

# ...DON'T BE CONFUSED BY Claims and Games

## ONLY LUCKY GIVES YOU TOTAL DISCOUNTING!



... Don't be confused by the claims and the games ... By the come-ons and the stamps ... All those expensive frills add to your total food cost! Lucky is the only supermarket that discounts every item ... The only supermarket that gives you total discount pricing in every department! Comparison tests have proven that you save up to 15% and more on every item you buy! Everyday! ... Greater savings ... And at absolutely no loss in quality! ... Compare our top-quality USDA Choice or Bonded Meats ... Compare our "Farm-Fresh Fruits and Vegetables" ... Compare the name-brand Groceries ... Compare our Housewares ... Health and Beauty Aids ... Compare and you'll start shopping at Lucky, where EVERYTHING YOU BUY ... YOU BUY FOR LESS - EVERYDAY!

LUCKY SELLS STRICTLY USDA CHOICE or BONDED MEATS!

- GROUND BEEF** 37¢ lb  
LUCKY BONDED FOR TOP QUALITY
- ROUND STEAK** 69¢ lb  
CENTER CUT—USDA CHOICE OR LUCKY BONDED
- STANDING RIB ROAST** 79¢ lb  
LARGE END—USDA CHOICE OR LUCKY BONDED
- |                    |                  |                       |                    |
|--------------------|------------------|-----------------------|--------------------|
| GROUND CHUCK       | 57¢ lb.          | SLICED BEEF LIVER     | 59¢ lb.            |
| GROUND ROUND       | 69¢ lb.          | CORNERED BEEF ROUNDS  | LUCKY 73¢ lb.      |
| E-Z CUT CUBE STEAK | 97¢ lb.          | SHORT RIBS OF BEEF    | 29¢ lb.            |
| T-BONE STEAK       | 1.07 lb          | CHUCK STEAK           | 53¢ lb.            |
| SIRLOIN TIP STEAK  | Boneless 95¢ lb. | PORTERHOUSE STEAK     | TAILS OFF 1.12 lb. |
| RUMP ROAST         | 69¢ lb.          | RIB STEAK             | 89¢ lb.            |
| CROSS RIB ROAST    | BONELESS 78¢ lb. | CORNERED BEEF BRISKET | LUCKY 79¢ lb.      |

- ROASTING CHICKENS** Tender, Plump Whole Body 39¢
- |                         |                        |                  |   |
|-------------------------|------------------------|------------------|---|
| CUT-UP STEWING CHICKENS | 25¢ lb.                | BREADED SHRIMP   | 1 1/2-lb. Pkg. 1.69                     |
| CORNISH GAME HENS       | USDA Grade A 49¢ lb.   | BREADED SCALLOPS | 1 1/2-lb. Pkg. 1.55                     |
| RIB BOILING BEEF        | 12¢ lb.                | TURKEY ROAST     | ARMOUR White Meat 2 1/2 lbs. 3.89       |
| ARMOUR BACON            | SLICED 12-oz. Pkg. 79¢ | TURKEY ROAST     | ARMOUR White & Dark Meat 2 1/2-lb. 3.29 |
| LUCKY THICK BACON       | SLICED 2 lb. Pkg. 1.54 | RANGE BACON      | Thick Sliced 2 lb. 1.79                 |
| RATH SLICED BACON       | 1-Pound Pkg. 83¢       | RATH DAINTEES    | Boneless 1.09 lb.                       |
| PORK SHOULDER ROAST     | 55¢ lb.                |                  |   |

- CHUCK ROAST** 38¢ lb  
BLADE CUT—USDA CHOICE OR LUCKY BONDED
- SIRLOIN STEAK** 89¢ lb  
FULL CUT—USDA CHOICE OR LUCKY BONDED
- SLICED BACON** LUCKY 1-lb. Pkg. 77¢

QUALITY DELICATESSEN ITEMS COST LESS AT LUCKY!

- |  |     |                                  |           |
|--|-----|----------------------------------|-----------|
| LUCKY SLICED LUNCH MEATS                 | 27¢ | LEO'S SLICED CHICKEN             | 45¢       |
| Delogno, P&P, Pimento, Olive, 6-oz. Pkg. |     | and Turkey White Meat 3-oz. Pkg. |           |
| ALL MEAT FRANKS                          | 61¢ | WILSON COOKED BEEF               | \$2.59    |
| Normal, Wilson, Farmer John 1-lb. Pkg.   |     | Tendermade 1-lb., 14-oz.         |           |
| LUCKY AMERICAN CHEESE                    | 59¢ | BIG 10 BISCUITS                  | 2 for 37¢ |
| Individually Wrapped Slices 12-oz. Pkg.  |     | Borden's 9 1/2-oz. Pkg.          |           |

DEWY-FRESH FRUITS and VEGETABLES!

