



NEW Noxzema Skin Lotion is designed for "total beauty care." This entirely new beauty-care idea is a lovely light lotion from the famous Noxzema Laboratories.

SKIN LOTION

For the first time, there's a beauty-care idea that's in tune with today's quickened tempo of living. The nearest thing yet to push-button beauty is a lovely light lotion—brand new from the famous Noxzema Laboratories—that promises to do more for your complexion all by itself than a whole battery of the special creams and lotions on your dressing table.

Called Noxzema Skin Lotion, its secret is a unique formula that combines special medicating and antiseptic ingredients with the most potent beautifiers known—enabling you to give your complexion "total beauty care" in one delightfully simple step.

Whether you're 13, or 40 plus—cleansing is the basic beauty problem you must solve, because as dermatologists have been saying for years, no skin can be beautiful unless it's clean, clean, clean! So this astonishing lotion begins by pampering your skin to a degree of cleanliness it's never known before. New ingredients reach down to remove imbedded "hidden" soil . . . dulling dead surface film is instantly whisked away . . . and suddenly your skin sparkles with a lovely pristine purity. There's never a trace of that taut, drawn feeling harsh soaps often leave, because Noxzema Skin Lotion moisturizes as it cleanses antiseptically—without greasiness.

Dry skin—that universal bugaboo of pretty complexions—responds almost magically to the rich humectants and special moisturizers in Noxzema Lotion. Literally hundreds of women with dry skin were studied in controlled tests—and with regular daily use of this unusual creamy formula, in every case (even where stubborn dry scaliness was a problem) dryness was quickly smoothed away and complexions took on a softer, smoother dewier look.

Skin that is prone to surface blemishes and to blackhead conditions finds really dramatic help with Noxzema Lotion. No messy, drying "cover-up," this medicated formula vanishes as it's applied—penetrates to work from beneath the surface and destroy harmful bacteria, clearing up disturbed skin. And once blemishes have cleared—a little of the lotion smoothed on every day will effectively help to protect against re-infection.

The problem of rough, red hands—and in fact roughness anywhere on the body—has also been kept very much in mind in creating the new Noxzema Lotion. Particularly where hands are sore and red from housework (or exposure to weather)—this gentle medication is the boon women have been looking for. For where ordinary creams and lotions work just on the surface—Noxzema Lotion goes below the surface to contact and destroy hidden bacteria that so often cause inflamed redness. And the results of this highly effective care are visible almost immediately—as busy hands look smooth and white again.

Who but Noxzema—one of the oldest and most respected names in scientific skin care—could create a preparation that does so much for your complexion? Simplicity itself to use—it brings the prize of a pretty skin within reach of every girl and woman who will take just a few short minutes to give her complexion total beauty care with new Noxzema Skin Lotion.

NEW DRESSING

Nothing sparks interest in the salad course like a delicious new dressing. "Avocado Sour Cream Dressing" is a tangy combination that is delicious on mixed greens or shredded cabbage. It adds a luxury note to old-fashioned combination vegetable salad, too. Take advantage of the plentiful crop of avocados that are available in the markets now. Calavo avocados have never been of better quality, and seldom have prices been so reasonable. It's a good idea to buy several at one time. Use the soft ones in salad dressings and spreads; enjoy the firmer ones half shell fashion with a sprinkling of lime juice and freshly-ground black pepper, or with a little French or Russian dressing.

AVOCADO DRESSING
 1/2 cup sliced Calavo avocado
 1/4 cup commercial sour cream
 3 tablespoons fresh lime or lemon juice
 1 teaspoon sugar
 1/4 teaspoon salt
 Few grains cayenne pepper
 Dash Tabasco sauce
 To prepare avocado, cut into halves lengthwise and remove seed and skin. Force fruit through sieve. Combine all ingredients and blend thoroughly. Serve on mixed greens or shredded cabbage.
 Makes about one cup dressing.

SAFEWAY has 200,000 FRYERS for sale this weekend!

