

FIRST IN TRUE DISCOUNT PRICING!

In 1963 Lucky inaugurated DISCOUNT PRICING in Southern California . . . The first to bring you truly low everyday pricing . . . While others talk about discount pricing ONLY LUCKY FEATURES DISCOUNT PRICING IN EVERY DEPARTMENT! . . . LUCKY—THE LEADER IN GREATER SAVINGS!

FIRST IN EXTRA-SAVING "KEY BUYS"

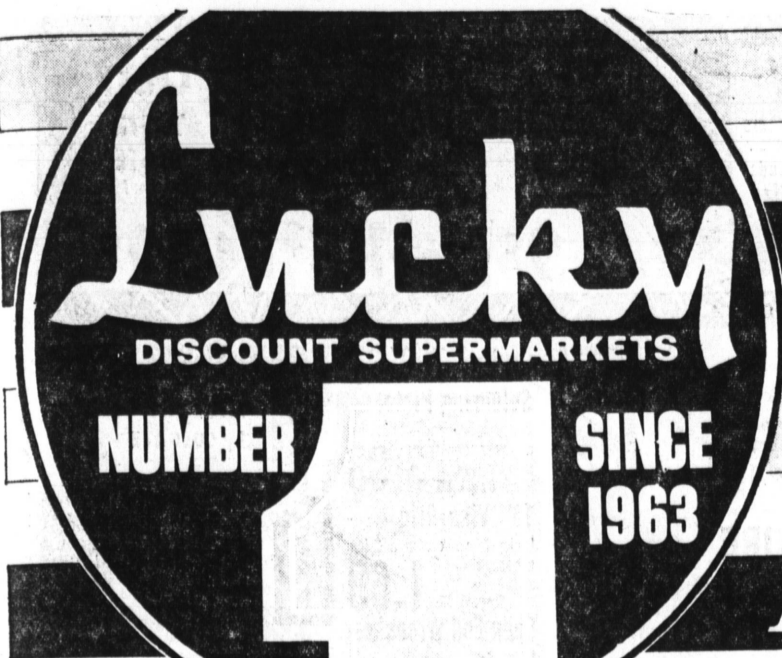
Only Lucky offers you "KEY BUYS" . . . Extra savings made possible through manufacturers' promotional allowances that Lucky passes directly on to you, our customers . . . Be sure to look for and stock-up on those "KEY BUY" items you normally use for BIG EXTRA SAVINGS!

FIRST IN "SINGLE-ITEM" PRICING!

Lucky has taken the confusion out of shopping with single-item pricing . . . No multiple-pricing to bewilder and entice you to buy more than you need. Lucky shoppers enjoy TRUTH IN PRICING as well as LOW EVERYDAY DISCOUNT PRICING!

FIRST IN GREATER EVERYDAY SAVINGS!

Lucky is number 1 in greater savings on Famous Brand Groceries, Top Quality Lucky Bonded Meats, Farm-Fresh Fruits and Vegetables, Housewares and Health & Beauty Aids . . . Everything you expect to find in a supermarket, and more . . . AT GREATER EVERYDAY SAVINGS!



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**OPEN THURSDAY
FEBRUARY 22nd
WASHINGTON'S BIRTHDAY
(REGULAR STORE HOURS)**

*Fair Trade Items and Dairy Products Excepted. 2-22-66.

- ### CANNED FOODS
- GERBER'S BABY FOOD Strained 4 1/2 oz. Jar 9c
 - GERBER'S MODILAC Liquid Baby Formula 12 oz. Can 24c
 - GERBER'S JUNIOR FOOD 7 1/2 oz. Jar 15c
 - FOLGER'S COFFEE 1 lb. Can 67c
 - FOLGER'S COFFEE 2 lb. Can 133c
 - FOLGER'S COFFEE 3 lb. Can 196c
 - FOLGER'S Instant Coffee 10 oz. Jar 129c
 - LUCKY TEA BAGS 48 ct. Box 45c

...Key Buy!

