

MORE MEAT ... LESS BONE AND WASTE



COMPARE! Only at Safeway will you get so much more good eating meat, so much less waste you can't eat . . . for your money you spend. Here is a good example . . .

**SAFEWAY
VALUE
DEMONSTRATION**

4 BIG WEEKS

During Which We Boldly Prove . . .
WE CAN LOWER YOUR FOOD BILL!

SPECIAL . . . KITCHEN TESTED KITCHEN CRAFT . . .

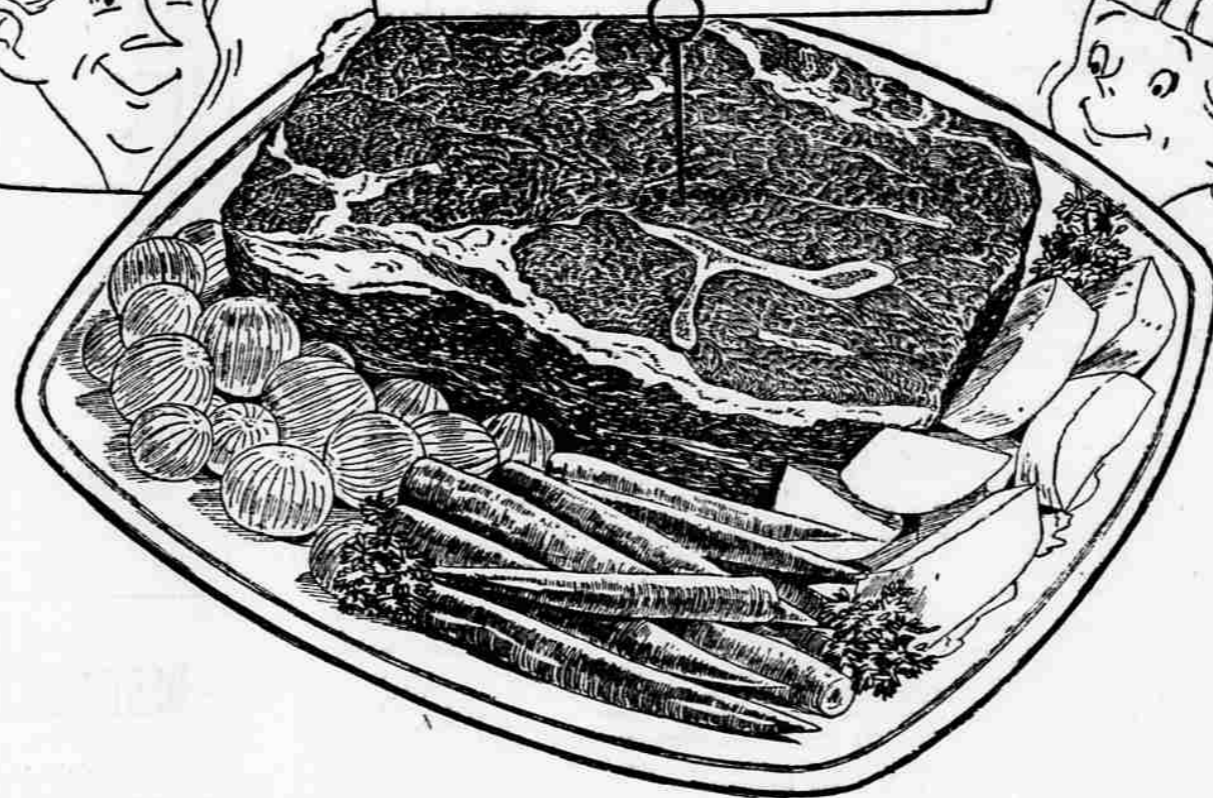
Flour 25-lb. bag 1.89 Reg. 1.15 **95¢**
50-lb. bag 3.75 10 LBS. 10 LBS.

Pancake Flour Kitchen Craft 10-lb. **98¢**
Reg. 1.10 value bag

We trim off the bone before weighing. You can't eat it; why pay for it.



