



IT'S THE TOTAL THAT COUNTS

...AND YOUR TOTAL SAVINGS ARE GREATER

WITH LUCKY'S *lower* DISCOUNT PRICES!

... you can't judge food-savings by a few loss-leaders, because when a market lowers the price on a couple of items ... that loss must be made-up somewhere else ... and that means other items are priced higher! But ... at Lucky EVERY ITEM IN THE STORE IS DISCOUNT PRICED ... TO ASSURE YOU A LOWER TOTAL EVERY TIME! It's the total you save that counts ... and Lucky gives you Greater Savings on Top Quality Bonded Meats ... Farm-Fresh Fruits and Vegetables ... Nationally Known Brands of Groceries ... Housewares ... Health and Beauty Aids ... YOU SAVE MORE EVERY DAY ON EVERYTHING YOU BUY AT LUCKY SUPERMARKETS!

- Baby Foods**
- BEECHNUT STRAINED BABY FOOD 4 1/2-oz. Jar 9¢
 - SWIFT DINNERS HIGH MEAT 4 1/2-oz. Jar 17¢
 - GERBER JUNIOR FOODS 7 1/2-oz. Jar 14¢

- Beverages**
- SHASTA LOW CALORIE CANNED BEVERAGES 12-oz. Can 12 for \$1
 - COCA-COLA KING 12-oz. Btl. 6 for 59¢
 - GOLDEN CROWN BEER—CASE of 24 12-oz. Cans 2.99

- Crackers**
- KRISPY CRACKERS SUNSHINE 1-lb. Box 29¢
 - LANGENDORF COOKIES Reg. 29¢ 25¢
 - PECAN LOGS NABISCO HEY-DAYS 11-oz. Pkg. 45¢
 - RITZ CRACKERS NABISCO 1-lb. Box 39¢
 - PACIFIC GRAHAMS HONEY TREAT 1-lb. Box 31¢
 - BARONET CREMES NABISCO 1-lb. Pkg. 45¢

- Dairy Foods**
- FOREMOST BUTTER 1st Quality 1-lb. Carton 69¢
 - HOLIDAY ICE CREAM FOREMOST 1/2-gal. Rd. Cn. 59¢
 - VELVEETA CHEESE FOOD 2-lb. Carton 89¢

- Canned Fish**
- STAR-KIST TUNA CHUNK LIGHT 29¢
 - PINK SALMON ICY POINT 16-oz. Can 55¢
 - ALBACORE TUNA CARNATION 7-oz. Can 29¢
 - COVE OYSTERS DUNBAR 8-oz. Can 39¢

- Canned Meats**
- VIENNA SAUSAGE LIBBY 4-oz. Can 23¢
 - DEVILED HAM UNDERWOOD 4 1/2-oz. Can 39¢
 - LIBBY CORNED BEEF 12-oz. Can 53¢
 - SWIFT'S PREM Luncheon Meat 12-oz. Can 48¢

- Coffee & Tea**
- HILLS BROS. COFFEE 1-lb. Can 79¢
 - HILL'S BROS. COFFEE 2-lb. Can 1.57
 - SANKA INSTANT COFFEE 8-oz. Jar 1.39
 - TENDERLEAF TEA 28-Ct. Box 55¢

- Margarine & Milk**
- SAFFOLA MARGARINE 1-lb. Ctn. 37¢
 - EVAPORATED MILK LUCKY Tall Can 2 for 27¢
 - PLEASE CREAMER INSTANT COFFEE 11-oz. Pkg. 75¢
 - IMPERIAL MARGARINE 1-lb. Ctn. 37¢

- Soups**
- TOMATO SOUP CAMPBELL 10 1/2-oz. Can 2 for 21¢
 - CAMPBELL'S SOUPS MEAT BASE 10 1/2-oz. Can 16¢
 - ROYAL GELATINE DESSERT 3-oz. Pkg. 3 for 25¢

