

OTHERS MAKE CLAIMS... BUT *Only* LUCKY DISCOUNTS EVERY DEPT.

SINCE 1963, LUCKY, THE LEADER IN LOW FOOD PRICING, OFFERS TOTAL SAVINGS IN GROCERIES, TOP QUALITY MEATS, FRESH PRODUCE, HOUSEWARES, HEALTH & BEAUTY AIDS, DELICATESSEN



Compare LUCKY'S LOW PRICES IN EVERY DEPARTMENT!

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COMPARISON PROVES! . . . while others talk about discount prices ONLY Lucky features money-saving discount prices in EVERY department. ONLY Lucky offers KEY BUYS, extra savings Lucky passes on to you. ONLY Lucky has taken the confusion out of food shopping with single-item pricing. So . . . why be satisfied with half-a-loaf savings when you can get the whole loaf for the same price . . . no matter how you slice it, Lucky discounts EVERYTHING except quality, courtesy & service. Your budget will love us!

- BABY FOOD GERBER'S STRAINED 9¢
- GERBER'S CEREAL Baby-W/Boatons, 8-oz. Box 35¢
- SWIFT DINNERS MEAT CUT 21¢
- HILLS BROS. COFFEE 1-lb. Can 69¢
- HILLS BROS. COFFEE 2-lb. Can 1.37
- HILLS BROS. COFFEE 3-lb. Can 1.99
- TEA BAGS LUCKY 48 Ct. Box 45¢
- DOLE PINEAPPLE No. 2 Can 37¢
- APRICOTS HARVEST DAY HALVES No. 2 1/2 Can 31¢
- APPLE SAUCE APPLELAND 24-oz. Jar 31¢
- PIE APPLES COMSTOCK SLICED No. 2 Can 31¢
- FRUIT COCKTAIL LIBBY'S 303 Can 26¢
- GRAPEFRUIT DEL MONTE SECTIONS 303 Can 29¢
- PINEAPPLE JUICE DOLE 46-oz. Can 27¢

Key Buy!

HARVEST DAY—SLICED CLING PEACHES
2 1/2 Can
25¢

- Cran-Apple Juice Ocean Spray 45¢
- JUICE TREESWEET GRAPEFRUIT 46-oz. Can 44¢
- NIBLET CORN 12-oz. Can 23¢
- BITS O' HONEY PEAS 303 Can 18¢
- POTATOES FRENCH'S INSTANT 7-oz. Box 32¢
- GREEN BEANS Green Giant Kitchen Sliced—303 Can 25¢
- PORK & BEANS CAMPBELL'S 21-oz. Can 20¢

Key Buy!

COCOA MIX NESTLES QUIK
2 POUND CAN
77¢

- SAUERKRAUT LIBBY'S 303 Can 19¢
- TOMATOES DEL MONTE SOLID PACK—303 Can 29¢
- VEG-ALL MIXED VEGETABLES 303 Can 20¢
- TOMATO JUICE HARVEST DAY 16-oz. Can 32¢
- CHILI BEANS HUNTS No. 2 1/2 Can 29¢
- MARY ELLEN JAM APRICOT 20-oz. Jar 55¢
- PEANUT BUTTER SKIPPY 28-oz. Jar 87¢

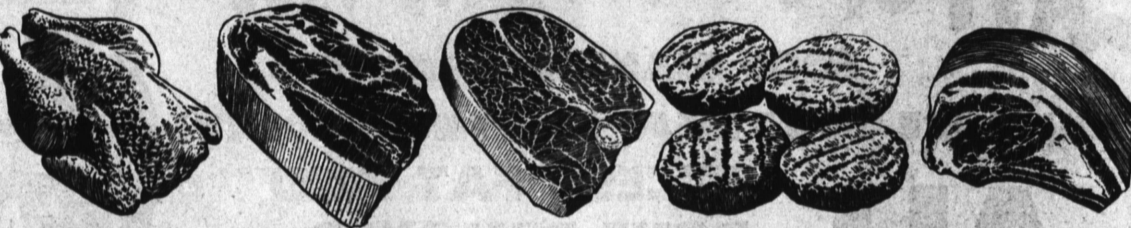
Our LOW Everyday Price!

KING SIZE—CTN. CIGARETTES
Plus Tax
\$2.89

- SWIFT PREM 12-oz. Can 53¢
- CHUNK TUNA CHICKEN O' SEA L.M.—6 1/2-oz. Can 28¢
- VEGETABLE SOUP HARVEST DAY 10 1/2-oz. Can 13¢
- SEASON SALT LAWRY 7-oz. Btl. 45¢
- CHILI POWDER SCHILLING 4-oz. Can 52¢
- TOMATO SOUP CAMPBELL'S 10 1/2-oz. Can 12¢

LOOK FOR THE KEY BUYS

"KEY BUYS" are extra-savings made possible by manufacturer's temporary promotional allowances. The "KEY BUY" items listed are just a few of the many extra values in store for you... we suggest you stock-up on these "KEY BUY" items you normally use for GREATER EVERYDAY SAVINGS!



