

...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 PRICE! YOU'LL FIND SAVINGS UP TO 15¢ AND MORE ON EVERYTHING YOU BUY ... LUCKY'S STORE-WIDE DISCOUNT PRICING BRINGS YOU THE GREATEST SAVINGS POSSIBLE EVERYDAY ... 365 DAYS A YEAR ... A GOOD REASON TO SHOP AT LUCKY ... WHERE

Lucky
DISCOUNT SUPERMARKETS

EVERYTHING YOU BUY...
YOU BUY FOR LESS

Everyday

but **GREATER SAVINGS**
WITH EVERYDAY LOWER DISCOUNT PRICES!

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 price! You'll find savings up to 15¢ and more on everything you buy ... Lucky's store-wide discount pricing brings you the greatest savings possible everyday ... 365 days a year ... A good reason to shop at Lucky ... where

EVERYTHING YOU BUY ... YOU BUY FOR LESS, EVERYDAY!*

- Baby Foods**
- GERBER'S STRAINED FOOD 4 1/2-oz. Jar 9¢
 - GERBER'S JUNIOR FOOD 7 1/2-oz. Jar 13¢
 - MODILAC GERBER'S BABY FORMULA 13-oz. Can 23¢

- Soups**
- CAMPBELL SOUP MEAT BASE 10 1/2-oz. Can 16¢
 - LIPTON SOUP MIX ONION 2-Pk. Pkg. 35¢
 - ROYAL GELATINE DESERT 3-oz. Pkg. 3 for 26¢

- Compare LOWER EVERYDAY PRICE!**
- ICE CREAM LADY LEE 1/2-Gal. Ctn. 59¢

- Beer & Beverages**
- COCA-COLA KING SIZE 12-oz. Btl. 6 for 63¢
 - SHASTA LOW CALORIE BEVERAGES 12-oz. Cans 12 for \$1
 - BEER GOLDEN CROWN—CASE OF 24 12-oz. Cans 2.99

- Cereals**
- BIG "G" TOTAL 12-oz. Box 49¢
 - APPLE JACKS KELLOGG 6 1/2-oz. Box 39¢
 - HONEY COMB CEREAL POST 8-oz. Box 41¢

- Pet Foods**
- SKIPPY DOG FOOD 16-oz. Can 9¢
 - GAINES DOG BURGERS 36-oz. Pkg. 91¢
 - CAT FOOD TABBY TREATS 6 1/2-oz. Can 14¢

- Canned Meats**
- CORNED BEEF LIBBY 12-oz. Can 55¢
 - DEVILED HAM UNDERWOOD 4 1/2-oz. Can 43¢
 - BEEF RAVIOLI CHEF BOYARDEE 40-oz. Can 63¢

- Compare LOWER EVERYDAY PRICE!**
- GRAPE JELLY WELCH 20-oz. Jar 39¢

- Sauces & Rice**
- TOMATO SAUCE HUNT'S 8-oz. Can 3 for 28¢
 - TOMATO SAUCE WITH CHEESE HUNT'S 8-oz. Can 13¢
 - STEAKHOUSE CATSUP HUNT'S 14-oz. Btl. 18¢
 - TOMATO PASTE HUNT'S 6-oz. Can 13¢
 - MAHATMA RICE Long Grain 1-lb. Pkg. 20¢

- Frozen Foods**
- JOHNSTON PIES Cherry, Apple, Apricot, Strawberry-Rhubarb 59¢
 - CREAMED CHICKEN KOLD KIST 14-oz. Pkg. 55¢
 - SANDWICHES OH BOY—BBQ BEEF AND PASTRAMI 57¢
 - MACARONI AND CHEESE HORTON 8-oz. Pkg. 22¢
 - HASH BROWNS ORE IDA 12-oz. Pkg. 19¢
 - ORANGE JUICE TREESWEET 6-oz. Can 25¢
 - ORANGE JUICE TREESWEET 12-oz. Can 49¢
 - FISHSTICKS CERTI-FRESH 14-oz. Pkg. 65¢
 - HALIBUT FILLETS CERTI-FRESH 16-oz. Pkg. 1.05
 - RAL MEX TACQUITOS 14-oz. Pkg. 52¢
 - PICTSWEET CORN, PEAS, MIXED VEGETABLES 24-oz. Pkg. 37¢

