

EXTRA!

The Safeway  Daily News

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503 REGULAR SHELF PRICES NOW DRASTICALLY REDUCED!

Safeway Lower Cost of Living Regular Shelf Prices Slashed Weekend Specials Maintained

An all-out campaign aimed at lowering the cost of living in Vernonia was announced today by a spokesman for Safeway.

Safeway has drastically reduced 503 regular shelf prices. The newly reduced prices will be in effect daily, and will make shelf prices at Safeway the lowest in town.

"Many people judge food savings by the savings they make on a few weekend specials," the Safeway spokesman declared. "This does not give a true picture," he continued, "since it is the total amount spent for the food needs of the family that must be considered when savings are compared. A person can nullify savings made on specials by paying more than then should for the other items on the shopping list. The only answer to true food savings is to shop where lowest shelf prices are available in addition to frequent specials. It is our pledge to offer the people of this community true food savings every day in the week."

The newly reduced shelf prices at Safeway have been identified by red tags for the convenience of shoppers who wish to compare these prices with what they have been paying for the same item elsewhere. The new, lower everyday shelf prices will have universal appeal in that they have been made on essential food items found in the average family's menu every day.

Safeway will advise consumers of the new low price on each of the items in a series of ads which will appear regularly in this newspaper.

NEW LOW PRICE
Kleenex Tissues
 300 Count
 Per Pkg. **23c**

NEW LOW PRICE
Parade Detergent
 19-oz. Pkg. **30c**

NEW LOW PRICE
Tide Detergent
 47-oz. Pkg. **71c**

NEW LOW PRICE
White Magic Soap
 Granulated
 23-oz. Pkg. **28c**

NEW LOW PRICE LAUNDRY AIDS

- Parade Detergent, 39-oz. 59c
- Oxydol Detergent, 19-oz. 30c
- White King Soap, 22-oz. 30c
- Cheer Detergent, 21-oz. 30c
- Ivory Snow, 12 1/2-oz. 30c
- Lux Flakes, 12 1/2-oz. 30c
- Dreft Detergent, 15-oz. 30c
- Breeze Detergent, 20 1/2-oz. 30c
- With Washcloth
- Mrs. Stewart's Bluing, 10-oz. 21c

- Dez Soap, 20 1/2-oz. 30c
- Granulated
- Raindrops, 24-oz. 24c
- Water Softener
- Liquid Starch, quart 21c
- Fauntleroy
- Liquid Starch, quart 23c
- Vano
- White Magic Bleach, 1/2-gal. 27c
- Clorox Bleach, 1/2-gal. 29c
- Purex Bleach, Dry, bottle 37c

- Variety Pack, 10 pkgs. 35c
- Kellogg
- Rice Chex, Kellogg, 6-oz. 19c
- Wheaties, 12-oz. 23c
- Grapenuts Cereal, 10 1/2-oz. 20c
- H-O Oats, 16-oz. 20c
- Old Fashioned
- Alber's Oats, 2 1/2-lb. 49c
- Quick, with silver
- Cream of Wheat, 28-oz. 31c
- Wheat Meal, Post, 24-oz. 30c
- Fisher's Farina, 2-lb. 30c
- Dina-Mite Cereal, 1 1/2-lb. 30c

NEW LOW PRICE
Rolled Oats
 Peacock
 8-lb. Sack **85c**

NEW LOW PRICE
Biscuit Mix
 Bisquick, 2 1/2-lb. **40c**
 Fleet Mix, 2 1/2-lb. **36c**

NEW LOW PRICE
Enriched Flour
 Kitchen Craft or Gold Medal
 50-lb. **\$4.39**

NEW LOW PRICE
Salad Oil
 Wesson, Or. **69c**
 Mayday, Or. **66c**

Juice-heavy Grapefruit

 Ruby Red Florida 3 for **25c**
 Nice Color Flavorful No Tops

- | | | |
|-----------------------------|--------------------------------------|----------------------------------|
| Asparagus
lb. 29c | Green Onions
2 Bunches 15c | Carrots
lb. 10c |
| Avocados
Each 19c | Boiler Onions
5-lbs. 19c | Radishes
2 Bunches 15c |
- NEW POTATOES 3-lbs. 25c JUICY LEMONS lb. 20c
 CRISP CELERY lb. 17c CAULIFLOWER lb. 15c
 HEAD LETTUCE lb. 17c POTATOES, Economy 10-lb. 23c
 ZUCCHINI SQUASH lb. 23c POTATOES, Size A 25-lb. 69c
 TOMATOES tube pkg. 14-oz. 29c POTATOES, No. 2 50-lb. 99c
 FLORIDA ORANGES lb. 7 1/2c

RHUBARB Strawberry Lb. **19c**

PICNICS Pre-Cooked, Boneless Crown Brand
 Cooked in Natural 4 1/2-lb. \$2.99
 Juices can **2**

HAMS Oscar Mayer—
 Fancy Cured Half/whole lb. **65c**
 Butt End lb. 59c
 Shank End lb. 49c
 Slices lb. 98c