Enjoy top-quality and spend less for it everyday, 365 days a year. Lucky's buyers purchase only the finest the fields and orchards yield ... Shop and compare anyday!

- |  |  |
|--|--|
| <b>APPLE SAUCE</b> APPLELAND 24-oz. Jar 32¢        | <b>CUT GREEN BEANS</b> HARVEST DAY 303 Can 16¢     |
| <b>GLORIETTA PEARS</b> 303 Can 29¢                 | <b>DEL MONTE PEAS</b> 303 Can 22¢                  |
| <b>HUNT'S PEACHES</b> CLING 2 1/2 Can 26¢          | <b>INSTANT POTATOES</b> BORDEN'S 8 1/4-oz. Box 39¢ |
| <b>SUPREMA CHERRIES</b> J.S.P. 303 20¢             | <b>HARVEST DAY SPINACH</b> 303 Can 15¢             |
| <b>GRAPEFRUIT</b> BORDO SECTIONS 303 Can 26¢       | <b>GOLDEN CORN</b> DEL MONTE 303 Can 21¢           |
| <b>FRUIT COCKTAIL</b> DOLE 303 Can 24¢             | <b>HUNT'S PORK &amp; BEANS</b> 52-oz. Can 37¢      |
| <b>PINEAPPLE</b> HARVEST DAY CRUSHED No. 2 Can 29¢ | <b>STEWED TOMATOES</b> HUNT'S 300 Car 20¢          |
| <b>ORANGE JUICE</b> DEL MONTE 46-oz. Can 39¢       | <b>V-8 JUICE</b> VEGETABLE 46-oz. Can 38¢          |
| <b>WELCH GRAPE JUICE</b> 24-oz. Btl. 37¢           | <b>CHILI BEANS</b> RANCH STYLE 300 Can 16¢         |
|  | <b>TOMATO JUICE</b> HUNT'S 46-oz. Can 28¢          |

- Baby Foods**
- |                              |                         |
|------------------------------|-------------------------|
| BEECH-NUT STRAINED BABY FOOD | 4 1/2-oz. Jar 3 for 25¢ |
| SIMILAC LIQUID BABY FORMULA  | 12-oz. Can 25¢          |
| GERBER'S CEREAL BABY         | 8-oz. Box 18¢           |

- Beer & Beverages**
- |                      |                         |
|----------------------|-------------------------|
| CANADA DRY BEVERAGES | 12-oz. Can 12 for \$1   |
| PEPSI-COLA           | 12-oz. Bottle 6 for 63¢ |
| BREW "102" BEER      | 16-oz. Can 6 for 1.20   |

- Cereals**
- |                 |                            |
|-----------------|----------------------------|
| SUGAR CORN POPS | KELLOGG'S 12-oz. Box 45¢   |
| RUSKET BISCUITS | LOMA LINDA 12-oz. Pkg. 31¢ |
| CREAM OF WHEAT  | 28-oz. Box 44¢             |

Greater Savings with LUCKY'S LOWER EVERYDAY PRICE!

**CRACKERS**  
PACIFIC STA-CRISP—1-lb. Box

**23¢**

- Margarine & Milk**
- |                 |                                       |
|-----------------|---------------------------------------|
| LUCKY MARGARINE | 1-lb. Ctn. 19¢                        |
| PET MILK        | EVAPORATED 1-lb. Can 15¢              |
| SANALAC         | INSTANT NON-FAT MILK 10-Quart Box 85¢ |

- Soups**
- |                 |                       |
|-----------------|-----------------------|
| KNORR SOUP MIX  | 2 Pac Pkg. 36¢        |
| CLAM CHOWDER    | SNOW'S 18-oz. Can 29¢ |
| JELL-O PUDDINGS | 3-oz. Pkg. 2 for 21¢  |

- Shortening & Oil**
- |                      |                   |
|----------------------|-------------------|
| SNOWDRIFT SHORTENING | 3-lb. Can 73¢     |
| CRISCO SALAD OIL     | 32-oz. Bottle 43¢ |
| LUCKY SALAD OIL      | 38-oz. Bottle 54¢ |

- Olives & Pickles**
- |               |                                       |
|---------------|---------------------------------------|
| RIPE OLIVES   | EARLY CALIFORNIA SELECT 1-lb. Can 28¢ |
| HEINZ PICKLES | SWEET CUCUMBER CHICKS 15-oz. Jar 27¢  |
| SWEET PICKLES | DEL MONTE Whole 18-oz. Jar 42¢        |

- Salt, Sugar & Spices**
- |                     |                         |
|---------------------|-------------------------|
| SPRECKELS SUGAR     | 5-lb. Bag 51¢           |
| LAWRY'S SEASON SALT | 7-oz. Btl. 47¢          |
| CHILI POWDER        | SCHILLING 4-oz. Can 43¢ |

