

SAFEWAY launches a bold new program to... LOWER YOUR TOTAL FOOD BILL



Specials are wonderful! And we have plenty of them every week! But specials are only a small part of the total amount of food you buy to feed your family. Most important to your total food bill are the prices you pay on item after item, especially those that are seldom advertised. That's why we invite you to compare prices . . . right down the line. You'll find saving after saving—perhaps small ones by themselves, but they make a BIG difference in your total food bill. And it's the total that counts!

Safeway takes positive action to cut your food costs! LOWER PRICES . . . spectacular buys. Great new variety in every department! even finer service in fresh meats and fresh fruits and vegetables! Meal ideas! Special offers! lots of surprises! Watch SAFEWAY . . . where food news is being made!

ROUND STEAK EDWARDS COFFEE CANE SUGAR MARGARINE POTATOES

USDA CHOICE BEEF CENTER CUTS Safeway-aged to Eating Perfection	Bone In lb.	69¢
BONELESS ROUND	lb.	79¢
SWISS BONE ROUND	lb.	65¢
VACUUM PACKED Rich, vigorous blend	1-lb. can	77¢
2 -lb. can		\$1.53
CANDI-CANE BRAND Pure granulated cane sugar for all-purpose use.	5 -lb. pkg.	39¢
COLDBROOK YELLOW Excellent quality at an economy price!	2 1-lb. ctns.	25¢
LONG WHITES U. S. No. 1-A. Well-shaped, firm, all-purpose!	10 -lb. bag	35¢

Special This Week!

HAWAIIAN PINEAPPLE JUICE

Dole's The sunshine drink from the golden Islands!	18-oz. can 11¢	46-oz. can 23¢
LaLani Safeway's own brand from top quality fruit!	18-oz. can 10¢	46-oz. can 19¢

Save on Household Supplies!

Blue Cheer Heavy Duty Detergent	large size 33¢	giant size 79¢
Pink Dreff Mild, Gentle Detergent	large size 33¢	giant size 79¢
Oxydol Detergent With Color-safe Bleach	large size 33¢	giant size 83¢
Rinso Blue Blueing Agent Wash	large size 33¢	giant size 79¢
White King 'D' large size	33¢	giant size 67¢
Parade Detergent lge. size	25¢	

AIRWAY COFFEE

Mild Brazilian blend roaster-fresh. Grind at Safeway's Coffee Mill!

2-lb. bag	\$1.37
NOB HILL COFFEE 2-lb. bag	145
1-lb. bag	73¢

Task Lighteners at Safeway!

20 Mule Team Borax Water Softener	2-lb. pkg.	33¢
Sani Flush Bowl Cleaner	20-oz. can	22¢
Aero Wax No Rub	16-oz. can	37¢
Johnson's Beautiflor Liquid Wax	quart bottle	\$1.14
White Magic-Cleanser Foams	2 14-oz. pkgs.	21¢
Bab-O Cleanser Foams	2 giant pkgs.	41¢

Canned Milk Foremost Brand	2 tall cans	27¢
Sweet Potatoes Princella Brand	29-oz. can	27¢
Pork & Beans Hunt's Saucy Sauce	30-oz. can	19¢
Deep Brown Beans Libby's Oven-baked	16-oz. can	12¢
Tomato Sauce Del Monte	3 8-oz. cans	23¢
Plain Chili Gebhart's No Beans!	15 2-oz. cans	37¢
Beef Stew Libby's 3-in-1 Dish!	24-oz. can	43¢
Pure Lard Popular Brands	1-lb. ctn.	21¢
Luncheon Meat Rath's Black Hawk	12-oz. can	43¢
Sardines Spirit of Norway Cross Packed Sild	3 3/4-oz. cans	19¢
Sardines "Buccaneer"	4-oz. can	10¢
Sardines org. "It's Delicious"	6 1/2-oz. cans	29¢
Chunk Tuna Star Kist "Flavor-Lok"	2-lb. can	\$1.75
Coffee Maxwell House All Grinds	3 1/2-oz. can	10¢
Potted Meat Carnation	16-oz. jar	47¢
Malted Milk Plains Chocolate	1-lb. can	45¢
Instant Cocoa Showboat Brand	1-lb. can	18¢
Long Grain Rice Libby's In Syrup	17-oz. can	20¢
Deluxe Plums Treesweet Natural	18-oz. can	14¢
Grapefruit Juice Libby's Rich	18-oz. can	12¢
Tomato Juice Empress Brand	12-oz. jar	29¢
Strawberry Jam		
Frozen Foods		
Brussel Sprouts Bal-air Tender	8-oz. pkg.	25¢
Strawberries Bal-air Sliced	10-oz. pkg.	19¢
Lima Beans Bal-air Fordhook	10-oz. pkg.	25¢

