



IT'S THE TOTAL THAT COUNTS

...AND YOUR TOTAL SAVINGS ARE GREATER

WITH LUCKY'S *lower* DISCOUNT PRICES!

Mary Morgan LUCKY'S OWN HOME ECONOMIST

School time is just around the corner, and our new folder of BACK TO SCHOOL ideas is filled with recipe suggestions for getting a head start on all three meals of the day, plus cookies, sandwich bread and casserole ideas that can be made now and tucked into the freezer for use later! Pick up your FREE copy this week!

The proof of the saving is in the total... and your total food bill is lower at Lucky! It's obvious that you can't judge your savings on just a couple of advertised "specials"... when a market reduces the price on a few items it must in turn increase the price on many more in order to compensate... this is the old fashion method of merchandising that places you, the customer, at a disadvantage. You are forced to pay higher shelf prices as a result of fluctuating "advertised specials"... But... at Lucky every item the law allows is discounted to a lower everyday price... thus assuring you a lower total 365 days a year!

- Baby Foods**
- GERBER'S STRAINED BABY FOOD 4 1/2-oz. Jar 10¢
 - GERBER'S JUNIOR FOODS 7 1/2-oz. Jar 14¢
 - GERBER'S COOKIES 4 1/2-oz. Pkg. 19¢

- Beverages**
- CANADA DRY BEVERAGES 12-oz. Can 12 for \$1
 - BREW "102" BEER 16-oz. Can 6 for 1.20

- Salad Dressing**
- BEST FOODS MAYONNAISE 4-oz. Jar 59¢
 - SALAD DRESSING LUCKY 24-oz. Jar 37¢
 - ITALIAN DRESSING WISHBONE 8-oz. Bottle 37¢

- Peanut Butter & Syrup**
- PEANUT BUTTER PETER PAN 18-oz. Jar 58¢
 - GRAPE JELLY WELCH'S 20-oz. Jar 39¢
 - PANCAKE SYRUP C.H.S. 44-oz. Bottle 37¢

- Pet Foods**
- KITTY QUEEN CAT FOOD 4-oz. Can 13¢
 - DAILY DIET DOG FOOD 1-lb. Can 7¢
 - SPEAK DOG FOOD 34-oz. Pkg. 87¢
 - FRISKIES CAT FOOD LITTLE 1-lb. Box 27¢

Greater Savings with
LUCKY'S LOWER EVERYDAY PRICE!

VELVEETA
CHEESE FOOD — 2-lb. Loaf
89¢

- Laundry Aids**
- NEWS DETERGENT 44¢
 - WHITE KING SOAP GRANULATED 69¢
 - TREND LIQUID 42¢
 - PUREX BLEACH 61¢
 - GOODWIN AMMONIA 27¢
 - LYSOL DISINFECTANT 48¢

- Fruits & Juices**
- CLING PEACHES DEL MONTE 2 1/2 Can 24¢
 - CRUSHED PINEAPPLE DOLE 22 Can 29¢
 - APPLESAUCE HARVEST DAY 303 Can 15¢
 - FRUIT COCKTAIL DOLE 303 Can 25¢
 - APRICOTS HARVEST DAY HALVES 2 1/2 Can 25¢
 - PEAR HALVES UNPEELED DEL MONTE 2 1/2 Can 49¢
 - APPLE JUICE HARVEST DAY 4-oz. Bottle 29¢
 - PRUNE JUICE DEL MONTE 4-oz. Bottle 43¢
 - CAL FAME DRINK ORANGE or GRAPE 46-oz. Can 25¢
 - GRAPEFRUIT JUICE TREESWEET 46-oz. Can 39¢

- Coffee & Tea**
- HILL'S BROS. COFFEE 1-lb. Can 76¢
 - HILL'S BROS. COFFEE 2-lb. 1.50
 - LEMON INSTANT TEA, Lipton 1 1/2-oz. Jar 51¢

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PANCAKE MIX
PILLSBURY — 2-lb. Box
39¢

- Other Items**
- SEGO DIET FOOD LIQUID 10-oz. Can 27¢
 - JOHNSON GLADE AIR FRESHNER 7-oz. Can 55¢
 - SPAGHETTI GOLDEN GRAIN 2-lb. Pkg. 39¢

- Margarine & Milk**
- SAFFOLA MARGARINE 1-lb. Can 37¢
 - MILK LUCKY EVAPORATED 11-oz. Can 2 for 27¢
 - NON-FAT MILK CARNATION INSTANT 8-oz. Box 66¢

- Soups**
- CAMPBELL SOUP VEGETABLE BASE 10 1/2-oz. Can 13¢
 - KNORR SOUP MIXES 2 1/2-oz. Pkg. 36¢
 - JELL-O PUDDING INSTANT 3-oz. Pkg. 2 for 23¢

- Cereal**
- NABISCO TEAM FLAKES 16-oz. Box 45¢
 - BIG "G" CERRIOS 10 1/2-oz. Box 36¢
 - RICE KRISPIES KELLOGG 10-oz. Box 37¢
 - CORN FLAKES POST PUFFED 13-oz. Box 39¢