- FRESH FRYERS**
USDA GRADE A FRYING CHICKENS—whole body 29¢ lb

- GROUND BEEF Lucky Bonded for Top Quality—Fresh and Lean 35¢ lb
- ROUND STEAK center cut 67¢ lb
- CHUCK ROAST 33¢ lb
- RIB STEAK 79¢ lb

- CHUCK ROUND 67¢ lb
- CHUCK ROAST CENTER CUT 45¢ lb
- ROUND STEAK BONELESS 77¢ lb
- STANDING RIB ROAST SMALL END 83¢ lb
- SHORT RIBS OF BEEF 29¢ lb
- CUT-UP FRYERS FRYING CHICKEN 35¢ lb
- PORK CHOPS Blade Cut 69¢ lb
- FRYER BREAST FRYING CHICKEN 65¢ lb
- LEGS & THIGHS FRYING CHICKEN 59¢ lb

- Olives & Pickles**
- CHB PICKLES SWEET-WHOLE 22-oz. Jar 49¢
 - PICKLES DREHER'S HAMBURGER SLICED KRAFT Miniature 43¢
 - JUMBO OLIVES LINDSAY RIPE Tall Can 33¢

- Other Items**
- KLEAR WAX JOHNSON'S 46-oz. Can 1.43
 - CIGARETTES CAMEL Reg. Ctn. plus tax 2.12
 - MARSHMALLOWS White 10 1/2-oz. 21¢

- Compare LOWER EVERYDAY PRICE!**
- DEL MONTE DRINK Pineapple Grapefruit 46-oz. Can 27¢

- Canned Fish**
- CHUNK TUNA BREAST OF CHICKEN LITE MEAT 6 1/2-oz. Can 31¢
 - MINCED CLAMS SNOWIE 7 1/2-oz. Can 32¢
 - LIBBY RED SALMON SOCKEYE 16-oz. Can 89¢

- Laundry Aids**
- IVORY FLAKES Large Box 34¢
 - BATH OIL BEADS CALGON 16-oz. Pkg. 79¢
 - GOODWIN'S AMMONIA 45¢
 - SNO BOL BOWL CLEANER 27¢
 - SNOWY BLEACH 16-oz. Pkg. 47¢
 - MIRACLE WHITE Quart Bottle 83¢
 - TREND LIQUID DETERGENT 22-oz. Bottle 43¢

- BONELESS CROSS RIB ROAST** 67¢ lb

- RIB ROAST STANDING Large End—USDA Choice or Lucky Bonded 71¢ lb
- SLICED BACON Lucky Brand—Lean Center Slices—1-pound package 75¢
- GROUND CHUCK Fresh, Lean and Tender—Bonded for Top Quality 57¢ lb
- LAMB ROAST USDA Choice Lamb—shoulder square cut 55¢ lb

- CHUCK STEAK 45¢ lb
- CORNED BEEF BRISKET LUCKY BONELESS 73¢ lb
- CANADIAN BACON ROSE 1 to 1 1/4 lb. 1.12
- THICK BACON RANGE BRAND SLICED 2 Lb. Pkg. 1.65

- RUMP ROAST**
USDA Choice or Lucky Bonded 67¢ lb

- Summer-Time Sandwich Fixin's Cost Less at Lucky Everyday!**
- LUCKY FRANKS All Meat 12-oz. Pkg. 49¢
 - SLICED COOKED HAM Lucky 8-oz. Pkg. 47¢
 - LUCKY SLICED LUNCH MEATS Bologna, Salami, Olive, P&P, Spiced 6-oz. Pkg. 29¢
 - WILSON SLICED BOLOGNA All Meat and All Beef 1-lb. Pkg. 69¢

- Crackers & Cookies**
- VANILLA WAFERS NABISCO 12-oz. Pkg. 36¢
 - OREO COOKIES NABISCO 1-lb. Pkg. 47¢

- Dairy Foods**
- COTTAGE CHEESE FOREMOST 1-lb. Carton 53¢
 - CREAM TOPPING LUCKY WHIP 9 1/2-oz. Can 45¢

- Paper Items**
- SOFTWEVE TOILET TISSUE 2-Roll Pkg. 24¢
 - SCOTT NAPKINS FAMILY 60-Ct. Pkg. 12¢
 - PLASTIC WRAP CUT-RITE 100-Ft. Roll 27¢
 - M-LADY PLACE MATS 34-Ct. Pkg. 39¢
 - SHELF PAPER NO BUGS M-LADY 25-Ft. Roll 39¢
 - FACIAL TISSUE LUCKY 200 Two-Ply Box 19¢

