

WHAT HAPPENED TO ALL THOSE "New low shelf prices" AT OTHER MARKETS



...THEY'VE GONE UP IN GAMES!

SUPERMARKET GIMMICKS STAMPS

COMPARE! YOU'LL FIND THAT LUCKY CONTINUES TO SELL FOR LESS!

Selected at random and listed below are items of every day use... and the comparative prices PROVE THE SAVINGS ARE GREATER WITH LUCKY'S STORE-WIDE TOTAL DISCOUNTING!

Item	Other Markets Price	Lucky's Price
TOTAL CEREAL	12-oz. Box .55	.49
VELVEETA CHEESE FOOD	12-oz. Box 1.09	.98
HERSHEY COCOA	3-1/2 lb. Pkg. .69	.63
NABISCO PREMIUM CRACKERS	1-lb. Box .33	.31
GRAVY TRAIN DOG FOOD	25-lb. Bag 3.39	2.99
RED SALMON	Bumble Bee 16-oz. Can 1.05	.89
ALBACORE TUNA	Carnation 7-oz. Can .35	.33
AUNT JEMIMA PANCAKE MIX	2-1/2 lb. Box .45	.39
LAURA SCUDDER POTATO CHIPS	10-oz. Pkg. .20	.17
BIRDS EYE FROZEN PEAS	9-inch Pkg. .69	.59
JOHNSTON'S APPLE PIE	2 1/2 Can .41	.38
JOHNSTON'S AWAKE DRINK	9-oz. Can .39	.31
DEL MONTE FRUIT COCKTAIL	2 1/2 Can .41	.38
GLORIETTA PEARS	2 1/2 Can .49	.39
DOLE PINEAPPLE JUICE	46-oz. Can .33	.29
DEL MONTE PRUNE JUICE	Quart Jar .45	.39
IMPERIAL MARGARINE	1-lb. Pkg. .39	.38
DINTY MOORE BEEF STEW	24-oz. Can .59	.55
WESSON OIL	38-oz. Bottle .69	.63
GALA DECORATED TOWELS	Giant Roll .33	.31
KLEENEX FACIAL TISSUE	200-Count Box .23	.22
DELSEY TOILET TISSUE	2-Roll Pkg. .25	.23
KRAFT MACARONI DINNER	7 1/2-oz. Box .21	.19
BANGO POPCORN	10-lb. Bag 1.15	.99
M-J-B LONG GRAIN RICE	28-oz. Box .35	.25
C&H SUGAR	28-oz. Box .41	.39
CAMPBELL'S CHICKEN SOUP	10 1/2-oz. Can .17	.16
KARO BLUE LABEL SYRUP	24-oz. Bottle .33	.29
LOG CABIN SYRUP	24-oz. Bottle .69	.63
SCHILLING'S BLACK PEPPER	4-oz. Can .45	.39
CASCADE DISHWATER DETERGENT	Giant Box .72	.69
PUREX BLEACH	Gallon Bottle .61	.59
DOWNY LIQUID RINSE	33-oz. Bottle .89	.79
NIAGARA SPRAY STARCH	22-oz. Can .79	.69
AJAX LIQUID CLEANER	28-oz. Bottle .73	.68
SOS SCOURING PADS	18-Count Box .49	.45
LIPTON TEA BAGS	48-Count Box .69	.59
VAN CAMP PORK & BEANS	2 1/2 Can .27	.23
CUT GREEN BEANS	303 Can .27	.24
NIBLET'S CORN	12-oz. Can .23	.20
DEL MONTE PEAS	303 Can .23	.22
LIBBY'S SAUERKRAUT	Quart Jar .35	.29
HUNT'S TOMATOES	2 1/2 Can .33	.29
HUNT'S TOMATO JUICE	46-oz. Can .33	.28
DEL MONTE CATSUP	20-oz. Bottle .27	.23
HUNT'S TOMATO PASTE	12-oz. Can .27	.24
JOHNSON'S PLEDGE SPRAY	14-oz. Can 1.39	1.19
FOLGER'S COFFEE	1-lb. Can .77	.73
COLGATE TOOTH PASTE	Family Size .89	.69
CONTAC CAPSULES	Pkg. of 10 1.29	.99
CEPACOL MOUTHWASH	Large Bottle .88	.68
HIDDEN MAGIC HAIR SPRAY	Giant Can 1.99	1.76
PRELL SHAMPOO CONCENTRATE	Family Tube 1.29	1.17

COMPARE THE TOTALS! ON JUST A FEW ITEMS LISTED YOU SAVE \$4.09

33.73 29.64

AN AVERAGE SAVING OF ALMOST 12% THAT YOU CAN EXPECT ON ALL OF YOUR PURCHASES EVERY WEEK... EVERY DAY... WHEN YOU SHOP LUCKY!

