

One smart woman tells another . . .

SAFEWAY

Look at the big savings you can make at Safeway on Cherub



MILK

Finest quality money can buy

Buy, try and compare! We know you'll agree CHERUB is your best buy in evaporated milk.

Limit **6 Tall Cans 65¢**

A SAFEWAY—GUARANTEED PRODUCT

really opened my eyes on ways to lower my food bill"

It all started a couple of months ago when I wanted a hat so badly. Couldn't figure any way to get it out of my budget. Then I began to wonder if I was paying more for food than I needed to. So, I decided to check.

"I listed all the foods I bought in a week's time. Then I put five columns to the right of the list so I could jot down the price of each item at each of the five stores that are fairly convenient for me to shop in.

"Believe me, I went to each one of those stores. I put down every price and totaled all prices for each store. It took me almost half a day to do it, but it was worth it."



Know what I found? And this will amaze you, as it did me! My total at Safeway was much less than at any of the other stores. Enough savings in a year, I figured, to pay for a new coat!



The secret lies in just a few pennies difference here and there, usually on items you don't see advertised. But those pennies really add up. And you should hear Steve rave about the meats I've been getting from Safeway. And was he ever impressed with my businesslike approach to my shopping.

Chiffon Brand Famous For Quality — A Real Savings

Facial Tissue Regular 25¢ **5 For \$1.00**

Here's a wonderful cleanser with bleach foaming action.

White Magic Cleanser 14-oz. tin **10¢**

Look at these terrific savings on wonderful PARADE

Detergent Save 12¢ **49 1/4-oz. pkg. 66¢** Save 5¢ **large pkg. 28¢**

Shop Safeway for a wide selection of nationally famous

Cigarettes Regular Size **\$1.73** King Size **\$1.89**

Ivory Snow Pure, mild, gentle 12 1/2-oz. pkg. **35¢** **Easter Egg Kit** Paas each **39¢**

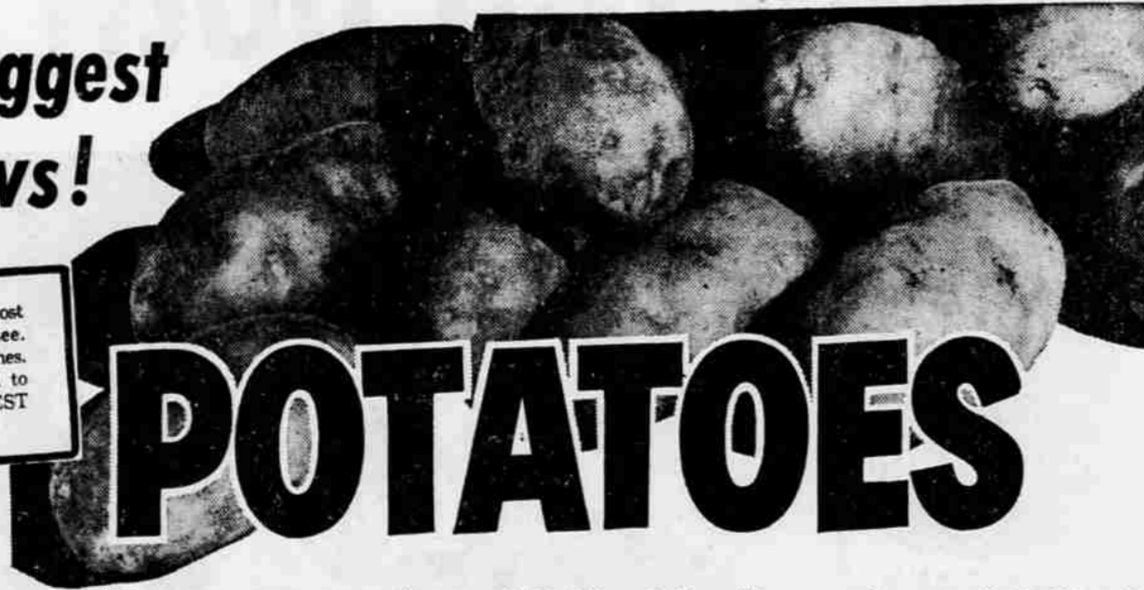
Brocade Soap A real hd. soap 10 bar **49¢** **Dog Food** Friskies brand can **3/50¢**

Cake Mix Pillsbury—All but angel food pkg. **33¢** **Crackers** Busy Bakers lb. **28¢**

Easter Egg Dye Paas each **19¢** **Tuna Fish** Torpedo, grated No. 1/2 can **17¢**

Week's Biggest Value News!

