



## ...on a grand new, brand new **SAFEWAY**

We like to think of the opening of our new store as raising the curtain on a spectacular production. For weeks we've been setting the stage, rehearsing our numbers, and "casting" all the roles with seasoned performers who know how to deliver the goods.

Now, we're ready to start the

"show"—bringing to you the finest food service in town. Featuring a "cast" of more than 6,000 items...all top-quality products offered at prices that will save you money. This is the very latest in food stores...a marvel of gleaming perfection. You're cordially invited to our "opening performance."



### An "all-star cast", headed by...



**ARTHUR "ART" NORDQUIST**  
Store Manager

Art has been serving Safeway customers for 27 years...19 as a Safeway store manager. He moves to this new store from 502 W. Main, where he was store manager since 1955. His pledge...the finest, friendliest service at Medford's finest, most beautiful food store!



**CHARLES "CHUCK" SMITH**  
Assistant Manager

Eight years with Safeway and a newcomer to Medford. Chuck joined Safeway in Klamath Falls, moved to Lakeview, then back to K. Falls as an assistant manager. Now he'll be helping Art in making you feel at home.



**MARVIN "MARV" HAGEN**  
Meat Department Manager

Marv is another newcomer to Medford. He comes here from Coquille where he was meat department manager at Safeway's new store in that city. He and his skilled staff of meat-cutters stand ready to provide you with the finest meats in town.



**JAMES "JIM" FERNLAND**  
Produce Department Manager

Jim has been in charge of produce at the N. Bartlett St. Safeway store since 1956. He's had 9 years' service with Safeway...long enough to know that you want only the finest in fresh fruits and vegetables for your table. He has them for you!

**ADDED ATTRACTIONS!**

- ★ Free Pony Rides for Kids  
Thurs., Fri., Sat.—Get Free Tickets Inside the Store
- ★ Favors for the Ladies!
- ★ 50 Free Bags of Food!
- ★ Free Balloons and Lollipops
- ★ Free Coffee for Everyone!
- ★ Wheel of Fortune!
- ★ See "Buttons" the Clown
- ★ 20 Free Turkeys!

(See Inside Pages for Complete Details)



**OPENING PERFORMANCE**

# BIG "CURTAIN-RAISER" SALE

You Won't Want To Miss Out on a Single One of the Sensational Values Listed on the Next 3 Pages!