

...YOU'LL FIND GREEN 'KEY BUYS' THROUGHOUT THE STORE!

'KEY BUYS' with TOTAL DISCOUNTING Means GREATER-THAN-EVER SAVINGS!



"KEY BUYS" are extra-savings made possible by an exceptional purchase or, as in most cases, by a manufacturer's promotional allowance... These are NOT "specials"... They are a direct result of LUCKY's "PRICE PROTECTION POLICY" and have always been made available to our customers but without particular notice or fanfare. Now, with more of these purchases becoming available we are calling your attention to these green "KEY BUYS" in order to bring you even greater values! The "KEY BUY" items listed are just a few of the many extra-savings made available to Lucky customers... We suggest you shop each aisle and stock-up on those "KEY BUY" items you normally use, because LUCKY's TOTAL STORE-WIDE DISCOUNT PRICING—PLUS THE "KEY BUYS"—MEANS THE GREATEST SAVINGS POSSIBLE EVERYDAY OF THE YEAR!

PLUS VALUES FOR YOU

LUCKY MEATS ARE UNCONDITIONALLY GUARANTEED!

CHUCK ROAST USDA CHOICE or LUCKY BONDED	BLADE CUT	37¢ lb
ROUND STEAK USDA CHOICE or LUCKY BONDED	CENTER CUT	69¢ lb
GROUND BEEF FRESH, LEAN and BONDED for TOP QUALITY		38¢ lb
CROSS RIB ROAST BONELESS—USDA CHOICE or LUCKY BONDED		73¢ lb
RIB STEAK USDA CHOICE or LUCKY BONDED		79¢ lb
T-BONE STEAK USDA CHOICE or LUCKY BONDED	TAILS OFF	98¢ lb
STANDING RIB ROAST CRESTVIEW BRAND... THICK BREASTED	LARGE END USDA Choice or Lucky Bonded	73¢ lb
STANDING RIB ROAST	SMALL END	79¢ lb
GROUND CHUCK		58¢ lb
PORTERHOUSE STEAK	TAILS OFF	1.05 lb
CHUCK ROAST	CENTER CUT	47¢ lb
SKINLESS LINKS	FARMER JOHN... 8-oz. Pkg.	4 for \$1
SHOULDER LAMB CHOPS		89¢ lb
FRESH FRYERS	USDA GRADE A CHICKENS—Whole Body	29¢ lb
HALIBUT FILLET	GREENLAND—SLICED	59¢ lb
OSCAR MAYER SAUSAGE	LINK—1-Pound Pkg.	77¢
LAMB SHOULDER ROAST		55¢ lb
BROWN 'N SERVE SAUSAGE	SWIFT PREMIUM... 8-oz. Pkg.	65¢
ROASTING CHICKENS CRESTVIEW BRAND... THICK BREASTED		39¢ lb

BABY FOODS

JUNIOR FOOD	GERBER'S... 7 1/2-oz. Jar	15¢
MODILAC	GERBER'S LIQUID BABY... 13-oz. Can	25¢
GERBER'S HI-MEAT	DINNERS... 4 1/2-oz. Jar	17¢

CRACKERS & COOKIES

OREO COOKIES	HABISCO SANDWICH... 1-lb. Pkg	47¢
GRAHAM CRACKERS	SUNSHINE... 1-lb. Box	38¢
MOTHERS COOKIES	Regular... 4-oz. Package	45¢

Key Buy!

DOLE'S PINEAPPLE JUICE
46-oz. Can **27¢**

CANNED MEATS

SLOPPY JOE	LIBBY—BEEF and PORK... 15-oz. Can	59¢
BEEF STEW	DINTY MOORE... 24-oz. Can	57¢
CORNER BEEF	LIBBY... 12-oz. Can	55¢

PET FOODS

PURR TUNA	CAT FOOD... 6-oz. Can	12¢
CAT FOOD	CHIC-E-All Chicken... 6-oz. Can	13¢
KAL KAN CHUNKS	DOG FOOD... 10-oz. Can	21¢
GAINES MEAL		2.99

Key Buy!

