

# A MAGNIFICENT **NEW** SAFEWAY



in  
**TORRANCE!**

WED., THUR., FRI., SAT., JULY 17, 18, 19, 20 1957  
at 1644 WEST CARSON STREET CORNER OF WESTERN AVE.

Many valuable prizes are to be given away including: two Thomas Electric Organs, RCA 21" Color TV set, Phonola Hi Fi set. Also there are special low prices celebrating the opening of Safeway's newest store in Southern California.

If you live near the big New Deluxe Safeway Store in Torrance or are driving by Carson and Western, we invite you to drop in and inspect this beautiful new store. See the many modern innovations that will make shopping easier, faster, more fun. Remember Grand Opening of Big New Safeway at 1644 West Carson street . . . this week-end!

## GRAND OPENING VALUES

EFFECTIVE THROUGH SAT., JULY 20  
AT BIG NEW SAFEWAY  
1644 WEST CARSON  
— And Also At —  
15725 S. Vermont — Gardena  
2171 Pacific Coast Hwy. — Lomita  
1355 N. Avalon — Wilmington

Curtsy  
**COFFEE CAKES**  
PINEAPPLE COFFEE CAKE—2 in pkg.  
ICED NUT SNAILS—6-oz. size  
ICED BUTTERHORNS—6½-oz. size  
JELLY SNAILS—2 in pkg.  
Freshly Baked by Master Bakers  
Per Pkg. **15¢**

Meat Section Values  
**SMOKED PICNICS**  
Rath's Brand Family Size . . . . .lb. **29¢**  
**PORK SPARERIBS**  
Eastern Grain Fed Medium Size, 3 to 5 lbs. . . . .lb. **35¢**  
**PORK SAUSAGE**  
Rath's Pure Pork & Imported Spices . . . . .1-lb. Roll **29¢**  
**GIANT BOLOGNA**  
Somerset Brand In the Chunk . . . . .lb. **29¢**

Fresh Sea Foods  
AT THE NEW STORE ONLY  
**FILLET OF OCEAN PERCH** lb. **39¢**

Produce Section Values  
**BANANAS**  
Central American Firm, Golden Ripe . . . . .2 lbs. **25¢**  
**TOMATOES**  
Large, firm, red. Fine for slicing . . . . .lb. **10¢**  
**POTATOES**  
U. S. No. 1 White Rose Paper bag pack **10 lbs. 29¢**

**CALO DOG FOOD**  
Balanced Pet Ration Special Value **6 15½-oz. Cans 54¢**

**TOMATO SAUCE**  
HUNT'S BRAND Use in cooking. Special Value . . . . .8-oz. can **5¢**

**COTTAGE CHEESE**  
BLOSSOM TIME Creamed or Farmer Type . . . . .Pint Cup **21¢**

**KITCHEN CRAFT FLOUR** 5-lb. bag **49¢** 10-lb. bag **89¢**  
**PILLSBURY'S FLOUR** 5-lb. bag **55¢** 10-lb. bag **99¢**

Get your official entry blank at Safeway for Pillsbury's \$100,000 9th GRAND NATIONAL contest

You can WIN an EXTRA . . . **\$2,500.00** from **SAFEWAY!**  
If you win one of the two Grand Prizes in Pillsbury's Best 9th Grand National Bake-off, you will receive a special prize of \$2,500 in cash from Safeway by naming Safeway as the place where you purchased your Pillsbury Flour.  
PRIZE WINNING GRAND NATIONAL RECIPES  
CONTEST CLOSSES JULY 31, 1957

**SAFEWAY COUPON**  
To introduce you to one of Safeway's Guaranteed Products,  
**SAVE 20¢**  
on 10-lb. bag  
**CANDI-CANE CANE SUGAR**  
WITH THIS COUPON AT SAFEWAY  
Offer good July 16, 17, 18, 19, 20, 1957, except in San Diego or Imperial Counties. Cash value of coupon 1/20 of 1¢.  
LIMIT ONE COUPON PER CUSTOMER

**RANCH STYLE BEANS**  
ONE-TIME, GET ACQUAINTED OFFER!  
If you have really missed a treat! Here they are specially reduced in price to give you a chance to try them! Ideal for barbecues, patio meals or just plain old kitchen eating.  
They've got that Round Up Flavor, Pardner!  
**SPECIAL 15-oz. can 10¢**

**PANCAKE MIX**  
Betty Crocker 28-oz. pkg. **29¢**  
46-ounce package, 45¢  
Kitchen Craft 1-lb. pkg. **17¢**  
2-lb. package, 33¢

**CAKE MIX**  
Dromedary Brand 19-oz. pkg. **29¢**  
Choice of white, yellow or devil's food mix  
Dromedary Angel Food Mix 19-oz. Pkg. **45¢**

**USDA CHOICE ROUND STEAK**  
**BONELESS ROUND 79¢** || **CENTER CUT 69¢** || **SWISS STYLE 59¢**  
lb. || Bone In lb. || Bone In lb.

**Captain's Choice Frozen Sea Food**  
When you buy Captain's Choice sea foods you're sure of the finest quality, quick-frozen at peak of perfection.  
**SCALLOPS** Breaded Pre-Cooked Pan Ready pkg. **49¢**  
**SHRIMP** Breaded All Ready For The Pan pkg. **63¢**

**SLICED BACON** Morrell's Pride 1-lb. pkg. **69¢**  
**DUCKLINGS** Eviscerated, Grade A 4 to 5-lb. average size lb. **49¢**  
**BOLOGNA CHUBS** All Beef 11-oz. pkg. **43¢**  
**SALAMI CHUBS** All Beef 11-oz. pkg. **43¢**

**FREE . . . JUST BY SAVING SAFEWAY PINK CASH REGISTER TAPES**  
**GENUINE PRINCE OF RIVERS Combed Percale SHEETS & PILLOWCASES**  
184 Thread count . . . light, strong, smooth  
DOUBLE BED SHEET, Contour fitted or 81"x108" Flat. . . . .9 Envelopes  
TWIN BED SHEET, Contour fitted or 72"x108" Flat. . . . .9 Envelopes  
PILLOWCASES, Popular 42"x38½" size, pkg. of 2. . . . .4 Envelopes  
Now available—new top hit "Around the World in Eighty Days" . . . plus a wide selection of other albums to choose from. **YOURS** for only 4 SAVE-A-TAPE envelopes each. Or, if you wish you may buy these records for \$1.49 each!

**SAFEWAY'S** your **BEST** place to save!  
3 S. VERMONT GARDENA 1644 WEST CARSON TORRANCE