

DRASTICALLY REDUCED

Are You Spending Too Much Money
on Your Family's Food Needs?

You can't judge food savings by "Weekend Specials" alone. "Specials" don't save you money unless regular shelf prices are low, too. Safeway has "specials" daily . . . and the lowest shelf prices in town.

To help you cut your cost of living, we've put the axe to 574 regular prices. No, these are not "specials", they are new, lower everyday prices on essential grocery items you need and use every day. And they're in effect NOW . . .

It's the TOTAL that counts, it's that last figure on your cash register that tells you if you are actually saving money on your family's food needs, or if you are saving only on a few specials and paying more than you should for the other items on your shopping list.

These new low prices at Safeway take all the guesswork out of saving money on food. Now you can get the lowest everyday shelf prices in town at your neighborhood Safeway store any day in the week . . . plus extra savings on Safeway's regular weekend values.

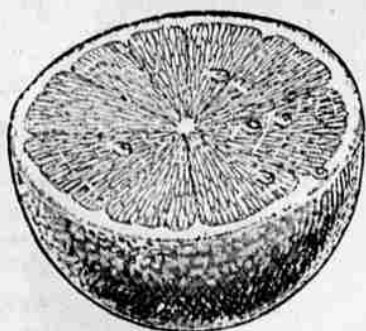
Start shopping at Safeway and make real food savings . . . the kind you'll make only at SAFEWAY.

Look for these bright-red tags on the shelves
at Safeway — They point the way to hundreds
of Greater Food Savings!

NEW LOW PRICE

574

ORANGES



Safeway brings you a terrific buy on
Sweet n' Juicy Valencia, Florida Oranges

Per lb. **5¢**

Grapefruit White Arizona 8-lb. bag **39¢**

Cauliflower Pearly White Heads lb. **15¢**

Rhubarb Extra fancy and fancy Hot House lb. **19¢**

Radishes Crisp, red Bunch **5¢**

Tomatoes Solid Ripe 14-oz. tube **19¢**

Potatoes U.S. No. 1 Economy 10-lb. sack **29¢**

Corn Sweet, Tender ears 3 for **29¢**

Carrots Clip Top lb. **10¢**

New Potatoes Florida Red 3 lbs. **25¢**

Grapefruit Florida, Ruby Red lb. **13¢**

Artichokes 2 for **29¢**

Celery Tender Crisp lb. **15¢**

Celery Hearts Pkg. **29¢**

Lettuce Solid heads lb. **19¢**

Peppers Green Bells lb. **39¢**

Produce Prices
effective through
Saturday
March 13 only

Fresh Pan-Ready

Carefully cleaned and
disjointed. Plump Fresh
young Chickens - Now
featured at your Safeway

lb. **49¢**

Ground Beef
Boiling Beef



Meat prices
effective
through
Saturday,
March
13
only

Pure beef ground
fresh daily **39¢ lb.**

Plate Cut for
braising & stewing **33¢ lb.**

T-Bone Steaks lb. **95¢**

Sirloin Steaks lb. **85¢**

Round Steaks lb. **79¢**

Rump Roasts Boneless lb. **89¢**

Rib Roasts lb. **75¢**

Pot Roasts Arm cut lb. **55¢** Blade cut lb. **53¢**

Link Sausage Fresh and skinless, lb. **69¢**

Bockwurst Sausages lb. **65¢**

FOR LENTEN MEALS

Fresh Smelt Columbia River 2 lbs. **39¢**

Whiting Captain's choice 1½-lb. **33¢**

Salmon Captain's choice lb. **65¢**

Snapper Fresh fillets lb. **39¢**

Oysters Medium size Pint **59¢**

SAFEWAY