- Dairy Foods**
- ICE CREAM FURMOIST FAMILY STYLE 1/2 Gallon Carton 49¢
 - ORANGE JUICE TROPICANA 4-oz. Bottle 45¢

- Flour & Mixes**
- GOLD MEDAL FLOUR 5-lb. Bag 59¢
 - BISKIT MIX FISHER'S 40-oz. Box 37¢

- Frozen Foods**
- BIRDS EYE FROZEN FOODS Regular Pkg. 27¢
 - MEXICAN DINNERS REGARITA 45¢
 - BIRDS EYE AWAKE 9-oz. Can 35¢
 - POTATOES QUE IDA HASH BROWN 12-oz. Pkg. 20¢
 - OH BOY SANDWICH 15-oz. Pkg. 69¢
 - FISHSTICKS CERTI-FRESH 14-oz. Pkg. 65¢
 - HALIBUT FILLET CERTI-FRESH 14-oz. Pkg. 89¢
 - SIRLOIN TIPS KOLD KIST 14-oz. Pkg. 55¢
 - CREAMED CHICKEN KOLD KIST 14-oz. Pkg. 55¢
 - LEMONADE MINUTE MAID 12-oz. Can 22¢
 - LEMONADE MINUTE MAID 6-oz. Can 2 for 23¢
 - LIMEADE MINUTE MAID 6-oz. Can 2 for 23¢
 - ONION RINGS CORONET 10-oz. Pkg. 45¢
 - TUNA PIES STAR KIST 8-oz. Pkg. 20¢

- Distilled Spirits**
- GOLD SEAL VODKA 80 Proof FIFTH 2.99
 - GOLD SEAL GIN 80 Proof FIFTH 2.99
 - GOLD SEAL WHISKEY 80 Proof FIFTH 4.55

- Crackers**
- HI-HO CRACKERS SUNSHINE 13 1/2-oz. Box 36¢
 - NABISCO COOKIES WAFFLE CREAM 12-oz. Pkg. 36¢
 - HYDROX COOKIES SUNSHINE 1-lb. Pkg. 45¢

- Canned Meats**
- CHILI WITH BEANS HORMEL 15-oz. Can 32¢
 - BONED CHICKEN H.L.H. 5-oz. Can 28¢
 - CORNER BEEF HEREFORD 12-oz. Can 45¢

- Shortening & Oil**
- SNOWDRIFT SHORTENING 3-lb. Can 73¢
 - LUCKY SALAD OIL 24-oz. Bottle 37¢
 - OLIVE OIL POMPEIAN 8-oz. Can 46¢

- Olives & Pickles**
- PITTED OLIVES EARLY CALIFORNIA SELECT RIPE 1-lb. Jar 29¢
 - SALAD OLIVES GIFFORD 8-oz. Jar 25¢
 - DREHER PICKLES SWEET WHOLE 22-oz. Jar 55¢

- Salt—Sugar & Spice**
- SPRECKELS SUGAR 5-lb. Bag 51¢
 - LUCKY SALT 26-oz. Box 10¢
 - BLACK PEPPER LUCKY 4-oz. Can 33¢

- Paper Items**
- KLEENEX FACIAL TISSUE 200 2-Ply Box 23¢
 - ZEE PAPER NAPKINS 80-Ct. Pkg. 11¢
 - CHIFFON TOILET TISSUE 2-Roll Pkg. 22¢
 - SCOTT TOWELS Decorated Paper Jumbo Roll 29¢
 - CUT-RITE BAGS SANDWICH 75-Ct. Pkg. 19¢

- Sauces & Rice**
- TOMATO SAUCE HUNT'S 8-oz. Can 3 for 29¢
 - MINUTE RICE 14-oz. Box 47¢
 - KRAFT B-B-Q SAUCE 18-oz. Bottle 39¢

- Canned Fish**
- CHUNK TUNA BREAST OF CHICKEN 29¢
 - MINCED CLAMS LT. MEAT 7 1/2-oz. Can 29¢

- Vegetables & Juices**
- DEL MONTE CORN GOLDEN 303 Can 19¢
 - B & M BAKED BEANS 28-oz. Can 35¢
 - HARVEST DAY PEAS 303 Can 16¢
 - CUT GREEN BEANS STEELY 303 Can 25¢
 - HUNT'S TOMATOES 2 1/2 Can 29¢
 - PORK & BEANS VAN CAMP 2 1/2 Can 22¢
 - DEL MONTE SPINACH 303 Can 18¢
 - NEW POTATOES HARVEST DAY WHOLE 300 Can 2 for 25¢
 - TOMATO JUICE HARVEST DAY 46-oz. Can 29¢
 - V-8 JUICE VEGETABLE COCKTAIL 46-oz. Can 38¢

Greater Savings with
LUCKY'S LOWER EVERYDAY PRICE!

