

GOOD EATIN' MEAT



LESS excess bone, fat
and waste you **CAN'T** eat!

Compare the extra value in Safeway's blade-cut

POT ROAST

Here's a thrifty cut that is generous with good-eating meat. Your family is sure to enjoy this tasty roast.

Special Reduced Price
For Even Greater Value

LB. 45^c

COMPARE QUALITY . . .

Every Safeway pot roast is cut from chucks of U. S. Government grade "CHOICE" beef. This is the grade that offers greatest value because it means you get more meat in proportion to bone. It is well marbled with fat for finer flavor. It will not shrink during cooking nearly as much as lower grade beef. The result? You get **MORE** meat per pound . . . **BETTER MEAT**, too . . . at less cost.

SAFEWAY "AGING" MAKES IT BETTER . . .

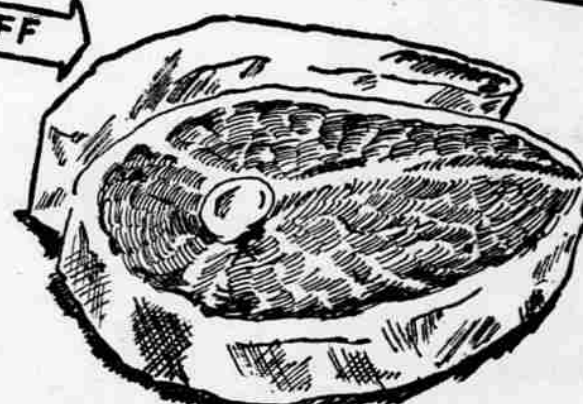
Before our "USDA CHOICE" beef chucks go to our stores, they are scientifically aged in our meat warehouse for from 5 to 7 days under constant temperature control. This process reduces shrinkage by as much as 5%, permits full, rich flavor to develop, brings out perfect tenderness to further assure you of perfect-eating meat. Correctly aged beef is a deep red in color, not the bright red of un-aged meat. And only top-grade beef can be properly aged. Safeway's exclusive meat warehouse aging program is another reason why we can always offer you the finest beef in town.



Your Bonus in a Safeway Blade-cut Pot Roast
This meaty portion belongs on a blade-cut pot roast. We LEAVE it on. Many markets cut off this portion and sell it as boneless pot roast at a much higher price per pound.

Many Markets Cut Blade Pot Roasts This Way
When you buy a pot roast that is cut in this manner you are paying for less meat in proportion to bone. Compare the extra value you get at Safeway where you always get ALL the good meat that belongs!

TRIMMED OFF



Round-Bone Pot Roast

There's even more meat in relation to bone in this arm-cut pot roast cut from "USDA CHOICE" correctly-aged beef. See the wasty portion we trim too.

LB. 59^c

Ground Beef Round Steak

Made only from pure, lean beef with 20% fat added . . . just the right amount to make it juicy and flavorful. It won't cook away in the pan.

LB. 45^c

or Swiss Steak. Cut from "USDA CHOICE" properly-aged grain fed steer beef. This is a full cut with bone in. Another thrifty cut you'll enjoy.

LB. 79^c

A big savings on golden-ripe

Bananas

Brought to eating perfection in our own ripening rooms. Enjoy these fine bananas so many ways.

Regularly 19c lb.

Special Now

2 LBS. 29^c

Another big savings on U.S. No. 1

Potatoes

Clean, shallow-eyed Oregon Russets. Excellent quality for baking. You'll want a bagful at this special low price.

Regular 49c

Economy Pack Paper Bag

10 LBS. 39^c

Large size, sweet 'n juicy Sunkist Navel

Oranges

These excellent quality beauties are grand for juicing or serving in sections. Guard against winter colds with citrus fruits.

Another outstanding value
from our garden room

LB. 15^c

Boiling Beef

Cut from plates of "USDA CHOICE" beef

lb. 25^c

Beef Rump Roast

"USDA CHOICE" properly aged grain-fed beef.

lb. 75^c

Boneless Beef Stew

Same "USDA CHOICE" beef as our finest steaks

lb. 69^c

Chub Bologna

Somerset or Del Monte Approx. 2-lb. pieces

lb. 59^c

Spare Ribs

Cut from top-grade pork. Up to 3 lbs.

lb. 65^c

Slab Bacon

Mild, sugar-cured bacon Weight range 8 to 10 lbs.

lb. 65^c

Frozen Meat Pies

Manor House brand Beef, Chicken, or Turkey pies.

8-oz. pie 29^c

Fresh Whole Fryers

Completely dressed & drawn. 2 to 3 pounds

lb. 45^c

Fresh Pacific Oysters

Medium size. They 12-oz. make wonderful stew! jar

59^c

Bulk Crab or Shrimp Meat

Cleaned & shelled for Seafood Cocktail

lb. 98^c

Frozen Rainbow Trout

Try this grand treat. Good eating grntd. lb.

4/\$1

Here is our Unconditional

MONEY-BACK GUARANTEE

Buy ANY cut of meat at Safeway. Take it home and cook it by your favorite method. Eat it. Then, if for any reason whatsoever, this meat should fail to please you 100%, let us know.

We'll give you back EVERY PENNY you paid for your meat without one bit of fuss or quibbling. You do NOT have to return the meat.

REMEMBER . . . it's the TOTAL you spend for your family's food that REALLY counts. And you can always save MORE when you shop and save regularly at



SAFEWAY