- Frozen Foods**
- JOHNSTON PIES FRUIT 9-inch Pie 59¢
 - MORENO DINNERS Regular Pkg. 39¢
 - BEEF STEW KOLD KIST 14-oz. Pkg. 36¢
 - MACARONI & CHEESE MORTON'S 20-oz. Pkg. 39¢
 - OH BOY SANDWICH SUBMARINE 15-oz. Pkg. 69¢
 - WONG'S FOODS CHINESE Regular Pkg. 55¢
 - CHEESE PIZZA CHEF BOY-AR-DEE 12 1/2-oz. Pkg. 55¢
 - FISHSTICKS CERTI-FRESH 14-oz. Pkg. 65¢
 - SCALLOPS CERTI-FRESH 7-oz. Pkg. 53¢
 - ORA IDA POTATOES HASH BROWN 12-oz. Pkg. 20¢
 - ORANGE JUICE CAL FAME 6-oz. Can 22¢
 - KERMIN BURG-O-WICH SWANSON'S 4-oz. Pkg. 25¢
 - TV DINNERS Regular Pkg. 49¢

FRESH FRYING CHICKEN
USDA GRADE A FRYERS Whole Body
29¢ lb

FRESH, LEAN GROUND BEEF
LUCKY BONDED FOR TOP QUALITY
37¢ lb

STANDING RIB ROAST
LARGE END—USDA CHOICE or LUCKY BONDED
79¢ lb

LUCKY SLICED BACON
LEAN CENTER SLICES 1-POUND PKG.
59¢

- FRYER LEGS & THIGHS** FRYING CHICKEN 57¢ lb.
- FRYER BREAST** FRYING CHICKEN 67¢ lb.
- TURKEY ROAST** BONELESS—Cosmopolitan 98¢ lb.
- VEAL CUTLETS** RANDY'S 89¢ lb.
- BABY BEEF LIVER** Sliced 55¢ lb.
- RATH'S BACON** Sliced 1-lb. Pkg. 69¢
- FARMER JOHN BACON** Sliced 1-lb. Pkg. 65¢
- CHUCK ROAST** CENTER CUT 49¢ lb.
- GROUND CHUCK** 55¢ lb.
- GROUND ROUND** 75¢ lb.
- SHORT RIBS OF BEEF** 19¢ lb.
- HALIBUT STEAK** Sliced 67¢ lb.

- CHUCK ROAST** Blade Cut 39¢ lb.
- CHUCK ROAST** Center Cut 49¢ lb.
- RUMP ROAST** 75¢ lb.
- CROSS RIB ROAST, Boneless** 79¢ lb.
- SIRLOIN STEAK** 93¢ lb.
- RIB FILET STEAK** 1.59 lb.
- T-BONE STEAK** Tails Removed 1.19 lb.
- PORK SAUSAGE** JAMES—Pure Pork 1-Pound Roll 79¢
- PORK ROAST** Shoulder Cut—Picnic Style 39¢ lb.
- HAM SLICES** Center Cut—USDA Choice 98¢ lb.
- LAMB ROAST** Spring Lamb 55¢ lb.
- CHUCK STEAK** 49¢ lb.

- LARGE LOIN CHOPS** LAMB 98¢ lb.
- SHOULDER LAMB CHOPS** 98¢ lb.
- ROUND BONE CHOPS** LAMB 1.09 lb.

- DELICATESSEN DEPT.**
- WILSON'S FRANKS 1-pound Pkg. 55¢
 - LUCKY SLICED LUNCH MEAT Bologna, Spiced, P & P, Salami, Olive 6-oz. Pkg. 25¢
 - LUCKY AMERICAN CHEESE Individually Wrapped Slices 12-oz. Pkg. 53¢
 - CRACKER BARREL CHEESE KRAFT—Extra Sharp 10-oz. Pkg. 67¢
 - SLICED SALAMI HEBREW NATIONAL Brand 6-oz. Pkg. 54¢
 - SLICED BOLOGNA HEBREW NATIONAL 6-oz. Pkg. 48¢

ROUND STEAK
CENTER CUT USDA Choice or Lucky Bonded
75¢ lb

RIB STEAK
USDA Choice or Lucky Bonded
89¢ lb

- Salad Dressing**
- 1000 ISLAND DRESSING KRAFT 16-oz. 59¢
 - LUCKY MAYONNAISE 24-oz. Jar 39¢
 - FRENCH DRESSING WISHBONE 8-oz. Bottle 37¢