DETERGENT TREND LIQUID
32-oz. Bottle **56¢**

TASTY SANDWICH FIXIN'S COST LESS at LUCKY!

ALL MEAT FRANKS	Lucky Brand (12-oz. Pkg. 45¢) 1-lb. Pkg.	55¢
SLICED LUNCH MEATS	Lucky Bologna, Salmi, Olive, P&P Leaf... 6-oz. Pkg	29¢
BISCUITS	HARVEST DAY... 3 for 25¢	3 for 25¢

SOUPS

LIPTON SOUP MIX	Chicken-Noodle... 3-Pk. Pkg.	29¢
BOUILLON CUBES	WYLER'S... 15-ct. Pkg.	22¢
TOMATO SOUP	HARVEST DAY... 10 1/2-oz. Can	10¢

LAUNDRY AIDS

CHEER DETERGENT	Giant Box	78¢
DREFT	Large Box	34¢
IVORY SNOW	Giant Box	81¢
MR. CLEAN CLEANER	LIQUID... 28-oz. Bottle	68¢
ZEST TOILET SOAP	Bath Bar	20¢
JOY LIQUID	DETERGENT... 32-oz. Bottle	83¢

SALT, SUGAR & SPICE

GARLIC SALT	SCHILLING... 6-oz. Jar	33¢
C & H SUGAR	5-lb. Bag	58¢
WATER SOFTNER SALT	LESLIE... 30-lb. Bag	78¢
BLACK PEPPER	LUCKY-GROUND... 4-oz. Can	33¢

Key Buy!

BETTY CROCKER POTATO BUDS
16-oz. Box **65¢**

OLIVES & PICKLES

PICKLE STICKS	Aunt Jane's Iceberg... 45¢
PITTED OLIVES	LINDSAY, LARGE... 39¢
PICKLE STICKS	Aunt Jane's Sweet... 38¢

PEANUT BUTTER, SYRUP & HONEY

PETER PAN	PEANUT BUTTER... 28-oz. Jar	88¢
SUPERIOR HONEY	Clover-Orange... 12-oz. Jar	32¢
LOG CABIN SYRUP		63¢

SLICED BACON
Your Choice 1-POUND PKG.

FARMER JOHN, RATH BLACKHAWK, HORMEL DAIRY, SWIFT PREMIUM	1-LB. PKG.	57¢
LEAN SLICES LUCKY BACON	1-lb. Pkg.	55¢
THICK BACON	2-lb. Pkg.	1.09
OSCAR MAYER BACON		69¢

FARMER JOHN HAM
FULLY COOKED Full Shank Half **55¢** lb

OTHER ITEMS

BROWNIE MIX	BETTY CROCKER... 39¢
HERSHEY SYRUP	HERSHEY... 21¢
FUDGE TOPPING	HERSHEY... 39¢
SOFT ALLSWEET	MARGARINE... 42¢

FRUITS & JUICES

JUICE DRINKS	Del Monte—Grape-Orange-Apple... 29¢
APPLE SAUCE	APPLELAND... 31¢
FRUIT COCKTAIL	DOLE... 23¢
CLING PEACHES	DEL MONTE... 25¢
DOLE PINEAPPLE	SLICED... 23¢
OASIS FIGS	BREAKFAST... 21¢
FRUIT FOR SALAD	DEL MONTE... 35¢
APPLE JUICE	HARVEST DAY... 28¢
GRAPE JUICE	WELCH'S... 37¢
GRAPEFRUIT	JUICE—TREESWEET... 37¢

COFFEE & TEA

MAXWELL HOUSE	COFFEE... 69¢
MAXWELL HOUSE	COFFEE... 1.37
MAXWELL HOUSE	COFFEE... 2.04
YUBAN COFFEE	1-lb. Can... 75¢
YUBAN COFFEE	2-lb. Can... 1.49
MAXWELL HOUSE	Inst. Coffee... 1.32
YUBAN INSTANT	COFFEE... 1.32
LIPTON TEA BAGS	48-Cl. Box... 65¢

Our LOW Everyday Price!

