

SAFEWAY STORES

DISTRIBUTION WITHOUT WASTE

FRESH MILK

6^c
PER
QUART

March 16
1932

Ridiculous Price—Isn't It?

Unquestionably it is harmful to the Producer—
Certainly it is detrimental to the Distributor
—but it is undeniably

Beneficial to the Consumer

(TEMPORARILY)

and that's what counts — Buy and use more milk —
Always take advantage of every opportunity to save in
your buying—it's proper and commendable and rest
assured that Safeway will always protect your interests
on values.

NOTICE

In spite of these facts and our sincere desire to supply
your full requirements, we wish to advise, that Safeway
stores are in no way responsible for, or in favor of the present
ridiculous prices at which Fresh Milk is being sold in Win-
nipeg. We stand for "Distribution Without Waste" and are
proud to take the lead in all matters compatible with com-
munity interests, but are very reluctant even to follow in
matters destructive, as we believe this to be.

We are selling Milk—good milk at 6c per quart to be
sure, and we will sell it at 5c or 4c or lower if necessary, in
order to protect the interests of our customers but never-
theless we deplore the situation and feel that any consumer
in Winnipeg is favorable to paying more than 6c per quart
for good milk towards the preservation of an industry so
vital to society and the economic interests of the community,
as is the Dairy Industry of Manitoba.

SAFEWAY STORES, LIMITED

Aug 1939

Milk Prices

As previously advised through the Press, Order No. 11 of The Milk Control Board of Manitoba issued May 23rd, 1939, provided a reduction to 10c per quart base price for the three months, June, July and August, and a restoration to the normal 11c per quart base price for the succeeding nine months. The period of the 10c base price expires with midnight of August 31st, 1939. As from September 1st, inclusive, the normal prices become effective.

MILK PRICES

From September 1st, 1939,

to May 31st, 1940

Home Delivery

Per Quart..... 11c

Per Pint..... 6c

From Store (Cash and Carry)

Per Quart..... 10c

Per Pint..... 6c

***Cream Prices are
Unchanged***

Complete printed schedules of prices are available on application to the Board.

THE MILK CONTROL BOARD OF MANITOBA