

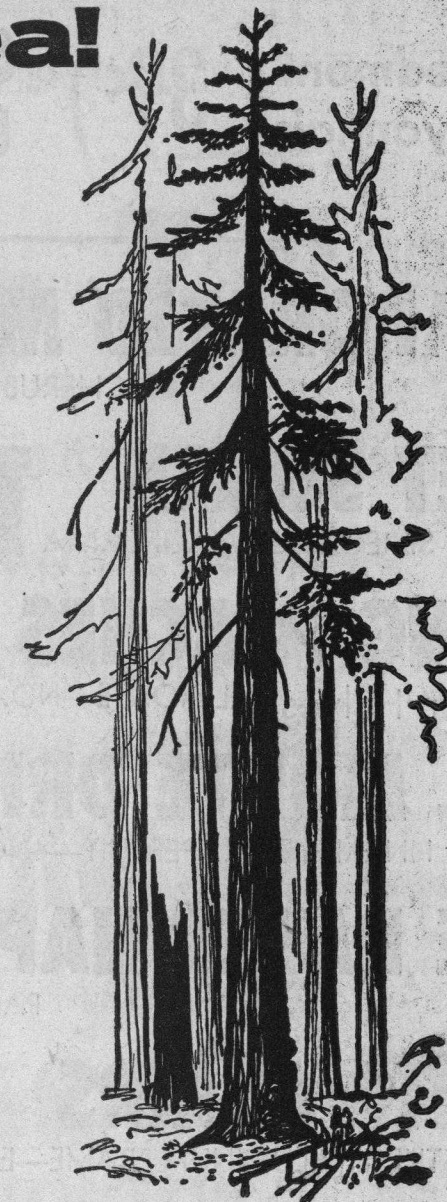
another new SAFEWAY STORE opens... to serve the beautiful FELTON area!

Safeway's New Felton store represents all of the latest advances in design and equipment, plus a greatly increased variety in all types of food and home needs, conveniently arranged.

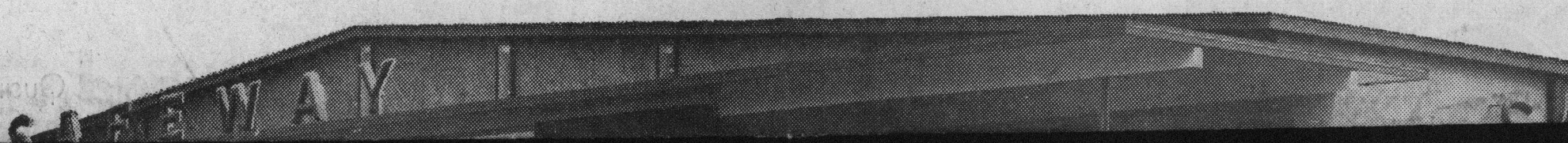
SAFEWAY MEATS are "best" for flavor & "best" for value because they are "best" for quality! We start with top-quality meats and expertly and skillfully prepare them for sale so that you get the most for your money every time!

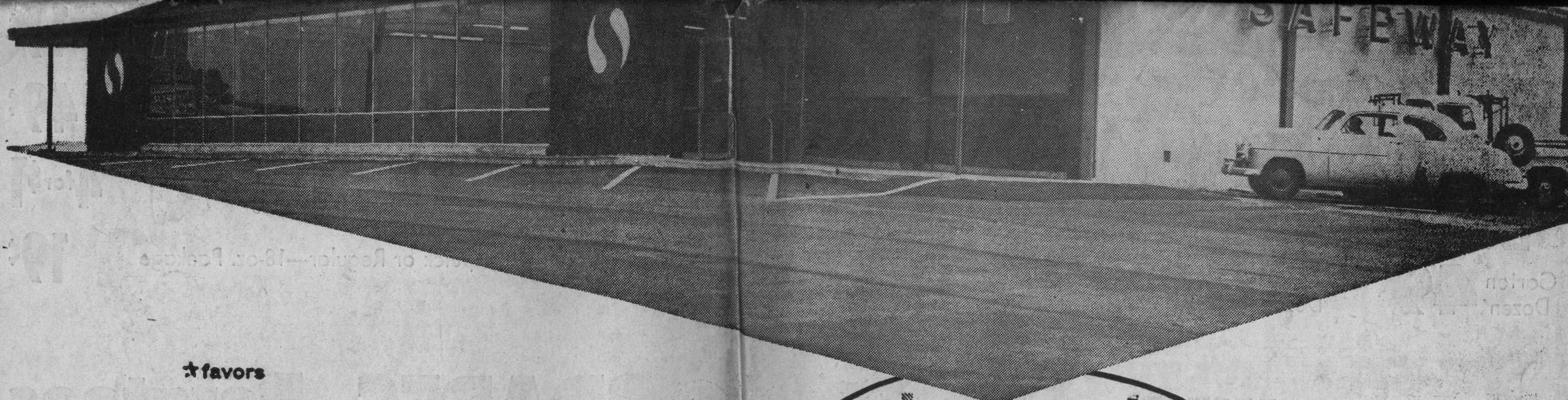
GARDEN-FRESH PRODUCE . . . Safeway brings you the pick-of-the-crop from the choice growing areas of the country and at the lowest possible price . . . we are especially proud of the improvements that you will find in this department.

EASE OF SHOPPING . . . Modern design and equipment, courteous efficient assistance plus a vast variety of quality merchandise, assure you of pleasant shopping; and remember, every purchase you make is backed by Safeway's famous money-back guarantee!



all three Santa Cruz area stores are participating!





★ favors

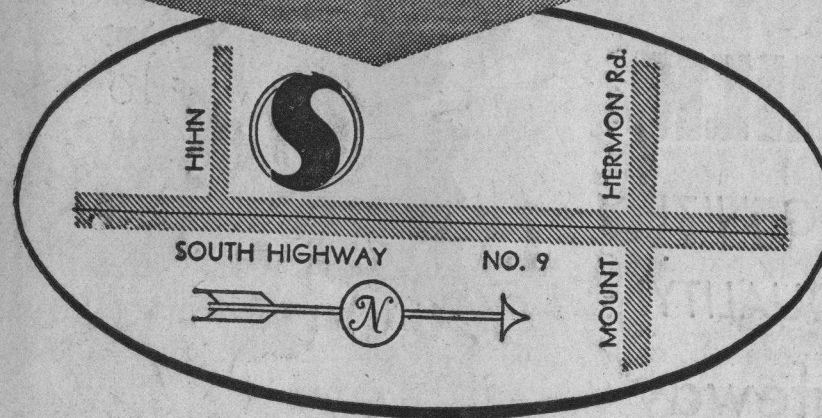
★ surprises

★ demonstrations

store hours:

9 a.m. to 9 p.m. Daily — 10 a.m. to 7 p.m. Sun.

SAFeway



Grand Opening
celebration

200 SOUTH HIGHWAY No. 9, FELTON

THURSDAY . . . Sept. 10th

Santa Cruz Safeway Store Addresses:

126 Soquel Ave. . . . and 119 Lincoln