

...NO GAMES... NO GIMMICKS... NO STAMPS... NO COME-ONS... NONE OF THOSE EXPENSIVE FRILLS THAT KEEP PRICES UP AT OTHER STORES... NO UP-AND-DOWN PRICES AT LUCKY... EVERY ITEM IN EVERY DEPARTMENT IS DISCOUNTED TO A LOW-AS-POSSIBLE EVERYDAY PRICE! YOU'LL FIND SAVINGS UP TO 15¢ AND MORE ON EVERYTHING YOU BUY... BECAUSE LUCKY HAS MODERNIZED THE SUPERMARKET BUSINESS IN ORDER TO BRING YOU THE GREATEST SAVINGS POSSIBLE 365 DAYS A YEAR!... A GOOD REASON TO SHOP AT LUCKY, WHERE... EVERYTHING YOU BUY... YOU BUY FOR LESS, EVERYDAY!

Lucky
DISCOUNT SUPERMARKETS

EVERYTHING YOU BUY... YOU BUY FOR LESS

Everyday

but **GREAT**ER SAVINGS

WITH EVERYDAY LOWER DISCOUNT PRICES!

- Baby Foods**
- BEECH-NUT STRAINED BABY FOOD 1-1/2-oz. Jar 3 for 25¢
 - SWIFT BABY MEATS 3-1/2-oz. Jar 24¢
 - SWIFT'S DINNERS 4-1/2-oz. Jar 17¢

- Crackers & Cookies**
- TREATS CRACKERS PACIFIC 1-lb. Box 31¢
 - PREMIUM CRACKERS NABISCO 1-lb. Box 29¢
 - PINWHEELS NABISCO COOKIES 12-1/2-oz. Pkg. 45¢

- Beer & Beverages**
- CANADA DRY BEVERAGE 12-oz. Can 12 for \$1
 - DIETRITE COLA 12-oz. Bottle 6 for 53¢
 - BREW "102" BEER 12-oz. Bl. 6 for 93¢

Greater Savings with
LUCKY'S LOWER EVERYDAY PRICE!

ICE CREAM
FOREMOST HOLIDAY—1/2-gal. Rnd. Ctn.
59¢

- Cereals**
- BIG "G" TOTAL 8-oz. Box 36¢
 - POST GRAPE-NUTS 16-oz. Box 43¢
 - QUAKER OAT 42-oz. Box 47¢

- Dairy Foods**
- FOREMOST BUTTER 1st QUALITY 1-lb. Carton 73¢
 - CHEESE FOOD DAIRY FRESH 2-lb. Carton 79¢

- Pet Foods**
- SKIPPY DOG FOOD 16-oz. Can 9¢
 - TUNA CAT FOOD LORD & LADY 6-oz. Can 12¢
 - SPEAK DOG FOOD 34-oz. Pkg. 87¢

- Canned Meats**
- PREM LUNCH MEAT SWIFT 12-oz. Can 48¢
 - VIENNA SAUSAGE LIBBY 4-oz. Can 25¢
 - CHEF BOY-AR-DEE 15-1/2-oz. Can 27¢

- Canned Fish**
- STAR-KIST TUNA CHUNK LIGHT MEAT 6-1/2-oz. Can 29¢
 - COCKTAIL SHRIMP ORLEANS 4-1/2-oz. Can 48¢

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SALMON
LIBBY RED—16-oz. Can
89¢

- Frozen Foods**
- ROSARITA DINNERS Reg. Pkg. 45¢
 - OH BOY PIZZA SAUSAGE 9-1/2-oz. Pkg. 55¢
 - CHICKEN PIE Van De Kamp 10-1/2-oz. Pkg. 39¢
 - CREAMED CHICKEN KOLD KIST 14-oz. Pkg. 55¢
 - FISHSTICKS CERTI-FRESH 14-oz. Pkg. 65¢
 - HALIBUT FILLET CERTI-FRESH 16-oz. Pkg. 1.05
 - CHOC. ECLAIRS RICH'S 4-Count Pkg. 47¢
 - POTATOES LITE IDA HASH BROWN 12-oz. Pkg. 19¢
 - ORANGE JUICE SNOW CROP 6-oz. Can 24¢
 - FRUIT PIES SWISS MISS 8-1/2-oz. Pkg. 28¢
 - PICTSWEEP VEGETABLES 24-oz. Pkg. 37¢