- LUNCH MEAT** Stick Bologna 35c Mince Ham 39c
 Mince Ham, lb. Sliced, lb.
- SEA FOOD VALUES**
 CAPTAIN'S CHOICE H&D Whiting, 1 1/2-lb. 29c
 Sliced
 CAPTAIN'S CHOICE Sliced Halibut, 1-lb. 59c
 CAPTAIN'S CHOICE Sliced Salmon, 14-oz. 65c
 CAPTAIN'S CHOICE Perch Fillet, 1-lb. pkg. 45c
 SELECT SIZES Fresh Oysters Pint 65c
 COLUMBIA RIVER Fresh Smelt 2-lb. 39c
- SWIFT PREMIUM SLICED BACON** lb. 79c
- T-Bone Steak** Ch'ce., lb. **95c**
Rib Roast Standing cut lb. **75c**
Round Steak Choice, lb. **79c**
Cube Steak Choice, lb. **98c**
Rump Roast Choice, lb. **73c**
Sirloin Steak Choice, lb. **85c**
Short Ribs U.S. Choice, lb. **33c**
Pot Roast Arm Cut, lb. **55c**
Pot Roast Blade Cut, lb. **53c**

- NEW LOW PRICE FLOUR AND FLOUR MIXES**
 Pancake Mix, 3 1/2-lb. 45c
 Suzanna
 Pancake Mix, 4-lb. 55c
 Sperry
 Cake Flour, pkg. 43c
 Swansdown
 Cake Mixes, pkg. 34c
 Swansdown
 Flour, 10-lb. 89c
 Harvest Blossom
 Flour, 25-lb. \$1.89
 Harvest Blossom
 Flour, 50-lb. \$3.75
 Harvest Blossom
 Kitchen Craft Flour, 10-lb. 97c
 Kitchen Craft Flour, 25-lb. \$2.23
 Flour, 25-lb. \$2.23 10-lb. 97c
 Gold Medal

- NEW LOW PRICE SUGAR VALUES**
 Brown Sugar, Dark, 2-lb. 25c
 C&H
 Powdered Sugar, 2-lb. 25c
 Cane Sugar 10-lb. \$1.03 5-lb. 53c
 Pure Cane Sugar, 25-lb. \$2.59
- BAKING NEEDS**
 Baking Powder, 16-oz. 24c
 Calumet
 Baking Powder, 12-oz. 49c
 Royal
 Vanilla Flavor, 16-oz. 33c
 Planter's Peanut Oil, qt. 85c
 Royal Satin Shortening, 3-lb. 83c
 Shortening, Crisco, 3-lb. 89c

- NEW LOW PRICE FRUITS AND JUICES**
 Wole Apricots, No. 2 1/2 can 27c
 Valey Gold, Unpeeled
 Pear Halves, No. 2 1/2 41c
 Del Monte
 Freestone Peaches, 3 for \$1.00
 Halves O'Gold—No. 2 1/2 can
 Freestone Peaches, 3 for \$1.00
 Slices O'Gold—No. 2 1/2 can
 Sliced Pineapple, No. 1 1/4 flat 20c
 Dole or Del Monte
 Sliced Pineapple, No. 1 1/4 flat 19c
 LaLani
 Orange Juice, 46-oz. 31c
 Full O'Gold—Natural
 Orange Juice, 46-oz. 29c
 Highway Sweet
 Vegetable Cocktail, 46-oz. 39c
 V-8

NEW LOW PRICE
Baby Foods
 Gerber Str. and Jr.
 3 Cans For **25c**
 Dozen **98c**

NEW LOW PRICE
Cherub Milk
 Evaporated
 2 Tall Cans For **25c**
 Case **\$5.95**

NEW LOW PRICE
Nucoa Margarine
 1-lb. Pkg. **30c**

NEW LOW PRICE
Sunnybank Margarine
 1-lb. Pkg. **30c**

- NEW LOW PRICE PREPARED FOODS**
 Cream Style Corn 303 can 2/25c
 Gardenside, standard
 Sweet Peas, 303 can 2 for 25c
 Gardenside, standard
 Pork & Beans, 20-oz. 19c
 Van Camp's
 Luncheon Meat, 12-oz. 45c
 Rath
 Corned Beef, 12-oz. 49c
 Mackerel, No. 1 can 27c
 Propeller
 Chinook Salmon, No. 1 can 67c
 Libby, Alaska
 White Star Tuna, No. 1 can 34c
 Bite Size
 Starkist Tuna, No. 1 can 34c
 Chunk
 Mince Clams, No. 1 can 43c
 Bonger (Razor)

- NEW LOW PRICE PICKLE VARIETY**
 Dill Pickles, 22-oz. 23c
 Libby Sliced Kosher
 Dill Pickles, 22-oz. 41c
 Libby Sliced Sweet
 Libby Pickles, 8-oz. 33c
 Sweet Midgets
 Pickles, 12-oz. 29c
 Steinfeld Sweet Mustard
 Zee Toilet Tissue, 4 rolls 35c
 Aluminum Foil, roll 55c
 Heavy Duty
 MJB Rice, 8-oz. 14c
 Quick Cooking
 Jolly Time Popcorn, 10-oz. 21c
 Yellow

- NEW LOW PRICE MISCELLANEOUS**
 Jello Gelatines, 4 pkgs. 35c
 Royal Puddings, 4 pkgs. 35c
 Jello Puddings, 4 pkgs. 35c
 Asparagus Soup, 2 cans 27c
 Campbell's
 Vegetable Soup, 2 cans 27c
 Campbell's
 Vegetable Beef Soup, 2 cans 35c
 Campbell's
 Black Pepper, ground, 4-oz. 59c
 Crown Colony
 Mayonnaise, quart 69c
 Best Foods
 Barbeque Sauce, 8-oz. 35c
 Sparks

All Prices Subject to Market Change. Meat and Produce Prices are Effective Through Saturday, March 20. Grocery Prices in this Ad are Now Regular Shelf Prices at Your SAFEWAY Store.