Hear that sizzle! Sniff that aroma!

You're about to enjoy the sweetest, tenderest chicken in town!



FRESH WHOLE FRYERS

Plump, juicy, Grade "A" birds that average from 2 to 2 3/4 lbs. Here's a mighty good way to feed your family better for less.

lb. **35¢**

Plump, young, U.S. inspected, Grade "A" Fryers, disjointed and ready for your frying pan.

These are selected, fresh cut-up birds, with lots of tender light and dark meat. Average weight is from 2 to 2 3/4 lbs. They are guaranteed to give you top eating enjoyment, or you get all of your money back.

39¢
lb.

You get MORE for your money with Safeway meats.

Skinless Franks

Safeway or Del Monte "Sweetheart" 1-lb. pkg.

59¢

Here's a money saver for the thrifty minded home-maker. Tender, all meat wieners that are sure to make a big hit with hearty appetites. Pick up several packages now at this special price.

Pure Ground Beef

Made from the finest tender beef

59¢

Made with the finest juicy chunks of flavorful meat—ground fresh daily and kept fresh. It keeps its volume well in cooking because of the low fat content. Add zest to your favorite recipe with Safeway ground beef.

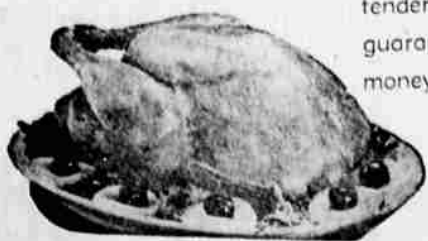
HERE'S SAFEWAY'S MEAT GUARANTEE TO YOU

Select your favorite cut of meat at your nearest Safeway. Take it home. Cook it and serve it as you prefer. Eat it and enjoy its tenderness, juiciness, and superb flavor. If for ANY reason you are dissatisfied—we will refund your money without fuss or quibble.

12-16-lb. Broad-breasted, Mature

HEN TURKEYS

"Pilgrim's Finest" brand. The finest "USDA CHOICE" Grade "A" Turkeys. These broad-breasted birds are loaded with lots of tender light and dark meat. Fully guaranteed to please you or your money back.



lb. **39¢**

Tender, meaty "USDA CHOICE" well "aged"

Blade cut

Beef Pot Roast lb. 49¢

Here's beef at its finest for flavor and tenderness. Properly trimmed of excess bone, fat and waste before trimming. Fully guaranteed.

Round Bone Cut
No. 7 Bone Cut

lb. **59¢**

lb. **55¢**

This week's special feature

Skylark Stoneridge White or Wheat Bread

Here's a bread that is really different. You'll love its smooth texture—plus unexcelled flavor . . . excellent for toasting. Try it; you'll love it!



large loaf **27¢**

Mrs. Wright's Bread

Save 2c on each loaf of enriched white or whole wheat. It's "Oven-fresh" . . . baked fresh daily.

large loaf **31¢**

Curtsy Pastry Raspberry Danish Rolls pkg. **30¢**

Weight watchers prefer Lucerne Two-Ten Fortified Skim Milk

Richer tasting diet milk with 2% butterfat and 10% milk solids. Gives you more proteins, more vitamins . . . less calories . . . less fat.



2 Half Gals. **89¢**

Lucerne Orange Drink

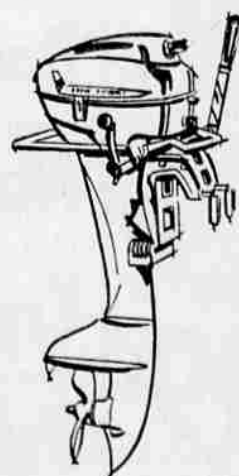
Tangy flavor of fresh squeezed oranges. Truly a refreshing fruit drink. Try it; you'll love it!

Half Gal. **33¢**

Deep Fry Sugared Doughnuts dozen **39¢**

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