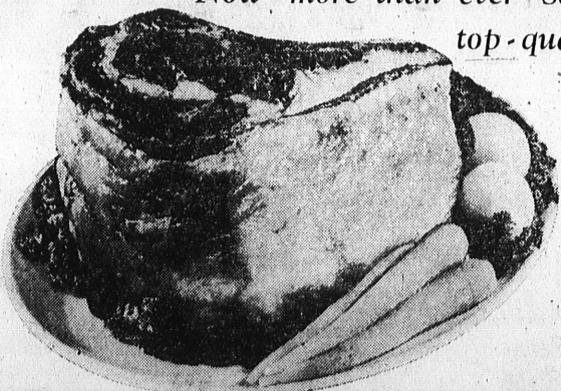
Salad Oil Nu Made	pt. 31¢	qt. 56¢	1-gal. \$1.11
Shortening Royal Satin	1-lb. can	29¢	3-lb. can 76¢
Cake Flour Swans Down	32-oz. pkg.	35¢	
Nutmeg Crown Colony Top Quality	1/2-oz. can	39¢	
Large Prunes Sunsweet Dried	1-lb. pkg.	27¢	2-lb. pkg. 51¢
Large Eggs GRADE AA Cream o' Crop	1-dz. ctn.	59¢	
Medium Eggs GRADE AA Cream o' Crop	1-dz. ctn.	57¢	
Extra Large Eggs GRADE AA Cream o' Crop	1-dz. ctn.	63¢	

Special This Week!

WALDORF TOILET TISSUE

Assorted Colors or White

4 ROLLS 29¢



Now - more than ever - Safeway's the place to buy top-quality Meats and Produce!

BEEF RIB ROAST

Standing 7" Cut, First 5 Ribs
Tender, juicy USDA CHOICE BEEF at the height of eating perfection! Safeway ages this fine roast, then trims away short ribs and heavy chine bone before weighing. You couldn't buy a finer roast!

lb. 69¢

Your Table Deserves the Best in Meats!

Beef Rib Steaks	USDA CHOICE Aged Beef lb.	79¢	Sliced Bacon	Kingan's Thick	lb.	55¢
Sirloin Tip Steaks	USDA CHOICE Aged Beef lb.	79¢	All Meat Franks	Somerset No. 1 Shmeless	lb.	55¢
Beef Rump Roast	USDA CHOICE Bone in Cut lb.	69¢	Sliced Bacon	Wilson Corn King or Dubuque	lb.	55¢
Rump Roast	USDA CHOICE Aged Beef lb.	79¢	Smokie Links	Oscar Mayer's Yellow Band	12-oz. pkg.	59¢
Sirloin Tip Roasts	USDA CHOICE Aged Beef lb.	79¢	Bologna Chubs	All Beef	11-oz. pkg.	49¢
Chip Steaks	Manor House Quick Frozen 4 pkgs.	89¢	Pork Sausage	Rath's Pure	1-lb. roll	39¢
Ground Beef	Ground Fresh Daily High Quality Lean lb.	47¢	Ground Beef	Ground Fresh Daily Economy Pack	lb.	39¢

Top Quality Produce!

LARGE SIZE CRISP LETTUCE

For Better, Fresher Salads

Tightly wrapped heads of mild-flavored Northern Lettuce.

each 10¢

Produce Section Values!

Fresh Spinach	Cello Packed	pkg.	17¢
Crisp Carrots	Tops Removed	lb.	9¢
Fresh Lemons	Juice Heavy	lb.	17¢
Yellow Onions	Sweet, Mild	lb.	4 1/2¢
Celery Hearts	Cello Packed	pkg.	23¢
Romaine Lettuce	For Salads	lb.	10¢
Velvet Yams	'Full Flavored	2 lbs.	25¢
Cucumbers	Long Green for Salads	2 for	13¢

CURTIS CAKE FEATURE

APPLESAUCE RING

Taste-luscious! And it's baked the way you'd bake it yourself!

Reg. 49¢ **43¢**

Webster Giant Dictionary
SECTION No. 5 IS NOW AVAILABLE
Get it Today at Safeway . . . Only **99¢**

Prices good Thursday thru Sunday, November 7, 8, 9, 10, 1957

We reserve the right to limit quantities, and not to sell to other merchants. Applicable taxes will be collected.

Special This Week!

JACK CHEESE

Mild, mellow, delicate flavor. For salads, sandwiches.

lb. 43¢

Watch **SAFEWAY** ... where food news is being made!

FRESH FISH VALUE
at Carson and Western Safeway

PACIFIC SCALLOPS

LARGE SIZE lb. **69¢**

YOUR LOCAL SAFEWAY **CARSON at WESTERN**