- Distilled Spirits**
- STRAIGHT BOURBON LUCKY FIFTH 3.99
 - GOLD SEAL BRANDY 80 Proof 5th 3.99
 - LUCKY VODKA 80 Proof FIFTH 2.99

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- Flour & Mixes**
- BISQUICK 40-oz. Box 42¢
 - CAKE MIX (Price Includes 4¢ OFF) DUNCAN HINES Reg. Box 34¢
 - ALL-PURPOSE FLOUR LUCKY 5-lb. Bag 39¢

- Margarine & Milk**
- SAFFOLA MARGARINE 1-lb. Ctn. 37¢
 - CARNATION MILK EVAPORATED 1-lb. Can 15¢
 - LUCKY MARGARINE 1-lb. Ctn. 18¢

- Soups**
- CAMPBELL SOUP MEAT BASE 10-1/2-oz. Can 16¢
 - SPLIT PEA SOUP ANDERSEN 303 Can 19¢
 - ROYAL GELATINE OESSEY 3-oz. Pkg. 3 for 26¢

- Shortening & Oil**
- CRISCO SHORTENING 3-lb. Can 84¢
 - WESSON OIL 24-oz. Bottle 38¢
 - POMPEIAN OLIVE OIL Pint Can 79¢

- Olives & Pickles**
- RIPE OLIVES EARLY CALIF LARGE 25¢
 - PICKLE STIX ALBERT JANE'S SWEET 38¢
 - HOT CAULIFLOWER CALIFORNIA GIFT 34¢

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LUCKY'S LOWER EVERYDAY PRICE!

TOMATO SAUCE
HARVEST DAY—8-oz. Can
3 for 25¢

- Salt - Sugar & Spice**
- SPRECKELS SUGAR 5-lb. Bag 51¢
 - MORTON SALT 26-oz. Box 11¢
 - FRENCH'S CHILI-O 1 1/2-oz. Pkg. 18¢

- Vegetables & Juices**
- DEL MONTE CORN GOLDEN 303 Can 19¢
 - BIT O'HONEY PEAS ROGERS 303 Can 18¢
 - LIMA BEANS STOKELY FORDHOOK 303 Can 29¢
 - REFRIED BEANS ROSARITA 2 1/2 Can 27¢
 - HUNT'S PORK & BEANS 2 1/2 Can 22¢
 - GREEN BEANS DEL MONTE French Style 303 Can 25¢
 - WHOLE BEETS HARVEST DAY 303 Can 15¢
 - POTATO BUDS BETTY CROCKER Mashed 16-oz. Box 69¢
 - DEL MONTE SPINACH 303 Can 17¢
 - TOMATO JUICE HUNT'S 46-oz. Can 28¢

—COMPARE LUCKY'S EVERYDAY LOWER PRICED HOUSEWARES, HEALTH & BEAUTY AIDS!—

DECORATIVE ASSORTED CHINA MUGS
Choose from four stunning designs... A style to please everyone. Large 10-oz. he-man size. Easy-to-hold handle.
69¢ VALUE Our Low Price **47¢**

RAYLUBE 30 or 40 wt. MOTOR OIL
Give your car a change of all that. Your choice of weights in a high mileage motor oil. Our Low Price QUART **15¢**

- Salad Dressing**
- BEST FOODS MAYONNAISE Quart Jar 58¢
 - 1000 ISLAND MILANI CREAMY DRESSING 8-oz. Bottle 33¢
 - SALAD DRESSING LUCKY 24-oz. Jar 37¢

- Peanut Butter Jam & Syrup**
- PEANUT BUTTER PETER PAN 18-oz. Jar 58¢
 - BERRY SYRUPS SMUCKER'S 12-oz. Bl. 43¢
 - APPLE BUTTER MARY ELLEN 18-oz. Jar 33¢

Greater Savings with
LUCKY'S LOWER EVERYDAY PRICE!

