



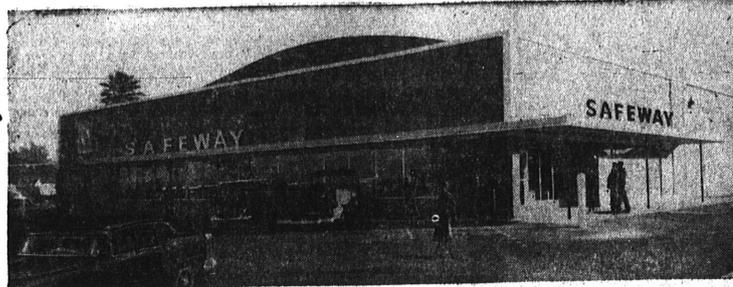
VALUES LISTED ALSO EFFECTIVE AT TORRANCE AND LOMITA SAFEWAYS!

CELEBRATION EVENT

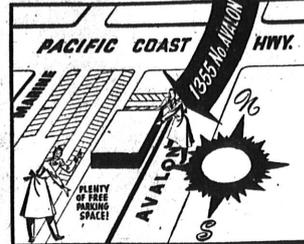
NEW SAFEWAY OPENS IN WILMINGTON

AT 1355 N. AVALON

Corner of Pacific Coast Highway



HERE'S LOCATION OF NEW STORE!



Another new Safeway opens today in Wilmington at 1355 Avalon Boulevard, corner of Pacific Coast Highway. All Safeway stores in this area join this week-end in celebrating the addition of the market to the Safeway family.

You are cordially invited to visit the new Wilmington Safeway and the many innovations for easier, faster, more pleasant shopping. However, if you are unable to visit the new store, you can take advantage of the many bargains offered by shopping at the Lomita and Torrance Safeway's where opening day prices prevail!

MARGARINE
GOLDBROOK YELLOW **15¢**

CHEESE
MILD OREGON CHEDDAR **39¢**

ICE MILK
Vanilla, Chocolate, Strawberry
BAND BOX BRAND HALF GALLON **35¢**

BANANAS
GOLDEN RIPE **2 25¢**

SQUASH
YELLOW BANANA **1¢**

APPLES
WASHINGTON RED DELICIOUS **2 25¢**

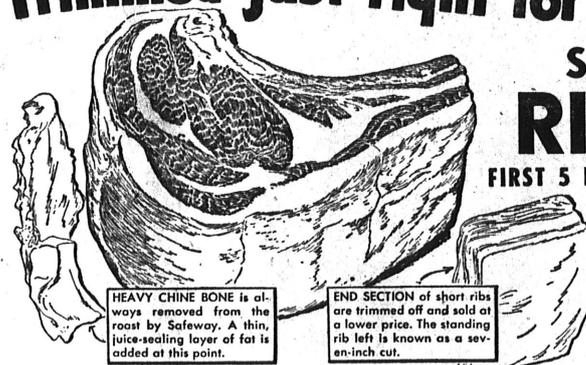
GRAPEFRUIT
ARIZONA - MESH BAG PACK **8 29¢**

TOMATOES
FIRM RIPE **3 25¢**

ONIONS
SWEET YELLOW **3 10¢**

FROZEN PEAS
BEL-AIR - PREMIUM QUALITY **2 29¢**

Trimmed just right for perfect eating!



SAFEWAY AGED RIB ROAST

FIRST 5 RIBS FROM USDA CHOICE GRADE BEEF

69¢
PER POUND

HEAVY CHINE BONE is always removed from the roast by Safeway. A thin, juice-sealing layer of fat is added at this point.

END SECTION of short ribs are trimmed off and sold at a lower price. The standing rib left is known as a seven-inch cut.

This week serve an epicurean masterpiece at your table. This pride cut of the famed Safeway Meat Aging Plant has been aged to the peak of tender, juicy flavor. Trimmed of excess fat and bone before weighing... you pay for only the perfect-eating part! This kingly roast is at Safeway now... at an especially reduced price.

CHUCK ROAST
USDA CHOICE BEEF
SEVEN BONE OR BLADE CUT **35¢**
ROUND BONE AT 39¢

FRESH PICNICS
SELECT EASTERN PORK
WHOLE PICNIC OR FULL SHANK HALF **29¢**
FULL ROUND HALF AT LB. 35¢

Smoked Picnics
4 TO 8 LBS. IN SIZE
SHORT SHANK **39¢**

SPARERIBS
SELECT EASTERN PORK
SMALL SIZE UNDER 3-LBS. **39¢**

SLICED BACON
MORRELLS YORKSHIRE 1-LB. PKG. **49¢**

STEWING CHICKENS
FRESH CUT UP **35¢**

TURKEYS
HENS **49¢** TOMS **39¢**

CAPTAIN'S CHOICE FISHSTICKS 9-oz. **BOTH FOR 49¢**
BEL-AIR FRENCH FRIES 9-oz.