- Coffee & Tea**
- |                |                                  |
|----------------|----------------------------------|
| FOLGERS COFFEE | 1-lb. Can 73¢                    |
| FOLGERS COFFEE | 3-lb. Can 1.45                   |
| FOLGERS COFFEE | 3-lb. Can 2.15                   |
| INSTANT COFFEE | FOLGERS 10-oz. Jar 1.35          |
| TEA BAGS       | (20 Cnt) ACCORNIC 48-Ct. Box 55¢ |
| INSTANT TEA    | 10-Cnt Lipton 6-oz. Jar 1.25     |

- Canned Meats**
- |                 |                         |
|-----------------|-------------------------|
| LIBBY BEEF STEW | 24-oz. Can 55¢          |
| HORMEL TAMALES  | ALL BEEF 15-oz. Can 31¢ |
| BONED CHICKEN   | LYNDEN 5-oz. Jar 47¢    |

- Canned Fish**
- |                  |                                    |
|------------------|------------------------------------|
| STAR-KIST TUNA   | CHUNK LIGHT MEAT 6 1/2-oz. Can 29¢ |
| PETER PAN SALMON | PINK 16-oz. Can 75¢                |
| SARDINES         | TINY TOT X PACK 3-oz. Can 29¢      |

- Pet Foods**
- |               |                            |
|---------------|----------------------------|
| LOLLI-PUPS    | DOG CANDY 7-oz. Box 17¢    |
| PURR CAT FOOD | ALL TUNA 6 1/2-oz. Can 12¢ |
| DOG FOOD      | DAILY DIET 1-lb. Can 7¢    |

- Salad Dressing**
- |                  |                                 |
|------------------|---------------------------------|
| FRENCH DRESSING  | KRAFT 16-oz. Bottle 47¢         |
| LUCKY MAYONNAISE | 24-oz. Jar 39¢                  |
| MILANI DRESSING  | DECESCO GARLIC 8-oz. Bottle 33¢ |

- Crackers & Cookies**
- |              |                          |
|--------------|--------------------------|
| OREO COOKIES | NANISCO 16-oz. Pkg. 45¢  |
| COCONUT BARS | SUNSHINE 12-oz. Pkg. 36¢ |

- Laundry Aids**
- |                   |                                 |
|-------------------|---------------------------------|
| WHITE KING "D"    | Giant Box 75¢                   |
| CALGON BOUQUET    | 1-lb. Box 57¢                   |
| MR. CLEAN CLEANER | LIQUID 88-oz. Btl. 66¢          |
| COMET CLEANSER    | 21-oz. Can 2 for 45¢            |
| WATER SOFTENER    | GIANT BOX 57¢                   |
| SAFEGUARD SOAP    | TOILET Bath Bar 4-oz. 2 for 41¢ |
| GOODWIN'S AMMONIA | 8-oz. Bottle 45¢                |
| NIAGARA STARCH    | Cold Water 24-oz. 44¢           |

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**DOLE JUICE**  
PINEAPPLE—46-oz. Can

**29¢**

- Paper Items**
- |                   |                               |
|-------------------|-------------------------------|
| DELSEY TISSUE     | TOILET 2-Roll Pkg. 23¢        |
| PAPER TOWELS      | KLEENEX 2-Roll Pkg. 57¢       |
| PAPER NAPKINS     | KLEENEX 50-Ct. Pkg. 25¢       |
| KAISER FOIL       | ALUMINUM 25-Ft. Roll 30¢      |
| ZEE TOILET TISSUE | 4-Roll Pkg. 35¢               |
| MODERN            | Rep. and Super 24-Ct. Box 68¢ |
| FACIAL TISSUE     | LUCKY-200 Two-Ply Box 18¢     |

- Distilled Spirits**
- |               |   |
|---------------|---|
| LUCKY SCOTCH  | WHISKY-80 Proof Btl. In Scotland FIFTH 4.99 |
| LUCKY VODKA   | 80 Proof FIFTH 2.99                         |
| VIN ROSE WINE | LUCKY 1/2 Gallon Bottle 99¢                 |