- Flour & Mixes**
- BISKIT MIX FISHER'S 40-oz. Box 37¢
 - LUCKY FLOUR ALL PURPOSE 5-lb. Bag 39¢
 - CAKE MIX DUNCAN HINES Reg. Pkg. 39¢
 - GINGERBREAD MIX 14-oz. Pkg. 30¢

- Other Items**
- PINTO BEANS GOLDEN GRAIN 2-lb. Pkg. 35¢
 - CHINESE FOOD JAN-U-WINE Large Double Pak Beef Chop Sery—Chicken Chow Mein 95¢
 - JAN-U-WINE NOODLES 2 1/2 Can 27¢
 - BRIQUETTES COLLIER'S 10-lb. Bag 79¢
 - CIGARETTES FALL MALL KING SIZE Carton 2.11
 - BREAKFAST CARNATION INSTANT 5 Flavors 6-Pk. Pkg. 72¢

- Shortening & Oil**
- SNOWDRIFT SHORTENING 5-lb. Can 75¢
 - OLIVE OIL POMPEIAN 8-oz. Can 46¢
 - WESSON OIL 38-oz. Bottle 59¢

- Olive & Pickles**
- RIPE OLIVES EARLY CALIFORNIA SELECT tall can 25¢
 - C-H-B DILL PICKLES 22-oz. Jar 29¢
 - SWEET CHIPS DREHER CIRCLE SLICE 22-oz. Jar 49¢

- Sauces & Rice**
- C & H SUGAR GRANULATED 10-lb. Bag 99¢
 - MORTON SALT 26-oz. Box 12¢
 - BLACK PEPPER SCHILLING 4-oz. Can 39¢
 - HUNT'S CATSUP 20-oz. Bottle 25¢
 - TOMATO SAUCE 8-oz. Can 3 for 23¢
 - KRAFT B-B-Q SAUCE 18-oz. Bottle 39¢
 - MINUTE RICE 14-oz. Box 47¢

- Pet Foods**
- VET'S DOG FOOD 16-oz. can 9¢
 - KEN-L RATION Meat-Liver Dog Food 17¢
 - LORD & LADY TUNA CAT FOOD 15 1/2-oz. Can 11¢
 - PURINA DOG CHOW 25-lb. Bag 3.09
 - VET'S BURGERS 36-oz. Pkg. 59¢
 - BONE BISCUITS NABISCO MILK Regular Pkg. 41¢

- Laundry Aids**
- CHEER DETERGENT Giant Box 75¢
 - SALVO PELLETS DETERGENT Giant Box 75¢
 - DREFT DETERGENT Large Box 34¢
 - TREND LIQUID DETERGENT 32-oz. Bottle 40¢
 - COMET CLEANSER 21-oz. Can 2 for 45¢
 - ZEST SOAP TOILET Regular Bar 15¢
 - TOP JOB CLEANER LIQUID 28-oz. Bottle 66¢
 - LUCKY BLEACH LIQUID Gallon Bottle 43¢
 - GLAMORENE LIQUID RUG CLEANER 1/2 Gallon 2.67

EVERYDAY LOWER PRICED HOUSEWARES, HEALTH AND BEAUTY AIDS!

ALUMINUM 12-Qt. CORN POT
A large heavy aluminum pot made by popular manufacturer. Perfect for soups, stews, etc. \$5.95 VALUE! OUR LOW PRICE **\$2.99**

BAR-B-Q LIGHTER
U.I. approved, electric, 12-month guarantee, wood handle, extra long igniting area. \$2.98 VALUE! OUR LOW PRICE **\$1.76**

EXCEDRIN
Bottle of 100 Tablets \$1.49 VALUE! OUR LOW PRICE **\$1.22**

COLGATE TOOTHPASTE
The popular cavity preventative that contains Gardol. Family size. 89¢ VALUE! OUR LOW PRICE **69¢**

SWIM CAPS
Ladies' rubber caps with embossed floral patterns, and snap on chin straps. 79¢ VALUE! OUR PRICE **48¢**