- Compare LOWER EVERYDAY PRICE!**
- APPLE SAUCE HARVEST DAY 303 Can 14¢

- Flour & Mixes**
- PANCAKE MIX PILLSBURY 4-lb. Pkg. 63¢
 - ALBERS CORN MEAL GOLD MEDAL 40-oz. Box 34¢
 - WONDRA FLOUR 2-lb. Bag 30¢

- Margarine & Milk**
- ALLSWEET MARGARINE 1-lb. Pkg. 28¢
 - PET MILK EVAPORATED Tall Can 16¢
 - CARNATION DRY MILK Non-Fat 8-Qt. Box 72¢

- Compare LOWER EVERYDAY PRICE!**
- TOMATO JUICE HUNT'S 46-oz. Can 29¢

- Shortening & Oil**
- MAZOLA CORN OIL 24-oz. Bottle 52¢
 - POMPEIAN OLIVE OIL 1-Pint Can 79¢
 - CRISCO SHORTENING 3-lb. Can 87¢

- Salad Dressing**
- MIRACLE WHIP 48-oz. Jar 78¢
 - MILANI DRESSING 1890 FRENCH 8-oz. Bottle 25¢
 - FRENCHETTE ITALIAN or FRENCH DRESSING 8-oz. Btl. 37¢
 - FRENCH MUSTARD 9-oz. Jar 16¢

- Fruits & Juices**
- FRUIT COCKTAIL HUNT'S 300 Can 22¢
 - DEL MONTE PEARS 2 1/2-Gal. Can 39¢
 - PINEAPPLE DEL MONTE SLICED 1 1/2-Gal. Can 23¢
 - HUNT'S PEACHES CLING 2 1/2-Gal. Can 27¢
 - MANDARIN ORANGES DEL MONTE 11-oz. Can 25¢
 - CRANBERRY JUICE OCEAN SPRAY 4-oz. Bottle 55¢
 - PINEAPPLE JUICE DOLE 46-oz. Can 28¢
 - APPLE JUICE HARVEST DAY 4-oz. Bottle 29¢

- Compare LOWER EVERYDAY PRICE!**
- TOMATO CATSUP HUNT'S 20-oz. Bottle 25¢

- Vegetables & Beans**
- DEL MONTE CORN GOLDEN 303 Can 21¢
 - CUT GREEN BEANS STOKELY 303 Can 25¢
 - VAN CAMP BEANS WITH PORK 2 1/2-Gal. Can 23¢
 - ASPARAGUS SUNNY HILLS SPEARS 300 Can 39¢
 - BEETS HARVEST DAY WHOLE or SLICED 303 Can 15¢
 - DEL MONTE PEAS 303 Can 22¢
 - POTATOES HARVEST DAY WHOLE 300 Can 13¢
 - VEG-ALL MIXED VEGETABLES 303 Can 19¢
 - DEL MONTE SPINACH 303 Can 17¢

- Compare LOWER EVERYDAY PRICE!**
- CRACKERS SUNSHINE KRISPY 1-lb. Box 31¢

- Distilled Spirits**
- SCOTCH WHISKY SELECT FIFTH 3.99
 - LUCKY RUM LIGHT & DARK FIFTH 3.55
 - LUCKY VODKA 80 PROOF QUART BOTTLE 3.55 (NOT AVAILABLE AT ALL STORES)

*Dairy products and fair trade items accepted 8/11/65

The Finest Quality Produce
Costs Less Everyday at Lucky!
Enjoy tasty refreshing fruits for breakfast, lunches, snacks or tasty summer-time fruit salads ... They are plentiful and lower priced at Lucky everyday!

STORE HOURS
MONDAY thru FRIDAY 10 A.M. to 9 P.M.
SATURDAY and SUNDAY 10 A.M. to 7 P.M.

COMPARE OUR EVERYDAY LOWER PRICES ON HOUSEWARES and SUNDRIES!

45-RPM RECORDS
Thousands of tunes from which to choose. Popular, classical, etc. Stock up for party parties and your own enjoyment!
89¢ VALUE Our Low Price 7¢

LISTERINE
ORAL ANTISEPTIC Large size bottle. \$1.09 VALUE Our Everyday Low Discount Price 85¢

3-Pk. BUBBLE BATH
An assortment of fragrances, enjoy a big bubbly bubble bath with these delightful packets.
98¢ VALUE Our Low Price 76¢

PLUS WHITE
FAMILY SIZE TOOTHPASTE 89¢ VALUE Our Low Price 69¢

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