Safeway's tender
Pot Roast!



Meat - heavy, blade - cut chuck roast from grain-fed beef. Special reduced price.

lb. **45¢**

Our Bonus in More Good Eating Meat

We leave the meaty portion on. Many markets "rob" a blade cut pot roast of this part that belongs . . . sell it as boneless pot roast at a much higher price per pound.

"USDA CHOICE" Aged Steer Beef

"USDA" stands for United States Department of Agriculture . . . the only impartial meat graders. "USDA CHOICE" grade designates very little bone in proportion to meat, well streaked with fat for finest flavor. Safeway's own controlled "aging" process reduces shrinkage, enhances flavor, brings out peak tenderness.

Special Savings on
Dry Beans

- Great Northern Beans
- Idaho Red Beans
- Pinto Dry Beans

2-lb. bag **29¢** | 4-lb. bag **55¢**

Shop Safeway for...
Coffee

Aromatic Nob Hill 2 lbs. **88¢**
1.75

Airway 2 lbs. 1.61 lb. 81¢
Edwards 2 lbs. 1.85 lb. 93¢

ROUND-BONE ROAST "USDA CHOICE" Even more meat and less bone **59¢**

RIB ROAST "USDA CHOICE" beef, 7-inch cut. Short ribs chine bone, back strape, trimmed before weighting. **79¢**

SPENCER STEAK Boneless, waste free. This is the tender "eye" of our rig roast. **1.39**

ROUND STEAK Full cut, bone-in. "USDA CHOICE", aged steer beef. **79¢**

GROUND BEEF Lean beef with 20% fat added. Flavorful, juicy, won't cook away. **45¢**

Boiling Beef "USDA CHOICE" plate cuts lb. **25¢**

Rump Roast "USDA CHOICE" well aged beef lb. **75¢**

Stew Beef "USDA CHOICE" boneless beef lb. **69¢**

Bologna Somerset or Del Monte. Approx. 2 lb. lb. **59¢**

Spare Ribs Top grade pork. Up to 3 lbs. lb. **65¢**

Slab Bacon 8 to 10 lbs. Mild, sugar cured lb. **65¢**

Meat Pies Manor House, beef, chicken or turkey. 8-oz. pie **29¢**

Fresh Fryers Whole, drawn. 2 to 3 lbs. lb. **45¢**

Fresh Oysters Pacific, medium size 12-oz. jar **59¢**

Grab Meal or SHRIMP MEAT Bulk pack, frozen lb. **98¢**

Rainbow Trout Fresh frozen **4/1.00**

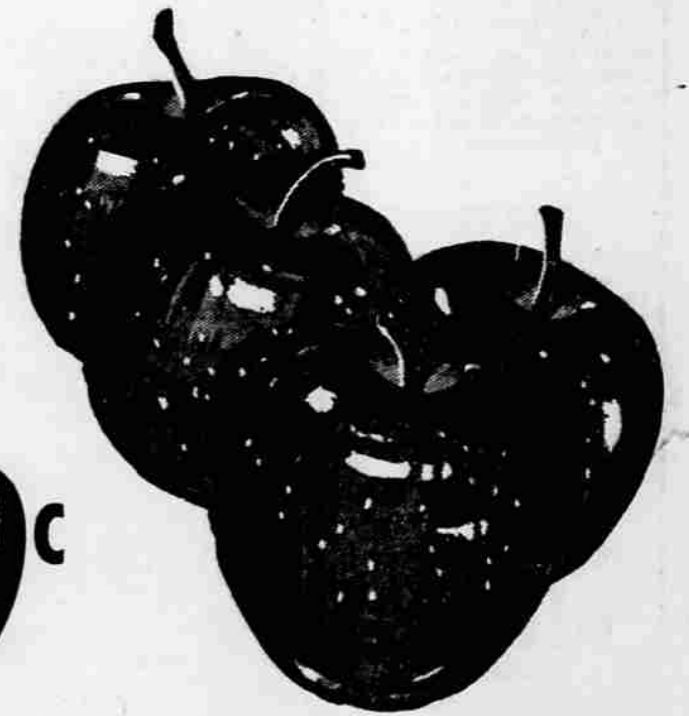
At SAFEWAY . . . We Can Lower YOUR Food Bill!