LUCKY IS THE ONLY MARKET THAT DISCOUNTS EVERY ITEM IN EVERY DEPARTMENT... THERE ARE NO GAMES... NO GIMMICKS... YOU CAN'T WIN ANY MONEY... BUT YOU SURE SAVE A LOT! LUCKY DOES NOT YO-YO PRICES... UP AND DOWN AND UP... YOU HAVE UNDOUBTEDLY NOTICED HOW OTHER MARKETS HAVE INCREASED THEIR PRICES OVER THE PAST FEW WEEKS... WHILE LUCKY HAS STRIVED TO KEEP OURS CONSISTENTLY LOW! YOU SAVE UP TO 15% & MORE ON EVERYTHING YOU BUY AT LUCKY EVERYDAY... YOUR ASSURANCE OF GREATER SAVINGS!

- Roast'ng Chicken** 45¢ lb. (USDA Grade A Fresh—4 to 5 lbs.—Whole Body)
- Ground Beef** 39¢ lb. (Fresh, Lean, Banded For Top Quality)
- Center Cut Round Steak** 75¢ lb.
- Standing Rib Roast** Large End 79¢ lb.
- SIRLOIN STEAK** Full Cut 93¢
- T-BONE STEAK** Tails Removed 1.09¢
- LUCKY BACON** SLICED — 1-Pound Pkg. 77¢

- CHUCK ROAST** Blade Cut 39¢ lb.
- SIRLOIN TIP STEAK** Boneless 98¢ lb.
- RUMP ROAST** 75¢ lb.
- CROSS RIB ROAST** Boneless 79¢ lb.
- CORNED BEEF ROUNDS** LUCKY Boneless 83¢ lb.
- CHUCK STEAK** 57¢ lb.
- GROUND CHUCK** 59¢ lb.
- GROUND ROUND** 75¢ lb.
- E-Z CUT CUBE STEAK** 98¢ lb.
- PORTERHOUSE STEAK** TAILS OFF 1.12 lb.
- RIB STEAK** 89¢ lb.
- CORNED BEEF BRISKET** LUCKY 87¢ lb.
- PORK CHOPS** Blade Cut 69¢ lb.
- SPARE RIBS** Small Stags 69¢ lb.
- THICK BACON** SLICED 2 Pkg. 1.54
- TURKEY ROAST** COSMOPOLITAN-PAN White Meat 2 lbs. 4 oz. 2.98
- TURKEY ROAST** COSMOPOLITAN-PAN White & Dark 2 lbs. 4 oz. 2.59
- THICK BACON** HORMEL-SLICED RANGE BRAND 2 lbs. 1.79
- CORNISH GAME HENS** USDA Grade A FULLY COOKED 53¢ lb.
- FARMER JOHN HAM** FULLY COOKED Shank Portion 59¢ lb.
- SLICED BACON** SWIFT RATH, HORMEL 1-lb. Pkg. 89¢
- SWORDFISH STEAKS** 89¢ lb.
- HALIBUT STEAKS** Center Cut 87¢ lb.
- BREAKFAST SAUSAGE** RATH 1-lb. Rot 53¢
- FILET OF SOLE** 69¢ lb.

LOWER PRICED DELI ITEMS!

- LUCKY FRANKS** All Meat 12-oz. Pkg. 49¢
- LUCKY LUNCH MEATS** Sliced Bologna, Salami, P.P., Olive... 6-oz. Pkg. 29¢
- SLICED SWISS CHEESE** Cache Valley 12-oz. Pkg. 65¢
- LUCKY BISCUITS** Buttermilk or Sweet Milk 3-oz. Pkg. 23¢
- OSCAR MAYER BOLOGNA** Sliced All Meat & All Beef 13-oz. Pkg. 73¢
- LUCKY AMERICAN CHEESE** Individually Wrapped Slices 12-oz. Pkg. 59¢

Food Costs Less At Lucky

- COMET CLEANSER** TOILET SOAP 21-oz. Can 23¢
- CAMAY** Regular Bar 2-for-21¢
- GOODWIN'S AMMONIA** 45¢
- DOLE MIXED FRUIT** HAWAIIAN 13 1/2-oz. Can 35¢
- GLORIETTA PEARS** 2 1/2 Can 39¢
- SHELLIE BEANS** STOKELY 303 Can 23¢
- PEAS & CARROTS** LIBBY 303 Can 21¢
- MUSHROOMS** LA SUEUR 2 1/2-oz. Can 29¢
- WHISKEY** GIBSON KENTUCKY 86 Proof 10 Year Old FIFTH 3.99
- GOLD SEAL GIN** 10 Proof FIFTH 2.99
- VIN ROSE WINE** LUCKY 1/2 Gallon Bottle 99¢