SCORE HAIR DRESSING King Size Tube \$1.09 VALUE! OUR EVERYDAY LOW PRICE **84¢**

BAYER ASPIRIN Bottle of 100 79¢ VALUE! OUR EVERYDAY LOW PRICE **61¢**

ACNE CREAM TACKLE Large Tube \$1.50 VALUE! OUR EVERYDAY LOW PRICE **\$1.23**

VO-5 SHAMPOO CONCENTRATE Tube \$1.00 VALUE! OUR EVERYDAY LOW PRICE **76¢**

- Paper Items**
- KLEENEX FACIAL TISSUE—2-Ply 300-Ct. Box 23¢
 - DELSEY TISSUE TOILET 3-Roll Pkg. 22¢
 - ZEE PAPER TOWELS Jumbo Roll 23¢
 - ZEE PAPER NAPKINS ASSORTED 80-Count 11¢
 - LUCKY TISSUE TOILET 4-Roll Pkg. 31¢
 - PAPER PLATES BONDWARE 80-Ct. Pkg. 77¢
 - SCOTT PLACE MATS CUT-RITE 24-Ct. Pkg. 35¢
 - PLASTIC WRAP 100-Ft. Roll 27¢
 - SCOTT GOLD CUPS 40-Ct. Pkg. 39¢

- Vegetables & Juices**
- PORK & BEANS VAN CAMP 2 1/2 Can 22¢
 - GOLDEN CORN HARVEST DAY 303 Can 2 for 31¢
 - CUT GREEN BEANS DEL MONTE 303 Can 25¢
 - REFRIED BEANS ROSARITA 2 1/2 Can 27¢
 - DEL MONTE PEAS LIBBY'S 303 Can 23¢
 - PEAS & CARROTS LIBBY'S 303 Can 21¢
 - PRINCELLA YAMS DEL MONTE 3 1/2 Can 31¢
 - ZUCCHINI SQUASH DEL MONTE 303 Can 23¢
 - TOMATOES HARVEST DAY 303 Can 16¢
 - NIBLET'S CORN 12-oz. Can 20¢
 - ASPARAGUS DEL MONTE Cuts & Tips 300 Can 39¢
 - SEASIDE LIMA BEANS HARVEST DAY 300 Can 13¢
 - TOMATO JUICE HARVEST DAY 46-oz. Can 27¢

Ready to Take Home!

Bar-b-Qued Chickens \$1.29

Cooked weight 1-lb. 4-oz. minimum

Also Delicious Hot Bar-b-Qued Spare Ribs

- Peanut Butter & Syrup**
- PEANUT BUTTER PETER PAN 18-oz. Jar 56¢
 - LOG CABIN SYRUP MAPLE HONEY 24-oz. Bottle 63¢
 - MARY ELLEN JAM STRAWBERRY 20-oz. Jar 47¢
 - GRAPE JELLY SMUCKER 10-oz. Jar 27¢

- Fruits & Juices**
- SLICED PINEAPPLE DOLE'S 1 1/2 Can 22¢
 - PEELED APRICOTS GLORIETA WHOLE 303 Can 28¢
 - CLING PEACHES HARVEST DAY 2 1/2 Can 22¢
 - HARVEST DAY PEARS 2 1/2 Can 33¢
 - CRUSHED PINEAPPLE LIBBY'S 1 1/2 Can 27¢
 - FRUIT COCKTAIL HUNT'S 300 Can 22¢
 - APPLESAUCE APPLELAND 24-oz. Jar 29¢
 - MANDARIN ORANGES DEL MONTE 11-oz. Can 25¢
 - MOTT'S APPLE JUICE Quart Bottle 29¢
 - PRUNE JUICE HARVEST DAY 24-oz. Btl. 31¢
 - ORANGE JUICE DEL MONTE 46-oz. Btl. 49¢
 - WELCH'S GRAPE JUICE 24-oz. Btl. 37¢
 - PINEAPPLE JUICE HARVEST DAY 46-oz. Can 29¢

- Distilled Spirits**
- LUCKY SCOTCH Bottled in Scotland 86 Proof FIFTH 4.99
 - LUCKY VODKA 80 PROOF FIFTH BOTTLE 2.99
 - VIN ROSE WINE LUCKY FIFTH 53¢

SPARKLING-FRESH PRODUCE!

For the finest, freshest fruits and vegetables ... it has to be Lucky! Because we buy and stock the finest produce available on the market today ... AND we DISCOUNT EVERYTHING! How can you beat the combination of TOP QUALITY AT LOWEST PRICES? You can't ... so shop at Lucky and enjoy GREATER SAVINGS EVERYDAY!