



In 1927, this Safeway store in Pendleton served as headquarters for thrift-conscious families.



In 1927, this open-front Safeway at S. W. 2nd and Yamhill, in Portland, was a familiar landmark.



Now, just a memory, this Safeway at 7037 S. E. Milwaukie Ave., Portland, had a flair for unusual displays.



In marked contrast to old Pendleton store pictured at the top of this page is this modern Safeway opened last October at 320 S. W. Emigrant, in Pendleton.

Celebrating 30 Years WITH SAFEGWAY



**The Greatest Store-Wide Sales Event
In the History of the Northwest!**

It's happy anniversary to Safeway, happy savings to YOU, as all 96 Safeway stores throughout Oregon and Southwest Washington join in celebrating 30 years of finer food service to Northwest families. Now, after months of preparation for this sale of sales, stores are stocked to the rafters. Gay price tags point out the greatest array of outstanding food buys ever offered. And on the pages to follow, you will find a wealth of information that will help you understand why more and more families are saying, "Safeway's your BEST place to SAVE."

**FEBRUARY 6th through 17th
At Every Safeway Store in Oregon
and Southwest Washington**



New Safeway stores opened last month at 106th and N. E. Hickory and N. E. 42nd and Killipworth, in Portland, and at 40th and Main in Vancouver, Wash. Below current exterior design shown above.