



Enjoy OLYMPIA
"It's the Water"

OLYMPIA BEER salutes the spring with a full color campaign. There will be twice as many newspaper ads as previously. The brewing company is taking advantage of striking outdoor color photography to capture the season's promise of warmth to come. Olympia Beer is a Western beverage, available in bottles or in cans. Always refreshing, remember "It's the Water."

OLYMPIA BEER

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IRIDESCENT MASCARA
is introduced by Max Factor. His Iridescent Mascara Wand comes in five sparkling new shades to provide a fresh new look in eye make-up for all smart new fashion costume colors this spring and summer.

MASCARA
Iridescent new color excitement, plus the high-fashion magic of iridescence, now has been made important new concept in iridescent colors. For the first time, Max Factor has created mascara shades that are truly iridescent to give an entirely new color fashion in eye make-up.

SEAFOOD SNACK
How long since you've bought a chunk of kippered salmon to slice and serve with crackers or a hot-dinner snack? Serve with small glasses of well-chilled tomato juice to which a little onion and lemon juice and clam juice has been added for a cocktail for the whole family.

4,000 Restaurants Prove it Every Day



This Store Gives You More!

WE GIVE GOLD BOND STAMPS

With EVERY PURCHASE!

at your Friendly

SAFeway

The spotlight this weekend swings over to Safeway's big 88c Sale. While shopping at Safeway, note the exceptional savings these "88's" offer in every section of the store. Don't miss this great event.

LADY ELBERTA PEACHES

Golden fancy Freestones. Choose from halves or slices. Reg. 3 for 95c.

Limit 4

4 No. 2 1/2 tins 88c

MARGARINE DALEWOOD

Smooth spreading. A regular 2 for 45c value. Limit 6 pkgs. at this special price.

1-lb. pkgs.

6 88c

BOOK MATCHES DIAMOND

Here's a mighty necessary item for home and camping. 2500 lights in every carton.

7 ctns. of 50

88c

ZEE TISSUE

Family pack bathroom tissue in Soft white, April yellow, Ballet pink and Capri Aqua.

3 4-roll packs

12 rolls for

88c

Orange Juice Hi Vi, frozen concentrate 5 6-oz. tins 88c

Peanut Butter Lunch Box, Creamy style 2 lb. jar 88c

Pooch Dog Food Reg. or liver 12 15-oz. tins 88c

SAVE ON FLOUR

GOLD MEDAL FLOUR 25-lb. bag

Kitchen Tested KITCHEN CRAFT

Why Pay More? \$1.88

Thrifty Shoppers! Here's your chance to save extra-big!

GREAT 88¢ SALE

- Your Choice Asparagus** 303 tins
- Fancy Beets** 303 tins
- Green Peas** 303 tins
- Spinach** 303 tins
- Fancy Corn** 303 tins

6 for 88¢

First of the Season, Long White No. 1



Large Avocados Serve 'em sliced in a delicious salad... or spread over toast. Fuertes variety.

2 for 25¢

Sunkist Lemons Surprise your family with a lemon layer pie, made with Betty Cracker Crust Mix. 20-oz. pkg. 39c. Free recipe at Safeway.

5 for 19¢

Spring Carrots Crisp - Snappy Fresh - Topped 3 lbs. 25¢

Strawberries Large beauties tops for shortcake FULL CUP ea. 29¢

Valencia Oranges From Florida extra sweet 8 lbs. 88¢

Pink Grapefruit Indian River Really Juicy 6 for 88¢

Local Rhubarb Well Colored and Highly Flavored 3 lbs. 25¢

Rolled Oats Peacock, Reg. or Mint 9-lb. pkg. 88c

Spray Wax Johnson's Pledge - Cleans and waxes 6-oz. tin 88c

Clothes Pins Queen Spring Pkg. of 18 5 for 88c

Clothes Lines Sturdy plastic - Long-lasting 100 feet 88c

Coffee Cake Curtsy, always fresh baked ea. 30c

Honey Golden Crest fancy, strained 5-lb. tin 1.00

Dish Towels Excella-hemmed 30x38-in. Reg. 39c 4 for 88c

Mr. Clean All-purpose household cleaner 15-oz. bottle 43c

your chance to save extra-big!

GREAT 88¢ SALE

- Blended Juices** 4 29-oz. tins 88c
- Pear Halves** 3 No. 2 1/2 tins 88c
- Pineapple** 5 300 tins 88c
- Whole Plums** 5 No. 2 1/2 tins 88c



ALL SAFEWAY MEATS ARE UNCONDITIONALLY GUARANTEED

Our guarantee means that your meat purchase must please you 100% or every penny back without fuss or quibble.

PORK LOIN SALE! Tender meaty rib end cuts from the finest corn-fed young porkers. From 2 1/2 to 3 1/2 lbs. 39¢

Loin Roast End cuts, 2 1/2 to 3 1/2 lbs. 49¢

Whole Loins or full half loins 49¢

Pork Chops center cut loin and rib 69¢

Rump Roast "US CHOICE" bone-in beef 88c

Sliced Bacon Standard layer pack 49c

Link Sausage Safeway lightly seasoned 59c

Pork Liver Sliced, fresh and tender 35c

Large Bologna by the piece 49c

Boiling Beef "US CHOICE" plate cuts 15c

Steak Porterhouse "US Choice" carefully aged & trimmed lb. 1.19

Ground Beef MADE FRESH DAILY 49c

Prices in this advertisement are effective through Saturday, April 23, at Safeway in Klamath Falls. We reserve the right to limit.



BEAU CATCHERS

One of the cutest fads we have of a baby pin and are made come across recently is the addition of ribbon as narrow as baby hair to tiny ribbon bows to the back of the head where the top hair is gathered with a baby hair which is adorned with a Lenta Hardcastle, come into the office so we could have a picture of the "beau catchers" and the "beau catchers" and the little ribbon bows match each other's. The fashion is a far cry from the spring dresses or trimming, more fetching style in our equip. They stay put through the season.

Toast The Bride & Bridegroom

At this time of year, cocktail glasses come out and the search is on for the proper beverages to use at the wedding reception.

ROUND STEAKS

OR SWISS STEAKS... whole or full half-cut with bone in. The combination of things we do makes Safeway steaks a better buy for you. "USDA CHOICE" grade beef plus our own careful aging in climate-controlled rooms assures you of top flavor, tenderness, and juiciness. Proper trimming before we weigh your purchase saves you money. Here is round steak of its very best! A really grand buy this weekend.

T-Bone & Club Steaks

"USDA CHOICE" beef, scientifically aged for perfect tenderness and flavor. Trimmed of all excess bone, fat and waste, before weighing, to save you money.

Boneless Top Sirloins

Absolutely no waste on these delicious "USDA CHOICE" beef steaks. Proper aging brings out peak tenderness and flavor. Wonderful eating, every bite!

Fresh Young Fryers

Plump 'n tender whole fryers that are lip-smackin' good. Weight range is from 2 to 3 pounds.

Ground Beef 49c

SAFeway

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