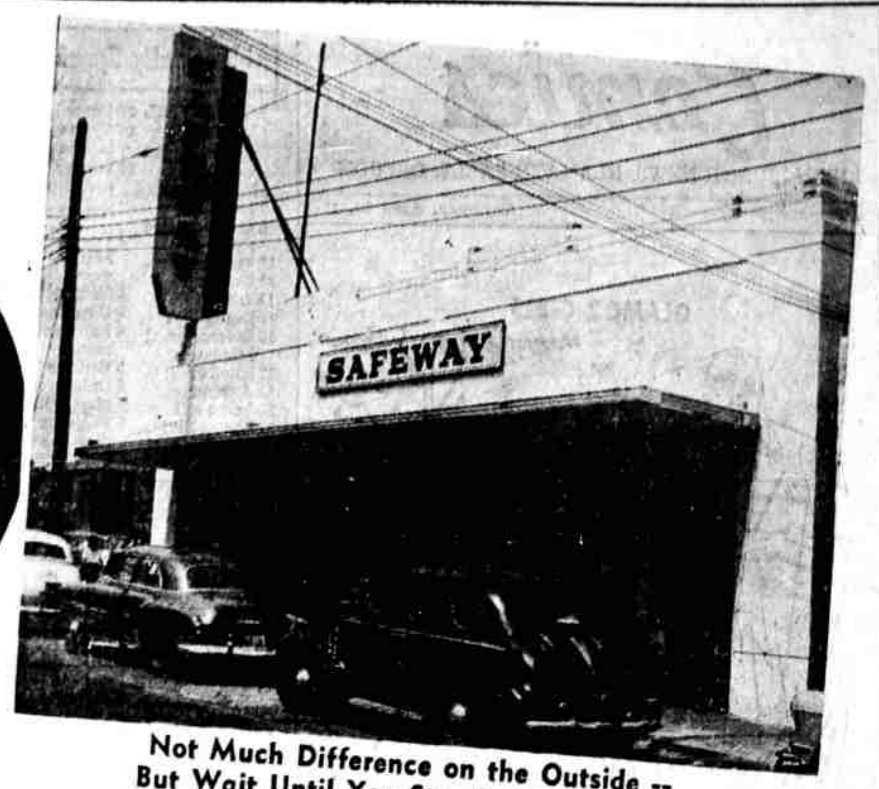


This Better - Than - Ever SAFEWAY Re-Opens Tomorrow Morning!

Completely Remodeled To Provide You With Up-To-The-Minute Facilities For Finer Food Service
AND NOW WE'RE READY TO CELEBRATE WITH FUN, FAVORS AND VALUES GALORE!

A GRAND NEW STORE
 SAME CONVENIENT ADDRESS
211 N. 8th St.
 BETWEEN PINE AND HIGH STS.



Not Much Difference on the Outside -- But Wait Until You Step Inside the Door



Meet the men who will be in charge of this new Safeway Store



ARTHUR "ART" NORDQUIST
 Manager



SAM KIMPTON
 Assistant Manager



JAMES "JIM" MOSLEY
 Head Meat-Cutter



GEORGE WILLIS
 In Charge of Produce Section

Hey Gals!
DESIGN A HAT
Win A Big Box
of Groceries!

It's Fun... It's Easy...
 Here's All You Have To Do

Get out the scissors, thread, paste pot and anything else you can get your hands on. Design the darndest hat you can dream up. Wear it when you visit the new Safeway this weekend. At each contest, an impartial judge will award a big carton of groceries to the lady who is wearing the most unusual hat. Only one prize to any one contestant. Safeway employees and their families are not eligible to compete for awards.

A New Contest Every Hour On The Hour.
FRIDAY - SATURDAY
 First Contest at 10 a.m. - Last Contest at 8 p.m.
22 LADIES WILL WIN!



Lovely Gardenias
 For Every Lady

Every lady visitor to our 8th Street Store will receive a gardenia corsage with our compliments Opening Day.

Free Favors
 For The Kiddies

Bring the Kiddies. We'll have something for each and every one of them. Comic books, crackerjacks! Yes, even the young ones will share in our celebration.

Edwards Coffee
 Will Be Served

Come in and enjoy a steaming cup of Edwards Coffee... the famous vacuum pack coffee with the rich and robust flavor. It's on the house this weekend.