PEARS
GLORIETTA SLICED—2 1/2 Can
39¢

- Sauces & Rice**
- DEL MONTE CATSUP 30-oz. Bottle 26¢
 - MAHATMA RICE LONG GRAIN 2-lb. Pkg. 37¢

- Paper Items**
- ZEE PAPER NAPKINS 80-Ct. Pkg. 11¢
 - ZEE TOILET PAPER 4-Roll Pkg. 35¢
 - ZEE LUNCH BAGS BROWN KRAFT 50-Ct. Pkg. 23¢
 - SCOTT TOWELS DECORATED Big Roll 29¢
 - KLEENEX FACIAL TISSUE 200 Two-ply Box 22¢
 - REYNOLD'S FOIL ALUMINUM 25-Ft. Roll 30¢

- Fruits & Juices**
- APPLE SAUCE STOKELY 303 Can 19¢
 - FRUIT COCKTAIL HUNT'S 300 Can 23¢
 - CLING PEACHES HARVEST DAY 2 1/2 Can 24¢
 - PINEAPPLE DEL MONTE SLICED 1 1/2 Can 23¢
 - ELBERTA PEACHES GLORIETTA 303 Can 24¢
 - MANDARIN ORANGES DEL MONTE 11-oz. Can 25¢
 - WELCHADE GRAPE BEVERAGES 1-Quart Can 33¢
 - ORANGE JUICE DEL MONTE 46-oz. Can 39¢
 - PINEAPPLE JUICE HARVEST DAY 46-oz. Can 27¢

- Coffee & Tea**
- MAXWELL HOUSE COFFEE 1-lb. Car. 73¢
 - MAXWELL HOUSE COFFEE 1.95 12oz. Off 5-lb. Can
 - YUBAN COFFEE 1-lb. Can 83¢
 - YUBAN COFFEE 2-lb. Car. 1.63
 - TREE TEA BAGS 100-Ct. Pkg. 95¢

PRELL SHAMPOO
LARGE SIZE CONCENTRATE
\$1.00 VALUE Our Low Everyday Discount Price **76¢**

SUDDEN BEAUTY 76¢
HAIR SPRAY—17-oz. Can \$1.00 VALUE OUR LOW EVERYDAY DISCOUNT PRICE

- ENJOY TOP-QUALITY MEATS FOR LESS EVERYDAY!**
- RIB BOILING BEEF 12¢ lb.
 - GROUND CHUCK 55¢ lb.
 - GROUND ROUND 69¢ lb.
 - E-Z CUT CUBE STEAK 97¢ lb.
 - SIRLOIN STEAK Full Cut 89¢ lb.
 - T-BONE STEAK Tails Removed 1.07 lb.
 - SIRLOIN TIP STEAK BONELESS 89¢ lb.
 - RUMP ROAST 69¢ lb.

CHUCK ROASTS
BLADE CUT
USDA CHOICE or Lucky Bonded **35¢** lb.

- CROSS RIB ROAST BONELESS 73¢ lb.
- SLICED BEEF LIVER 59¢ lb.
- CORNERED BEEF ROUNDS LUCKY Boneless 73¢ lb.
- SHORT RIBS OF BEEF 29¢ lb.
- CHUCK STEAK 49¢ lb.
- PORTERHOUSE STEAK TAILS OFF 1.12 lb.

ROUND STEAK
CENTER CUT
USDA Choice or Lucky Bonded **69¢** lb.

- RIB STEAK 85¢ lb.
- CORNERED BEEF BRISKET LUCKY 79¢ lb.
- CUT-UP FRYING CHICKENS 35¢ lb.
- FRYER LEGS & THIGHS FRYING CHICKEN 52¢ lb.
- FRYER BREAST FRYING CHICKEN 95¢ lb.
- LUCKY THICK BACON SLICED 2 lb. 1.54

GROUND BEEF
FRESH, LEAN
Lucky Bonded for Top Quality **35¢** lb.

