

Another SAFEWAY First: It's Frozen!



FROZEN! Ready to Eat
Full quart—one day's calorie requirements



FROZEN
Lucerne Slenderway is the delightful new companion to popular Liquid Lucerne Slenderway.

ONLY 79¢ QUART
FROZEN OR LIQUID

READY TO SERVE
VANILLA OR CHOCOLATE FLAVOR

LIQUID! Ready to Drink
Full quart—one day's calorie requirements

Two Simple Ways to Reduce: Your SAFEWAY now features these TWO ways to enjoy the benefits of Lucerne Slenderway

Now you can either *drink* your Lucerne Slenderway...or *eat* it as a delicious frozen dessert.

Either way, one quart brings you a full day's minimum adult diet needs: 900 calories—plus every nutrient known to be essential in a good reducing program. Either way, this fresh dairy product tastes extra good, satisfies your appetite and is all ready for you when you buy it—no need for mixing or fuss.

You'll find *Liquid* Lucerne Slenderway in the Dairy Case at Safeway; the *Frozen* is in the Ice Cream Cabinet. Enjoy them both! You'll like the variety of alternating them in the diet.

Remember: Your physician is the best source of advice if you're planning an intensive diet program. Be sure to see him before dieting if you are greatly overweight or have diabetes or any trouble of the heart, blood vessels or kidneys.



You can count on **SAFEWAY** for Best Values on All your Food Needs!