THIS COUPON IS WORTH 5c
 On The New SKYLARK Slender Way Bread

Clip this coupon and take it to any of your Klamath Falls Safeway stores. Save five cents on the new Skylark Slender Way Bread. No shortening—low in calories, high in protein.
 Offer Expires April 30, 1952

- | | | | |
|-------------------------------|---|------------------|------|
| Tomato Juice | Sunny Down Brand
Fancy Quality | 46-oz. can | 19c |
| Tomato Catsup | Stockton Brand
A Real Value | 2 12-oz. Bottles | 25c |
| Strawberry Preserves | | 3 20-oz. jars | 1.00 |
| Choc. Covered Cherries | Roxbury Brand | 1-lb. Box | 39c |
| Kremel Pie Filling | Lemon Flavor | 3 Reg. Pkgs. | 10c |
| White Magic Soap | Buy Giant Pkg for 54c
Get Reg. Pkg. for 5c | Both for | 59c |
| Bon Ami Cleanser | Special Offer | 3 Reg. | 25c |

- | | | |
|--------------------------------|---|-----|
| Dalewood Margarine | 1-lb. pks. | 89c |
| Loganberries | 3 8-oz. cans | 25c |
| Orange Base | 3 5-oz. cans | 25c |
| Rippin' Good Cookies | Sugar-Lemon Oatmeal - Coconut 14-oz. pkg. | 25c |
| Kraft Kay Cheese | 1-lb. pkg. | 59c |
| Jell Well | 4 pks. | 25c |
| Scotties Facial Tissues | 200 count 2 Reg. Pkgs. | 25c |

Here are even more outstanding New Features you'll find at this completely Modernized Safeway.

★ More than twice as much parking for our customers.
 When Parking is Completed
FREE PARKING FOR 80 CARS

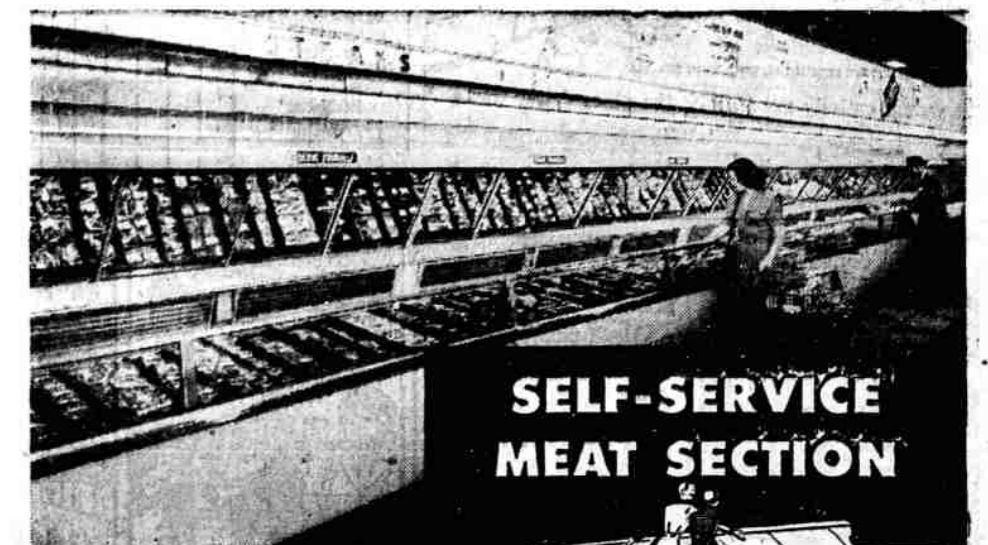
★ NEW OPEN-TOP DAIRY FOODS CASE

No clumsy cabinet doors to feel with. No groping in dark corners. Your favorite dairy foods are displayed right at your fingertips for quick and easy selection.

★ NEW DISPLAY OF FAVORITE MAGAZINES

We have added a big selection of your favorite magazines. You'll find them conveniently displayed near the front of your better than ever Safeway Store.

★ More Frozen Foods
 Improved Lighting
 Larger Selection of Food Items



SELF-SERVICE MEAT SECTION

Shop quickly or leisurely from this big selection. These meats are cut and packaged right here at the store.



REFRIGERATED PRODUCE STANDS

Modern refrigerated display cases protect and preserve the firm-fresh flavor and goodness of our perishable fruits and vegetables. You can taste the difference.



FAST, ACCURATE CHECK OUT

Your newly remodeled 8th Street Safeway now offers you six streamlined checkstands for fast, efficient service. Another of our many improvements to give you finer food service.

Don't Miss The Many Values In Our Big New Housewares Section

Shop from a big selection of kitchen and ovenware, household needs, dozens of items you very often need but fail to include on your shopping list. You'll find values galore in this new section at your 8th Street Safeway Store.



Enjoy the convenience of our **SELF-SERVICE MEAT SECTION**

Fancy, Sugar Cured, Skinned
Smoked Hams
 Top Quality Brands
 WHOLE or FULL HALF **49c**

- | | | | | | |
|---------------------|---------------------|------------|---------------------|-----------------------|---------|
| Ground Beef | Pure Beef | 49c lb. | Pork Steaks | Blade Cuts | 43c lb. |
| Lunch Meats | Large Variety | 59c lb. | Pork Roasts | Picnic Style Shoulder | 32c lb. |
| Ring Bologna | | 45c ea. | Sliced Bacon | Tray Pack | 35c lb. |
| Pork Sausage | Morrell 1-lb. rolls | 3 lb. 1.00 | Piece Bacon | Any Size | 39c lb. |

Meaty - Young - Pan Ready
Hen Turkeys
 Fancy Quality the finest **59c** lb.