HARVEST DAY BARTLETT PEARS
2 1/2 Can **29¢**

Key Buy!

MARY ELLEN STRAWBERRY JAM
20-oz. Jar **49¢**

FROZEN FOODS

FRUIT PIES	PEI RITZ... 8-inch Pie	35¢
BEAN BURRITOS	ROSARITA... 8-oz. Pkg.	35¢
ENCHILADAS	XINT—Cheese, Beef and Tacos... 8-oz. Pkg.	35¢
STEW VEGETABLES	PICTSWEE... 2-lb. Pkg.	49¢
BEEF STEW	KOLD-KIST... 14-oz. Pkg.	36¢
FISHSTICKS	CERTI-FRESH... 1 1/2-lb. Pkg.	95¢
BREADED SHRIMP	CERTI-FRESH... 8-oz. Pkg.	69¢
SLICED BEEF	CORONET... 2-lb. Pkg.	1.79
CARROTS	MARSHBURN Crinkle Cut... 1 1/2-lb. Pkg.	29¢
MACARONI & CHEESE	MORTON... 20-oz. Pkg.	38¢
ORANGE JUICE	MINUTE MAID... (12-oz. 45¢) 6-oz.	23¢
CHILI & BEANS	KOLD-KIST... 14-oz. Pkg.	27¢

Key Buy!

ZEE TOILET TISSUE
4-Roll Pkg. **33¢**

VEGETABLES & JUICES

NIBLETS CORN	GREEN GIANT... 12-oz. Can	21¢
GREEN BEANS	KITCHEN SLICED... 303 Can	23¢
CHILI	WITH BEANS—HORMEL... 15-oz. Can	35¢
GREEN GIANT PEAS	... 303 Can	23¢
LIMA BEANS	STOKELY FORDHOOK... 303 Can	27¢
PORK & BEANS	VAN CAMP'S... 2 1/2 Can	23¢
ZUCCHINI SQUASH	DEL MONTE... 303 Can	23¢
NEW POTATOES	HUNT'S Whole... 300 Can	15¢
STEWED TOMATOES	DEL MONTE... 23¢	
CHILI BEANS	RANCH STYLE... 300 Can	17¢
B & W BAKED BEANS	... 28-oz. Can	35¢
REFRIED BEANS	ROSARITA... 2 1/2 Can	25¢
V-8 JUICE	VEGETABLE COCKTAIL... 46-oz. Can	38¢

STORE HOURS

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

FILE-A-WAY STURDY METAL LETTER FILE
Keep important records safe & handy. Ideal for office or home. Has index folders. Lock & Key.
Our Everyday Low Price **\$1.58**

SCOPE ORAL MOUTHWASH
Family size bottle. Kills germs quickly, keeps your mouth fresh and sweet for hours!
\$1.39 VALUE! Our Everyday Low Price \$1.08

22-GALLON PLASTIC TRASH CAN
Built to take hard use. Cover locks securely in place. Keeps trash dry and sanitary.
Our Everyday Low Price **\$1.99**

GIFEM TOOTHPASTE
Helps prevent tooth decay with frequent brushing. Family size tube.
98¢ VALUE **69¢** Our Low Price

5-SEW, PAINTED HANDLE CORN BROOM
A quality broom for garage, home, or yard. Sweeps clean and quickly. Our Low Price **88¢**

BANANAS CHIQUITA BRAND
CENTRAL AMERICA'S FINEST QUALITY

RUSSET POTATOES
U. S. NO. 1 ALL-PURPOSE NICE SELECTION OF SIZES
10 Cello Bag **59¢**

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