The king of vegetables... the most versatile one your kitchen will ever see. Different sizes for all kinds of potato dishes. Delicious, delicate flavor. And priced to prove again that "Safeway's your BEST place to save!"



POTATOES

OREGON RUSSET

U.S. No. 1 Economy Pack Size Range 4 to 8 Ounces

10 -lb. Paper Bag 33¢

U.S. No. 1 Premium Select Size Range 7 to 12 Ounces

10 Poly -lb. Bag 79¢

U.S. No. 1 Quality Size Range 4 to 15 Ounces

25 -lb. Bag 89¢

U.S. No. 2 Grade

50 -lb. Bag 89¢

ASPARAGUS Light budded tips and butter tender stalk **Half Crate Average 16 1/2 lbs. \$2.59** **lb. 235¢**

NAVEL ORANGES Large Size Sunkist Navels **1/2 Box 17 1/2 lbs. \$1.69** **35-lb. Box \$3.19** **lb. 10¢**

Head Lettuce **lb. 17¢**

Here's the finest selection of tight zesty with flavor heads of lettuce featured now in our produce section.

Baby Palm Trees Celebrate "Palm Sunday" with an attractive Palm plant grown in sunny Hawaii. It will grow in your home the year around. **ea. 29¢**

Radishes and Green Onions bu. **2/15¢** **Carrots** Crisp 'n Snappy Cello Pkg. lb. **10¢**
Rhubarb Local Field Grown lb. **2/29¢** **Grapefruit** Florida Pink **5/49¢**

Apples Fancy Winesaps 24-lb. box \$2.49 lb. **2/25¢** Also available Cantaloupe — Watermelon — Mushrooms — Leeks — Artichokes — and Rose Bushes.

Easter Lillies Will Be Available at Safeway Next Week

For frying, baking, your favorite recipes . . . use **ROYAL SATIN**, finest, all-vegetable

SHORTENING

Save 10¢ at Safeway now!



3 -lb. Tin 79¢

A SAFEWAY—GUARANTEED PRODUCT



- Elberta Peaches** Lady Elberta Brand 3 No. 2 1/2 \$1.00
- Freestone Peaches** Fancy Freestones 3 tins
- Zippy Pickles** Halves & slices O'Gold 3 No. 2 1/2 \$1.00
- Cling Peaches** Regular or Kosher sliced or whole 3 22-oz. \$1.00
- Chunk Tuna** Highway Brand Tasty slices or halves 4 No. 2 1/2 \$1.00
- Dalewood Margarine** Sea Trader, top quality for tasty casseroles, salads & sandwiches 4 No. 1/2 \$1.00
- Coldbrook Margarine** Fine quality 4 1-lb. \$1.00
- Tomatoes** Top value 5 1-lb. \$1.00
- Corn, Peas, Beans** Reg. 23¢ Gardenside A real Safeway Value. 5 No. 2 1/2 \$1.00
- Pooch Dog Food** Gardenside Brand 9 No. 303 \$1.00
- Dry Lima Beans** Nutritional and economical 12 cans \$1.00
- Blackeye Peas** Taste Tells Brand No. 300 can
- Smith Chili Beans** A Real Savings! No. 300 can
- Smith Spaghetti** In rich tomato sauce No. 1 can
- Diced Beets** Marion pieces No. 303 can
- Diced Carrots** Marion Brand No. 303 can
- Galo Cat Food** So nutritious No. 1 can

Take your pick of these terrific money savers. **Your Choice . . . 10 for \$1.00**

SAFEWAY'S **your BEST place to save!**