ORANGE JUICE
BEL-AIR FROZEN 6-OZ. CANS **2 29¢**
12-OZ. CAN 27¢

- Additional Values!**
- Alcohol GOLD SEAL 16-oz. 19c
 - Anacin 12-oz. 23c
 - Tooth Paste GLEEM 3-oz. 63c
 - Sandwich Spread Economy Size 4-oz. 35c
 - Puddings JELLY 3-oz. 25c
 - Salad Oil MAYDAY 16-oz. 34c
 - Parade Detergent 40-oz. 49c
 - Instant Dry Milk CAR. 10 1/2-oz. 33c
 - Syrup Drips 12-oz. 19c
 - Almond Clusters BOK-BURY 4-oz. 47c
 - Crackers BUSY BAKER 1-lb. 23c
 - Sunnybank Margarine 1-lb. 25c
 - Dog Food Nip 'N Tuck 3 1/2-oz. 25c
 - Black Tea Canterbury 48-bag carton 47c
 - Wheat Hearts SPERRY 28-oz. 28c

- SPAGHETTI** Chef-Boy-ard Brand. With Cheese and Tomato Sauce. 2 15 1/2-oz. cans **25¢**
- CHUNK TUNA** Breast O' Chicken. For Salads or Sandwiches. 6 1/2-oz. can **30¢**
- STAR-KIST TUNA** SOLID CHUNK. 7-oz. can **33¢**
- CAMPBELL'S VEGETABLE SOUP** Wonderful for mid-meal snack. 2 10 1/2-oz. cans **25¢**
- TOWNHOUSE BRAND GRAPEFRUIT JUICE** Pure and Unsweetened. 46-oz. can **19¢**

- SLICED BACON** DUBUQUE Brand Grade A Quality. In Heat-seal packages, perfect with eggs. **55¢**
- SWIFT'S HAM** PREMIUM Brand. Whole or full shank half. (Full butt half, lb., 59¢) **55¢**
- CORNED BEEF** Boneless Bristle with Mild Cure. **45¢**
- BEEF LIVER** Sliced, excellent with bacon. **45¢**
- CANNED HAMS** WILSON'S 6-lb. Tendermade **5.98**

GROUND BEEF
Freshly made from selected beef and packed in Yisking. **39¢**

- Ocean Perch Fillet** Captain's Choice **39¢**
- Whole Whiting** Captain's Choice **39¢**
- Frankfurters** Skillet **39¢**

GROCERY SECTION VALUES

- FRESH EGGS** LARGE SIZE GRADE AA doz. **47¢**
- PRESERVES** SHASTA Grape or Plum. 2-lb. jar **33¢**
- PINEAPPLE** LALANI SLICED. 20-oz. can **25¢**
- LUNCH MEAT** RATH'S BLACK HAWK 12-oz. can **37¢**
- SPRY SHORTENING** Pure Vegetable. 3-lb. can **90¢**
- DUTCH MILL CHEESE** American, Swiss or Pimento. Sliced 5-oz. pkg. **25¢**
- KITCHEN CRAFT FLOUR** Enriched White. 5-lb. pkg. **52¢**
- ROYAL SATIN SHORTENING** Emulsified. 3-lb. can **84¢**

How to make a CHRISTMAS COOKIE MOBILE!

Your *Family Circle* shows you how to make it... December Issue

NOW ON SALE 5¢

- Typical Beverage Values**
- Edwards Coffee Vacuum Pack 1-lb. 99c
 - Nob Hill Coffee Top in Quality 1-lb. 94c
 - Airway Coffee Mild and Mellow 1-lb. 92c
 - Instant Coffee Edwards 3-oz. 59c

FRESH PRODUCE VALUES

- POTATOES** WHITE ROSE 10 lb. **29¢**
- AVOCADOS** NEW CHOP FUERTE ea. **15¢**
- FRESH DATES** DEGLEE NOOR 3-lb. Tender-meated. pkg. **59¢**
- RED GRAPES** TOKAYS Pump, sweet lb. **10¢**

- GLAZED FRUIT MIXES** Dramedary Radiant 1-lb. **39¢**
- MJB WHITE RICE** Economical, 14-oz. 17¢ 28-oz. **33¢**
- LADY DAINY TISSUES** Soft, absorbent and sanitary. 300-pack **17¢**
- CALO DOG FOOD** Rich in Protein. 2 1 1/2-oz. cans **23¢**
- WHITE KING SOAP** Granulated All-Purpose. 40-oz. pkg. **57¢**

- Bakery Section Values**
- CURTIS GOLD LAYER CAKE** CHOCOLATE ICED **65¢**
 - Skylark Bread** 2-lb. loaf **28¢**
 - Webber's Bread** White or Wheat, reg. or sandwich. 2-lb. loaf **28¢**
 - Curtis Fudge Cups** 12-oz. can **15¢**
 - Curtis Orange Cups** 12-oz. can **15¢**
 - Coffee Loaf Cake** 12-oz. loaf **29¢**

BLOSSOM TIME COTTAGE CHEESE
"Best you can buy"
Make your next luncheon cool, refreshing, satisfying with delicious Blossom Time heaped on sliced pineapple, Cream, Farmer, or Chive Style. **19¢**

- Homogenized Milk** Lucerne, Grade A. quart **20¢**
- Concentrated Milk** Lucerne, each quart makes three quarts of fresh milk. **49 1/2¢**

COTILLION GUEST ICE CREAM
Exceptionally creamy in texture. Incomparable in Quality, because no artificial flavoring aids are used. **23¢**

Flavors: Vanilla, Chocolate, Strawberry, Chocolate EGG NOG (Flavor of the Month).

- LIQUID BLEACH** WHITE MAGIC PUREX 1/2-gal. **26¢**
- LIQUID BLEACH** PUREX 1/2-gal. **29¢**
- LIQUID BLEACH** PUREX 1-gal. **44¢**

VALUES ALSO EFFECTIVE AT
2171 Pacific Coast Highway
LOMITA
1301 Sartori Avenue
TORRANCE



PRICES EFFECTIVE THURS., FRI., SAT., DECEMBER 2, 3, 4, 1954, AT SAFEWAY STORES IN THIS AREA.

REMEMBER THE ADDRESS OF NEW SAFEWAY
1355 N. AVALON WILMINGTON
CORNER OF PACIFIC COAST HIGHWAY
STORE HOURS AT NEW STORE
Daily — 9 a.m. to 9 p.m.
Sunday — 9 a.m. to 6 p.m.