CIGARETTES
FILTER & KING SIZE — Carton
211



- ROUND STEAK** CENTER CUT — USDA CHOICE or LUCKY BONDED 69¢ lb.
- CHUCK ROAST** BLADE CUT — USDA CHOICE or LUCKY BONDED 35¢ lb.
- GROUND BEEF** LUCKY BONDED for TOP QUALITY 35¢ lb.
- RIB ROAST** STANDING — USDA CHOICE or LUCKY BONDED — LARGE END 79¢ lb.
- T-BONE STEAK** TAILS REMOVED — USDA CHOICE or LUCKY BONDED 1.09 lb.
- GROUND CHUCK** 59¢ lb.
- GROUND ROUND** 69¢ lb.
- GROUND SIRLOIN** 89¢ lb.
- CHUCK STEAK** 49¢ lb.
- RIB BOILING BEEF** 12¢ lb.
- SHORT RIBS OF BEEF** 29¢ lb.
- CROSS RIB ROAST** BONELESS 73¢ lb.
- RUMP ROAST** 69¢ lb.
- E-Z CUT CUBE STEAK** 98¢ lb.
- SIRLOIN STEAK** Full Cut 93¢ lb.
- SIRLOIN TIP STEAK** Boneless 98¢ lb.
- VEAL CUTLETS** GOLD-PAK 79¢ lb.

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FRESH FRYERS
USDA GRADE "A" WHOLE BODY FRYING CHICKENS
29¢ lb

- RIB STEAK** 89¢ lb.
- PORTERHOUSE STEAK** TAILS OFF 1.14 lb.
- LUCKY SLICED BACON** 1-lb. 73¢
- THICK BACON** HORMEL-SLICED RANGE BRAND 2-lb. 1.79
- THICK BACON** SLICED-LUCKY 2-lb. 1.45
- PORK SHOULDER ROAST** FRESH 49¢ lb.
- BONELESS HAM** Whole or Half 98¢ lb.
- CUT-UP FRYING CHICKEN** 35¢ lb.
- FRYER BREAST** FRYING CHICKEN 69¢ lb.
- FRYER LEGS & THIGHS** FRYING CHICKEN 59¢ lb.
- LAMB SHOULDER ROAST** 59¢ lb.
- LARGE LOIN CHOPS** LAMB 98¢ lb.
- SHOULDER LAMB CHOPS** 98¢ lb.
- ROUND BONE CHOPS** LAMB 1.09 lb.

Delicatessen Department

- LUCKY ALL MEAT FRANKS 12-oz. Package 49¢
- LUCKY LUNCH MEATS 6-oz. Pkg. 27¢
- LEO'S SLICED MEATS Chicken and Turkey White Meat 3-oz. Pkg. 45¢
- WILSON'S SLICED BOLOGNA All Meat and All Beef 1-lb. Pkg. 69¢
- LUCKY AMERICAN CHEESE Individually Wrapped Slices 12-oz. Pkg. 53¢
- OLD WORLD SAUSAGE Swift's 4-oz. Sliced Smoker Thuringer, Pateri Salsami, Cervelat 37¢

FILLED WITH MOTHER NATURE'S GOODNESS and FLAVOR!

Lucky's Produce Department is a variable garden of the season's finest, freshest fruits and vegetables... and all priced at lower discount prices—everyday!... Your assurance of a lower total and a greater saving when you shop at Lucky!

EVERYDAY LOWER PRICED SCHOOL NEEDS, HEALTH & BEAUTY AIDS!

LUNCH KITS \$3.99 VALUE! OUR LOW PRICE **\$1.97**
Cheese from 14 models, dined or flat styles. Complete with 8-oz. Thermos and Free Reppies Sandwich Bags.

500-COUNT FILLER PAPER \$1.29 VALUE! **77¢**
Wide rule line of College rule line... 3-hole, quality stock paper... Stock up for fall semester at this Low Lucky Price.

10-Pac PENCILS with PENCIL SHARPENER 10 quality, medium soft lead pencils, complete with Free Pencil Sharpener. A must for students — 98¢ VALUE! OUR LOW PRICE **38¢**

ALL-IN-ONE NOTEBOOK BINDER \$3.45 VALUE! **\$1.76**
What a buy! All your needs in a sturdy binder with clip, Lindy ball point pen, theme book, filler paper, loose-leaf index and dictionary... OUR LOW PRICE

BRECK SHAMPOO 4-oz. Size—60¢ VALUE! OUR LOW PRICE **46¢**

MISS BRECK HAIR SPRAY Large Can—\$1.09 VALUE! OUR LOW PRICE **87¢**

BRYLCREEM HAIRDRESSING King Size—79¢ VALUE! OUR LOW PRICE **61¢**

MACLEANS TOOTHPASTE King Size—79¢ VALUE! OUR LOW PRICE **63¢**

ARRID DEODORANT Spray Can—98¢ VALUE! OUR LOW PRICE **76¢**

DREAM BODY TALC Pond's Large Can—59¢ VALUE! OUR LOW PRICE **48¢**