- FRESH FRYERS** WHOLE BODY **28¢** lb
U.S.D.A. Grade A Golden Cornish Cross Chickens
- CHUCK ROAST** BLADE CUT **35¢** lb
U.S.D.A. Choice or Lucky Bonded
- ROUND STEAK** CENTER CUT **69¢** lb
U.S.D.A. Choice or Lucky Bonded
- GROUND BEEF** **38¢** lb
Fresh Lean and Bonded for Top Quality
- T-BONE STEAK** TAILS OFF **98¢** lb
U.S.D.A. Choice or Lucky Bonded
- SMOKED HAM** FULLY COOKED **49¢** lb
Farmer John — Full Shank Half

RIB ROAST
STANDING
U.S.D.A. CHOICE OR LUCKY BONDED—LARGE END
69¢ lb

- CORNED BEEF BRISKET or ROUND LUCKY BRAND 89¢ lb
- PORTERHOUSE STEAK TAILS OFF 59¢ lb
- CHUCK ROAST CENTER CUT 43¢ lb
- CUBE STEAK 8-Z CUT 98¢ lb
- SAUSAGE SKINLESS LINKS FARMER JOHN — 8-oz. Pkg. 28¢
- PORK RIB ROAST BONELESS 78¢ lb
- PORK ROAST FRESH — PICNIC STYLE SHOULDER 39¢ lb
- SPARE RIBS FRESH — SMALL SIZES 59¢ lb
- CUT-UP FRYING CHICKEN 31¢ lb
- RIB STEAKS 88¢ lb
- HEN TURKEYS YOUNG U.S.D.A. INSPECTED DELUXE 33¢ lb
- TOM TURKEYS YOUNG U.S.D.A. INSPECTED DELUXE 29¢ lb
- CHUCK STEAK 48¢ lb
- CANADIAN BACON ROSE BRAND SHORT ENDS 98¢ lb

SLICED BACON LUCKY 1-lb. Pkg. **51¢**

- LUCKY THICK SLICED BACON .2 lb. Pkg. 1.01
- RATH, HORMEL, SWIFT or FARMER JOHN BACON, Sliced 1-lb. Pkg. 55¢
- OSCAR MAYER SLICED BACON 1-lb. Pkg. 61¢
- OSCAR MAYER THIN BACON SLICED 1-lb. Pkg. 79¢

Key Buy!

GIANT ROLL PAPER GALA TOWELS
31¢

- OTHER ITEMS**
- SPAGHETTI GOLDEN GRAIN 1-lb. Pkg. 23¢
 - OLIVE OIL POMPEIAN 1-lb. Pkg. 81¢
 - BISCUITS LOMA LINDA RUSKET 12-oz. Box 37¢
 - SWEETA LIQUID SWEETNER 24-oz. Pkg. 59¢
 - 0-2 C.H.B. SYRUP All Purpose 26-oz. Btl. 25¢
 - BEEF RAVIOLI CHEF BOY-AR-DEE—40-oz. Can 75¢
 - 0-2 JAN-U-WINE CHINESE NOODLES 2 1/2 Can 27¢

- BEVERAGE SPIRITS**
- CANADA DRY Beverages 12-Ounce Can 9¢
 - COCA COLA Refreshing 6-Pack—12-Ounce Bottles 63¢
 - GOLD SEAL GIN 80 Proof Quart Bottle \$3.66
 - VIN ROSE WINE LUCKY 1/2-Gallon Bottle (SORRY, NOT AVAILABLE AT ALL STORES) 89¢

- HOUSEHOLD ITEMS**
- SCOTTIES FACIAL TISSUE 200-ct. Box 27¢
 - ZEE WAX PAPER 100' Roll 19¢
 - ZEE NAPKINS MIX & MATCH 60-ct. Pkg. 12¢
 - FEMS NAPKINS SANITARY 24-ct. Box 71¢
 - Lady Scott Tissue Print Toilet 2-Roll Pkg. 27¢
 - ORCHIDS NAPKINS 160-ct. Pkg. 53¢
 - BONUS DETERGENT Gt. Box 81¢
 - IVORY SNOW DETERGENT Gt. Box 81¢
 - SALVO PELLETS DETERGENT Gt. Box 74¢
 - JOY LIQUID DETERGENT 32-oz. Btl. 83¢
 - ZEST SOAP Toilet Bath Bar 20¢

- PACKAGED GOODS**
- CRACKERS NABISCO PREMIUM 1-lb. Box 33¢
 - SCOOTER PIES BURRY'S 14-oz. Box 39¢
 - HI-HO CRACKERS SUNSHINE 13 1/2-oz. Box 37¢
 - CRACKERS STA-CRISP 1-lb. Box 27¢
 - PANCAKE MIX AUNT JEMIMA 2-lb. Box 45¢
 - C & H SUGAR GRANULATED 5-lb. Bag 59¢
 - MAHATMA RICE LONG GRAIN 2-lb. Bag 38¢

- COTTAGE CHEESE FOREMOST 1-lb. Pkg. 53¢
- ORANGE JUICE TROPICANA 1/2-Gal. Btl. 74¢
- BUTTER FOREMOST 1st QUALITY 1-lb. Ctn. 79¢
- ICE CREAM LADY LEE 1/2-Gal. Ctn. 59¢
- SOFT MARGARINE LUCKY 1-lb. Ctn. 29¢

Key Buy!