- M-J-B COFFEE** 1-lb. Can 73¢
- M-J-B COFFEE** 3-lb. Can 1.45
- M-J-B COFFEE** 3-lb. Can 2.15
- CHASE & SANBORN** M-J-B 1-lb. Can 73¢
- INSTANT COFFEE** M-J-B 10-oz. Jar 1.35 (20¢ Off)
- INSTANT COFFEE** Chase & Sanb. 7-oz. Jar 85¢ (10¢ Off)

This is only a small sampling of the thousands of everyday lower priced items available at your Lucky Discount Supermarket!



Food Costs Less At Lucky

- SWIFT BABY MEATS** HIGH MEAT 3 1/2-oz. Jar 24¢
- SWIFT'S DINNERS** 4 1/2-oz. Jar 17¢
- PREMIUM CRACKERS** NABISCO 1-lb. Box 31¢
- LANGENDORF COOKIES** Regular 25¢
- CANADA DRY** BEVERAGES 12-oz. Can 12 for \$1
- WHEAT GERM** LOMA LINDA Reg. Pkg. 35¢
- ICE CREAM** FOREMOST PREMIUM 1/2 Gallon Round Carton 68¢
- CHIC-E CAT FOOD** ALL CHICKEN 8-oz. Can 13¢
- LIBBY CORNED BEEF** 12-oz. Can 53¢
- LIBBY BEEF STEW** 24-oz. Can 55¢
- BONED CHICKEN** H.L.H. 5-oz. Can 28¢
- CHUNK TUNA** BREAST O'CHICKEN 5-oz. Can 35¢
- LIBBY RED SALMON** 16-oz. Can 89¢
- ALLSWEET MARGARINE** 1-lb. Can 29¢
- PLEASE** INSTANT COFFEE CREAMER 11-oz. Pkg. 75¢
- BLUE BONNET** WHIPPED MARGARINE 1-lb. Can 31¢
- ROYAL PUDDING** 3-oz. Pkg. 2 for 21¢
- BANQUET DINNERS** Reg. Pkg. 38¢
- TUNA PIES** STAR KISS 8-oz. Pkg. 17¢
- MACARONI & CHEESE** MORTON'S 20-oz. Pkg. 39¢
- JOHNSTON PIES** 9-inch Pie (Cherry, Apple, Apricot, Strawberry-Rhubarb) 59¢
- ORE-IDA POTATOES** CRINKLE CUT 43¢
- BREADED SHRIMP** CERTI-FRESH 1 1/2-lb. Pkg. 1.69
- SCALLOPS** CERTI-FRESH 7-oz. Pkg. 59¢
- CHEESE ENCHILADAS** Van de Kamp 7 1/2-oz. Pkg. 35¢
- FRIED HALIBUT** VAN DE KAMP 9 1/2-oz. Pkg. 75¢
- CREAM CHEESE CAKE** SARA LEE 8 1/2-oz. Pkg. 82¢
- MEXICAN DINNERS** MORENO 8-oz. Jar 45¢
- SMOKEY JOE SANDWICH** Beef Enchilada - Mexican - Enchilada Ranchera (Petram - BBQ Beef) 9-oz. 57¢
- SIRLOIN TIPS** KOLD KIST 14-oz. Pkg. 55¢
- KOLD KIST STEAKS** TEN 2-oz. Pkg. 1.05
- GRAPE PRESERVES** KEEN'S 3-lb. Jar 49¢
- MODESS** SANITARY NAPKINS Reg. and Super 24-Ct. Box 68¢
- TOMATO SAUCE** HARVEST DAY 8-oz. Can 3 for 25¢
- SCALLOP-A-RONI** GOLDEN GRAIN 7-oz. Pkg. 35¢
- JOHNSON GLO COAT** 46-oz. Can CHEF BOYARDEE with Cheese 10 1/2-oz. Pkg. 1.33
- PIZZA PIE MIX** 48-oz. Can 48¢
- CIGARETTES** FILTER & KING SIZE (Plus Tax) 1-Carton 2.11
- PLANTERS PEANUTS** Dry Roasted 9-oz. Jar 59¢
- BOLD OR TIDE** DETERGENT Giant Box 75¢
- IVORY LIQUID** DETERGENT 22-oz. Bottle 58¢

★ STORE HOURS

MONDAY thru FRIDAY	10 AM TO 9 PM
SATURDAY and SUNDAY	10 AM TO 7 PM