

"S-DAYS" Are HERE! The Year's Greatest Food Savings Event! Now Through August 12! 12 Exciting, Value-Packed Days! Save Now As Never Before During This Tremendous

# SAFEGWAY BRANDS SALE!

**Our brands are your best buy— Why pay more? Compare...then buy!**



**NEVER BEFORE SUCH DRASTICALLY REDUCED PRICES!**

We want to help you get acquainted with Safeway brands . . . so DOWN go prices! On the pages to follow you'll find scores of prices drastically reduced especially for this great event. You just can't help but save money at Safeway right now!

Here is just one example of the tremendous savings we offer. Don't pass up this deal! Shop Safeway TODAY!

**SAVE 40¢ ON THIS EXTRA-SPECIAL GET-ACQUAINTED OFFER**



Get This Regular 29c 12-oz. Bottle of **Sleepy Hollow Syrup** for **1c**

When You Buy a Reg. 71c Qt. Jar of **Nu Made Mayonnaise**

Sleepy Hollow is extra rich with real maple sugar. Finest imitation maple syrup money can buy!



**RICHER** with extra egg yolks! Marvelous for mixing. You'll love Nu Made's fresh, delicate flavor. Finest quality money can buy.

At Special Reduced Price of 59c Guaranteed \$1.00 Value

Both for **60¢**

**F**OLKS who buy and use Safeway brands regularly are saving money. They used to buy other brands. Then, one day, they decided to try Safeway's brand. They discovered this Safeway brand was as good, or better, than the brand they had been buying. And it cost less! They tried other Safeway brands. Again they found Safeway brands their best buy!

We ask YOU to buy, try and COMPARE . . . both price and quality. We know you, too, will be happy in learning you can feed your family as well, or better, at lower cost.

Safeway insists on highest quality standards. Our own quality control experts check constantly to make sure packers adhere to our rigid specifications. This is why Safeway unconditionally guarantees your every purchase will please you 100%, or your money back.

Every grocery item in this advertisement is a Safeway brand. At your Safeway store you'll find hundreds more . . . each plainly identified for you by the circle S symbol you see at the top of this page. Buy them with confidence. Enjoy the savings you make. Prove to yourself we know what we're talking about when we say, "SAFEGWAY brands are your BEST buy."

*See inside pages for more great values*