Mild Cheese Dutch Mill, natural cheddar cheese. Made in Oregon. A reg. 59¢ value lb. **49¢**

Santiam Corn Tender, whole kernel corn packed in Oregon. A reg. 17¢ value. 7 303 cans **\$1.00**

Your BEST Value in Produce . . . at SAFEWAY!

APPLES



Delicious, Newtowns, Romes, Winesaps

These are all large size, extra fancy and excellent quality. A really sensational value.

10 lbs. 99¢

POTATOES Reg. 49¢, U. S. No. 1 Oregon Russets. 10-lb. paper bag **39¢**

BANANAS Reg. 19¢ a lb. Golden ripe beauties. **2 LBS 29¢**

ORANGES Large size, excellent quality. Sun-kissed navels lb. **15¢**

These prices in effect now through Saturday, January 11. We reserve the right to limit quantities. No sales to dealers or to their representatives.



White Sale

PARADE Heavy Duty Detergent
Giant Size, 12c off 2/1.00
Large Size, 5c off 4/1.00

WHITE MAGIC SOAP
Giant Size, 10c off 59¢
Large Size, 5c off 30¢

BLUE SU-PURB Heavy Duty Detergent
Giant Size now 69¢

WHITE MAGIC BLEACH
½-Gal. Size now 29¢
Gal Size now 49¢

SCAMPER New Pink Liquid Detergent
Giant Size, 10c off 59¢
Large Size, 5c off 35¢

WHITE MAGIC CLEANSER
14-oz. Can now 10¢

WHITE MAGIC Starch
Concentrated - Liquid now 39¢

BROCADE TOILET SOAP - Now in colors - Pink, Yellow, Turquoise
Complexion Size in handy dispenser pack 5 bars 29¢
Bath Size in White only 10 bars 69¢

Save on **SPRINGMAID** Sheets and Pillow Cases
in the exclusive multi-color striped "Mardi Gras" Pattern. Regular \$6.00 Value—NOW ONLY \$4.00 and the label from any of the following SAFEWAY Guaranteed Products—
SCAMPER WHITE MAGIC BLEACH PARADE WHITE MAGIC SOAP
BROCADE WHITE MAGIC STARCH SU-PURB WHITE MAGIC CLEANSER

SPRINGMAID P.O. BOX 7
SAN FRANCISCO 1, CALIFORNIA
Find enclosed label and \$4.00 for which please send me the SPRINGMAID Gift Set indicated below.
() Double-bed size FITTED Sheet and 2 matching pillowcases.
() 81"x108" size FLAT sheet and 2 matching pillowcases.

SHIP PREPAID TO:
NAME _____
ADDRESS _____
CITY _____ STATE _____

Peaches
Highway brand Yellow Cling, 2½ tin **4 for 1.00**

Mayonnaise
Nu Made brand Reg. 69¢ Each **2 qts. 1.00**

Apple Butter Shasta brand 28-oz. jar **29¢**

Peanut Butter Beverly, Reg. 57¢ value, 18-oz. jar **49¢**

Table Syrup Pack Train, Reg. 35¢ value, 24-oz. bottle **29¢**

Cottage Cheese Lucerne 3 varieties Full Pint **31¢**

Choc. Dairy Drink Lucerne brand, Quart **24¢**

Lucerne 3.8 Milk half gallon **47¢**

Fresh Bread Mrs. Wright's White or wheat, lge. loaf **29¢**

"AA" Lge. Eggs Cream O' the Crop doz. **67¢**

Tuna Fish Sea Trader, chunk style, 4 No. ½ cans **1.00**

Tomatoes Gardenside, Reg. 23¢ 5 No. 2½ cans **1.00**