pkg. 35c
- Graham Crackers Pirates Gold...1-lb. pkg. 35c
- Soda Crackers Busy Baker...1-lb. pkg. 25c
- Soda Crackers Busy Baker...2-lb. pkg. 39c
- Soda Crackers, Oven Glo, 2-lb. pkg. 35c
- Crackers, Tea Timer...1-lb. pkg. 29c
- Rye Crisp, Ralston...12-oz. pkg. 29c

CANE SUGAR

Victorias Brand -LB. Sack **10 93^c**

- Powdered Sugar or Brown (C&H)...1-lb. pkg. 10c
- Cane Sugar, C&H...10-lbs. 93c
- Cane Sugar, C&H...25-lbs. 2.29
- White Satin Sugar...10-lbs. 92c
- White Satin Sugar...25-lbs. 2.29
- Corn Flakes, Kellogg...8-oz. pkg. 15c
- All Bran, Kellogg...16-oz. pkg. 27c
- Raisin Bran, Kellogg...1-lb. pkg. 29c
- Rice Krispies, Kellogg...5 1/2-oz. pkg. 16c
- Kellogg Cereal Variety pack...10 pkgs. 35c
- Shredded Wheat NBC dry cereal...12-oz. pkg. 19c
- Wheaties Bkft. of champs...12-oz. pkg. 23c
- Trix Cereal, fruit flavored...8 1/2-oz. pkg. 25c
- Cheerios, child's favorite...7-oz. pkg. 17c
- Farina, hot cereal...5-lb. pkg. 65c
- Quaker Oats, quick and reg...3-lb. pkg. 37c
- Cream of Wheat hot cereal...28-oz. pkg. 34c
- Cream of Rice hot cereal...18-oz. pkg. 34c

SPRY SHORTENING

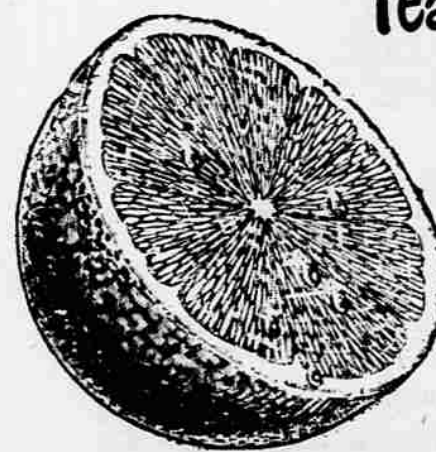
Top Quality—All Vegetable 3-lb. Can **79^c**

LUCERNE MILK

Reg. or Homog. 3.8% Quart Carton **2/43^c**

- Skim Milk, Lucerne, quart carton 2/31c
- "AA" Large Eggs, fresh...dozen 59c
- Fresh Butter Shady Lane...per pound 68c
- Manrose Butter fine quality...1-lb. carton 71c
- Ovaltine Plain or Choc...14-oz. jar 59c
- Borden Hemp Choc. drink...1-lb. size 69c
- Hershey Cocoa hot drink...1-lb. size 79c
- Quik Cocoa, Nestle...1-lb. size 45c
- Fudge Syrup, Hershey...5 1/2-oz. can 20c
- Margarine, Nucoa, Blue Bonnet, Allsweet, Parkay, 1-lb. carton 4/99c
- Sunnybank Margarine...1-lb. carton 4/99c
- Margarine Coldbrook...1-lb. carton 5/89c
- Margarine Dalewood...1-lb. carton 4/87c
- Syrup, Sleepy Hollow, 24-oz. bottle 56c
- Pack Train Syrup...half gallon 67c
- Lumberjack Syrup...24-oz. bottle 29c
- Log Cabin Syrup...24-oz. tin 59c
- Karo Syrup, Blue Label...5-lb. can 67c
- Karo Syrup, Red Label, 1 1/2-lb. bottle 19c
- Baking Powder Calumet...16-oz. can 25c
- Mayday Oil neutral flavor...quart bottle 55c
- Shortening, Frappe...3-lb. can 79c
- Royal Satin Shortening...3-lb. can 73c
- Crisco or Swift'n'ing...3-lb. can 79c

Featured at SAFEWAY sweet'n juicy



ORANGES

Luscious juice-laden seedless Navels from California. Get the healthful habit of serving their tangy juice every morning.

Medium Size PER POUND **12^c 5** SUNKIST SEEDLESS -lb. Cello Bag **49^c**

LETTUCE

Crisp Green Heads Pound **15^c**

Bananas

Golden ripe bananas. Firm textured and full. Perfect eating, sliced or out-of-hand. Pound **19^c**

Grapefruit

Florida Pink Grapefruit. Wide tasty sections of the sweetest, juiciest citrus you ever tasted. Pound **10^c**

- Gauliflower Snowy White **lb. 25c**
- Carrots No Tops to Pay for **lb. 10c**
- Gelery Crisp Straight Stalks **lb. 17c**
- Newtown Apples Hood River **2 Lbs. 25c**
- Winesap Apples 4-LB. BAG **49c**
- Tomatoes Ruby Red **lb. 39c**
- Fresh Dates 1-lb. pkg. **29c**
- Yellow Onions Medium 10-lb. Bag **39c**

POTATOES

- U.S. No. 1 Economy **10 Lbs. 59c**
- U.S. No. 1 Graded **25 Lbs. 1.45**
- U.S. No. 1 Select Premium **lb. 08c**
- New Red Potatoes From Florida **5 Lbs. 49c**

...ALL prices are low at **SAFEWAY**