- LUCKY SLICED BACON 1-lb. Pkg. 77¢
- RATH SLICED BACON 1-Pound Pkg. 83¢
- PORK SHOULDER ROAST 55¢ lb.
- ROUND BONE LAMB CHOPS 1.09 lb.
- LAMB SHOULDER ROAST 59¢ lb.
- LARGE LOIN LAMB CHOPS 95¢ lb.
- SHOULDER LAMB CHOPS 89¢ lb.
- RATH'S COTTAGE BUTTS Boneless 99¢ lb.

RIB ROAST 79¢
Standing—Large End—USDA Choice or Lucky Bonded

- ENJOY TOP-QUALITY DELICACIES FOR LESS AT LUCKY!**
- SLICED LUNCH MEATS LUCKY—Bologna, Salami, P.P.P., Spiced, Olive 4-oz. 27¢
 - KING SIZE FRANKS 1-lb. Pkg. 61¢
 - LUCKY BISCUITS Buttermilk or Sweet Milk 8-oz. Pkg. 3 for 23¢
 - LEO'S SLICED MEATS Beef Thins, Spiced Beef, Turkey D.M. 3 1/2-oz. Pkg. 35¢
 - SLICED HAM Double-Cooked 5-oz. Pkg. 65¢
 - AMERICAN CHEESE Lucky—Individually Wrapped Slices—12-oz. Pkg. 59¢

- Other Items**
- PINTO BEANS GOLDEN GRAIN 2-lb. Bag 33¢
 - DINNERS CHEF BOY-AR-DEE Mushrooms and Meat 15 1/2-oz. Pkg. 47¢
 - CIGARETTES (Plus Tax) Carton 2.11

- Laundry Aids**
- CHEER DETERGENT Giant Box 75¢
 - DREFT Large Box 34¢
 - SALVO PELLETS DETERGENT Quart Box 75¢
 - IVORY LIQUID DETERGENT 22-oz. Bottle 58¢
 - CASCADE DETERGENT 20-oz. Box 41¢
 - ZEST TOILET SOAP Bath Bar 2 for 41¢
 - LIQUID RINSE LUCKY 1/2-gal. Bl. 59¢

FACT TOOTHPASTE
FAMILY SIZE
95¢ VALUE—Our Low Everyday Price... **69¢**

- ALKA-SELTZER PACKAGE OF 23 TABLETS 65¢ VALUE—OUR LOW EVERYDAY PRICE... **49¢**
- ARRID CREAM DEODORANT 1.19 VALUE—OUR LOW EVERYDAY PRICE... **93¢**
- LAVORIS MOUTHWASH LARGE SIZE THE VALUE... OUR LOW EVERYDAY PRICE... **83¢**
- BAN DEODORANT LARGE SIZE SPRAY CAN \$1.00 VALUE—OUR LOW EVERYDAY PRICE... **76¢**
- VO-5 HAIR SPRAY JUNIOR SPRAY CAN—12.25 VALUE—OUR LOW EVERYDAY PRICE... **\$1.76**

Lucky's Produce Department
DEFFENBACHIA & IVY PLANTER COMBINATION
... an ideal natural-wood to help beautify your home. **77¢**
4-inch pots... each

12-inch TOTEM POLE PHILODENDRUM WITH REDWOOD POLE
Excellent for replanting in larger containers. 4-inch pots. **77¢**
Our Low Price... each

★ STORE HOURS

MONDAY thru FRIDAY 10 A.M. TO 9 P.M.
SATURDAY and SUNDAY 10 A.M. TO 7 P.M.

*Dairy products and fair trade items excepted 1/12/66

Lucky
DISCOUNT SUPERMARKETS
EVERYTHING YOU BUY... YOU BUY FOR LESS
Everyday