Luscious, juicy U.C. Choice or Good Grade
Beef Steaks
 • T-BONES
 • SIRLOINS
 • ROUNDS **98c** lb.



FRYERS **59c** lb.
 Plump, Fresh

PORK LIVER	LEG OF LAMB	LAMB ROAST	SMOKED PICNICS
Tender flavor cut	Trimmed	Shoulder	Fancy Pack
lb. 29c	lb. 88c	lb. 69c	lb. 39c

- | | |
|------------------------|------------|
| Halibut Steaks | lb. 59c |
| Breaded Shrimp | 10-oz. 63c |
| Fillet of Sole | lb. 57c |
| Fillet of Perch | lb. 55c |
| Fresh Oysters | plnt 59c |

★ SPECIAL DEAL ★
BETTY CROCKER CAKE MIXES
 You Save **23c**
 Reg. 36c Devil's Food Mix
 Reg. 36c Party Cake Mix
 Both For **49c**
 You get a Coupon in one of these packages good for 15c on Betty Crocker Gingerbread Mix.

★ SPECIAL DEAL ★
DIAL SHAMPOO and SOAP
 You Save **37c**
 Reg. 67c Squeeze Bottle Dial Deodorant Shampoo
 All For **67c**
 Two Bars of Famous Dial Deodorant Soap
 Reg. 37c Value

★ SPECIAL DEAL ★
ALBERS CORN FLAKES
 Buy the big 12-ounce pkg. at regular price of 21c or
 Buy the 8-ounce package at regular price of 16c
 Get another package of the same size for just **5c**

- ANY ITEM - 15c**
- | | |
|-------------------------|----------------|
| Hunt's Sliced Peaches | 300 can |
| Green Tag Pears | 303 can |
| Hunt's Purple Plums | 2 1/2 can |
| Hershey Bars Large Size | Reg. 19c value |
| Freestone Peaches | 300 can |

OVEN-KING GLASS CUSTARD CUPS
 Here's a nice buy on a popular item. You'll want a lot of them at this low price.
 Ea. **5c**

- Outstanding Values In Frozen Foods**
- | | | |
|------------------------|-------------|-----|
| Bel Air Frozen Peas | 12-oz. pkg. | 19c |
| Bel Air Frozen Spinach | 14-oz. pkg. | 19c |
| Bel Air Frozen Limas | 10-oz. pkg. | 25c |
| Bel Air Baby Limas | 10-oz. pkg. | 26c |

ROYAL SATIN SHORTENING
 Finest quality. You can't buy a better shortening at any price.
 3 lb. **69c**

Prices in this advertisement effective all this week at ALL Safeway Stores in Klamath Falls

- ANY ITEM - 10c**
- | | |
|---------------------------|------------|
| Rose Room Green Beans | 303 can |
| Campbell's Pork and Beans | 16-oz. can |
| LaSalle Applesauce | No. 2 can |
| Libby Apricot Nectar | 12-oz. can |
| Dole Pineapple Juice | 211 can |

GLASS COFFEE CUPS and CEREAL BOWLS
 Here's a chance to add to your table service. Stock up at this attractive price.
 Ea. **10c**

- GLASS COFFEE CUPS and CEREAL BOWLS**
- | | | |
|-------------------------|-------------|-----|
| Bel Air Frozen Broccoli | 10-oz. pkg. | 23c |
| Bel Air Orange Juice | 6-oz. can | 15c |
| Bel Air Grape Juice | 6-oz. can | 19c |
| Bel Air Lemonade | 6-oz. can | 13c |

BREAKFAST GEMS LARGE "A" EGGS
 Candled and graded by Safeway to assure top-quality. A small egg!
 Doz. **57c**

- ★ 211 North 8th Street
- ★ 2316 South 6th Street
- ★ 1204 Main Street

Refrigerated PRODUCE
 Many Springtime Favorites Are Now Awaiting Your Selection at Safeway.

- | | | | |
|---------------------|---------------------------|--------|-----|
| Avocadoes | Ripe | 3 for | 25c |
| Asparagus | Long, green butter tender | lb. | 15c |
| New Peas | Sweet, tender, plump pods | lb. | 19c |
| Green Onions | RADISHES | bunch | 5c |
| Bananas | Firm, golden and ripe | 2 lbs. | 35c |

- | | | |
|---------------------------|-------------------------------------|------------|
| FLORIDA ORANGES | Nice, sweet, Juice fruit 5-lb. bag | 39c |
| ARIZONA Grapefruit | Marsh Seedless—White 8-lb. mesh bag | 39c |

STORE HOURS
 9:00 A.M. - 9:00 P.M.
 Monday through Saturday
 9:00 A.M. - 6:00 P.M.
 Sunday Only