DINTY MOORE BEEF STEW
24-OZ. JAR
55¢

- HOUSEHOLD ITEMS**
- MIRACLE WHITE Super Cleaner 1/2-Gal. Btl. 1.39
 - Fabric Softener MIRACLE WHITE 85¢
 - CINCH CLEANER SPRAY 22-oz. Can 73¢
 - DUPONT SPONGES 4 PACK PKG. 33¢

Key Buy!

BETTY CROCKER BISQUICK
40-OZ. BOX
42¢

Key Buy!

HARVEST DAY—22 1/2-oz. LOAF
DELUXE BREAD
WHITE, WHEAT OR SANDWICH
29¢

- FROZEN FOODS**
- SIRLOIN TIPS KOLD KIST 14-oz. Pkg. 63¢
 - CHILI & BEANS KOLD KIST 14-oz. Pkg. 36¢
 - ONION RINGS CORONET 10-oz. Pkg. 45¢
 - SOLE FILLET CERTI-FRESH 1-lb. Pkg. 65¢
 - Breaded Shrimp Certi-Fresh 1 1/2-lb. Pkg. 1.99
 - CREAM PIES PET RITZ 8" Pie 27¢
 - POUND CAKE SARA LEE 12-oz. Pkg. 79¢
 - HONEY BUNS MORTON 9-oz. Pkg. 25¢
 - POTATOES ORE-IDA HASH BROWN 12-oz. Pkg. 20¢
 - MACARONI & CHEESE—VAN DE KAMP—11-oz. Pkg. 35¢
 - ORANGE JUICE TREESWEET 12-oz. Can 39¢
 - JUICE Minute Maid, Grapefruit, Tangerine, Orange Grapefruit—6-oz. Can 23¢
 - VEGETABLES 10-oz. Pkg. 33¢
 - Green Giant, Leaf Spinach & Niblets Corn in Cream Sauce—Sliced Beans in Mushroom Sauce
 - ORANGE JUICE CAL FAME 6-oz. Can 20¢

Key Buy!

OSCAR MAYER SLICED BOLOGNA
ALL MEAT AND ALL BEEF 8-OZ. PKG.
39¢

- SLICED LUNCH MEATS LUCKY Bologna, Spiced, Olive, P&P 6-oz. Pkg. 29¢
- LONGHORN CHEESE Miss Wisconsin Medium Sharp 10-oz. Pkg. 59¢
- AMERICAN CHEESE Sliced 3 lbs. \$1.99
- ALL MEAT FRANKS Hormel, Wilson or Farmer John 1-lb. Pkg. 55¢
- OSCAR MAYER SALAMI Cotto and Munchies 8-oz. Pkg. 53¢
- HORMEL KOLBASE Polish Sausage 12-oz. Pkg. 79¢
- HARVEST DAY BISCUITS Butterfat or Sweet Milk 8-oz. Pkg. 8¢
- DANOLA COOKED HAM Sliced 4 1/2-oz. Pkg. (Danola Sliced and Permed Ham, 4-oz. Pkg.) 65¢
- SWIFT SMOKIE LINKS For Breakfast or Sandwiches 12-oz. Pkg. 68¢

... MORNING FRESH DISCOUNT, PRICED FRUITS & VEGETABLES!

... THE FINEST CHIQUITA BRAND

BANANAS... 8¢ lb

RUSSET POTATOES 38¢ 10 Pound Cello Bag

U.S. No. 1 ALL PURPOSE IN A NICE SELECTION OF SIZES

- EVERYDAY LOW DISCOUNT PRICES ON HOUSEWARES & BEAUTY AIDS
- ELECTRIC HEATER** This coil element fan forced heater can be used in bedroom, bathroom to deliver extra warmth and help eliminate drafts. **\$6.66**
 - THROW PILLOWS** Beautiful pillows in the latest decorator colors and fabrics. Wonderful for use as color accents. Mix or match, use alone or in groups. **88¢**
 - 500-COUNT FILLER PAPER** COLLEGE RULED, 3-HOLE, QUALITY STOCK **93¢**
 - 3-RING CANVAS BINDER** Sturdy Quality, Rugged Construction, 1 1/2" Diameter Rings **66¢**
 - MICRIN ORAL ANTISEPTIC** KILLS GERMS ON CONTACT, 18-OUNCE BOTTLE **\$1.12**
 - NOXZEMA SHAVE CREAM** Available in Regular or Monthly, 11-ounce Aerosol Can **99¢**

Now **Crest** IN TWO FLAVORS

REGULAR & NEW MINT

FAMILY SIZE TUBE
6c Off Label **63¢**