- Frozen Foods**
- |                     |  |
|---------------------|--|
| CREAM PIES          | PEI RITZ 8-inch 29¢                            |
| OH BOY PIZZA        | CHEESE 9 1/2-oz. Pkg. 45¢                      |
| OH BOY GARLIC BREAD | 8-oz. Pkg. 33¢                                 |
| TUNA PIES           | STAR KIST 8-oz. Pkg. 20¢                       |
| BEEF STEW           | KOLD KIST 14-oz. Pkg. 36¢                      |
| CARROTS             | MARSHBURN FARMS CRINKLE CUT 1 1/2-lb. Pkg. 29¢ |
| KOLD KIST STEAKS    | CERTI-FRESH 2-oz. Pkg. 11¢                     |
| BREADED SHRIMP      | CERTI-FRESH 8-oz. Pkg. 63¢                     |
| HADDOCK FILLET      | CERTI-FRESH 1-lb. Pkg. 67¢                     |
| BIRDS EYE PEAS      | 10-oz. Pkg. 17¢                                |
| SWANSON MEAT PIES   | 8-oz. Pkg. 24¢                                 |
| CHEESE PIE          | ROSE ROYAL 16-oz. Pkg. 65¢                     |

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**PANCAKE MIX**  
AUNT JEMIMA—2-lb. Box

**39¢**

- Other Items**
- |                      |   |
|----------------------|---|
| BOSCO MILK AMPLIFIER | 22-oz. Jar 59¢  |
| CORN STARCH          | KINGSFORD'S 1-lb. Box 21¢   |
| CHINESE FOOD         | JAN-U-WINE Large Btl. Pak. Cnt. Beef Chow Siew and Chicken Chow Mein (10-Ct. Off) 79¢ |
| INSTANT COCOA MIX    | SWISS MISS 1-lb. Can 63¢  |

- Flour & Mixes**
- |               |                           |
|---------------|---------------------------|
| CORNBREAD MIX | DROMEDARY 15-oz. Box 25¢  |
| CAKE MIXES    | PILLSBURY 8-pkg. Pkg. 34¢ |

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**ORANGE JUICE**  
SPRINGFIELD Frozen—12-oz. Can

**32¢**

- Dairy Foods**
- |                 |   |
|-----------------|---|
| FOREMOST BUTTER | FIRST QUALITY 1-lb. Carton 73¢          |
| BIG DIP         | FOREMOST ICE MILK 1/2-Gallon Carton 49¢ |
| ORANGE JUICE    | TROPICANA 4-Quart Btl. 35¢              |

- Peanut Butter, Jam & Syrup**
- |               |   |
|---------------|---|
| PEANUT BUTTER | PETER PAN 18-oz. Jar 58¢                |
| CARY'S SYRUP  | PURE MAPLE 8-oz. Bottle 59¢             |
| PRESERVES     | KERN'S APRICOT-PINEAPPLE 24-oz. Jar 55¢ |

- Sauces & Rice**
- |                   |                               |
|-------------------|-------------------------------|
| HEINZ HOT KETCHUP | 12-oz. Bottle 21¢             |
| TOMATO SAUCE      | DEL MONTE 8-oz. Can 3 for 28¢ |
| UNCLE BEN RICE    | CONVERTED 28-oz. Box 53¢      |

★ **STORE HOURS**

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

\*Dairy products and fair trade items excepted 1/27/66

LUCKY'S EVERYDAY DISCOUNT PRICES ON HEALTH and BEAUTY AIDS and SCHOOL SUPPLIES!

<b>HEAD &amp; SHOULDERS</b>	LOTION SHAMPOO - Helps Prevent Dandruff, Large Bottle \$1.35 VALUE - Our Low Price	\$1.24
<b>GLEEM TOOTHPASTE</b>	Helps Prevent Cavities with Frequent Brushing - Family Size 92¢ VALUE - Our Low Price	69¢
<b>PRELL SHAMPOO</b>	For Lovely Soft Hair, Shampoo with Frell Liquid-Light, Btl. \$1.09 VALUE - Our Price	83¢
<b>HIDDEN MAGIC</b>	HAIR SPRAY—The Spray that leaves Hair Soft, Lustrous and manageable, Large Can, \$1.60 VALUE	\$1.14
<b>SECRET SPRAY</b> DEODORANT	4-oz. Can—\$1.00 VALUE—Our Low Everyday Price	76¢
<b>LILT PUSHBUTTON</b>	HOME PERMANENT—\$3.00 VALUE—Our Low Price	\$1.93

<b>500-COUNT FILLER PAPER</b>	Quality domestic stock, wide & college ruled. At this low price, keep a big stock on hand. \$1.29 VALUE - Our Low Price	98¢
<b>BOND TYPE TABLET</b>	Erases bond typing paper with special finish that erases quickly, cleanly with an ordinary pencil eraser - 6¢ VALUE - Our Low Price	47¢
<b>PEE-CHEE PORTFOLIOS</b>	These Portfolios have a ruled space for identification, etc. Table of measures & multiplication. PAC OF 5-49¢ VALUE - Our Low Price	36¢
<b>SPIRAL THEME BOOK</b>	3-hole bound notebook. Your choice of wide or narrow rule. You'll need several for this semester—69¢ VALUE - Our Low Price	36¢