LIBBY'S TOMATO JUICE
16 OUNCE CAN

29c

- LIBBY'S PEARS 303 Can 35c
- DOLE FRUIT COCKTAIL 2 1/2 Can 39c
- GRAPEFRUIT Del Monte—Sections 303 Can 30c
- CRANBERRY SAUCE Ocean Spray 100 Can 25c
- WHOLE APRICOTS Harvest Day 2 1/2 Can 29c
- GLORIETTA PEACHES Liberte 303 Can 28c
- SLICED PINEAPPLE Harvest Day 1 1/2 Can 20c
- APPLE JUICE Free Top 1 1/2 Gal. Bottle 62c

...Key Buy!

CHICKEN-BEEF-SPANISH RICE-A-RONI
GOLDEN GRAIN—8-OZ. PKG.

31c

- DOLE DRINK Pink Pineapple-Grapefruit 46 oz. Can 27c
- CRANBERRY JUICE Ocean Spray 48 oz. Bottle 75c
- HUNT'S TOMATOES Solid Pack 300 Can 22c
- NEW POTATOES Hunt's—Whole 300 Can 15c
- STEWED TOMATOES Hunt's—300 Can 23c
- NIBLETS CORN 12 oz. Can 23c
- CUT GREEN BEANS Del Monte 303 Can 24c
- BIT O' HONEY PEAS 303 Can 18c
- PORK & BEANS Van Camp's 2 1/2 Can 25c
- SHELLIE BEANS Shelly 303 Can 27c
- BEETS Harvest Day—Whole or Sliced—303 Can 16c

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 those "KEY BUY" items you normally use for GREATER EVERYDAY SAVINGS!

- ### CANNED FOODS
- HUNT'S TOMATO SAUCE 300 Can 19c
 - HUNT'S TOMATO PASTE 12 oz. Can 28c
 - FRENCH DRESSING Kraft's 8 oz. Bottle 25c
 - CHUNK TUNA Chicken O' Sea—LM 5 1/2 oz. Can 28c
 - SNOW'S MINCED CLAMS 7 1/2 oz. Can 33c
 - LIBBY'S CORNED BEEF 12 oz. Can 57c
 - STUFFED OLIVES Early California 18 oz. Bottle 55c
 - DILL PICKLES Del Monte 22 oz. Jar 42c
 - SWEET PICKLES C.H.B.—Whole 22 oz. Jar 49c
 - AUNT JEMIMA SYRUP 12 oz. Bottle 35c
 - SUPERIOR HONEY 16 oz. Jar 43c
 - WELCH GRAPE JELLY 20 oz. Jar 39c

- ### DAIRY PRODUCTS
- COTTAGE CHEESE Foremost Quart Carton 53c
 - FOREMOST BUTTER 1st Quality 1 lb. Ctn. 79c
 - VITA PAKT Orange Juice Blend 18 oz. Bottle 66c
 - DRY MILK Foremost Milk Man W/Cream—12 qt. Box 179c

...Key Buy!

BATHROOM DOW CLEANER
12-OUNCE CAN

59c

- ### FROZEN FOODS
- FRUIT PIES Pet Ritz—Apple—Peach—Boysenberry—Custard—8" Pie 33c
 - COOKIES Nabisco "Easy-Bake" 4 Varieties—16 oz. Pkg. 47c
 - JOHNSTON PIE SHELLS 7 oz. Pkg. 35c
 - APPLE DUMPLINGS Van de Kamp—Dutch 12 oz. Pkg. 45c
 - RICH'S ECLAIRS Chocolate 10 oz. Pkg. 54c
 - MORTON HONEY BUNS 9 oz. Pkg. 25c
 - CORONET ONION RINGS 10 oz. Pkg. 45c
 - ORE IDA POTATOES Crinkle Cut 1 lb. Pkg. 28c
 - ENCHILADAS Van de Kamp—Cheese—Chicken—Beef—7 1/2 oz. Pkg. 35c
 - MORTON MACARONI Cheese 8 oz. Pkg. 22c
 - FISHSTICKS Certi-Fresh 14 oz. Pkg. 64c
 - FRIED HALIBUT Certi-Fresh 9 1/2 oz. Pkg. 75c
 - ORANGE JUICE Cal Fame 4 oz. Can 22c
 - BIRDS EYE PEAS 10 oz. Pkg. 20c
 - SWANSON MEAT PIES 1 oz. Pkg. 25c

Our LOW Everyday Price!

KING SIZE CIGARETTES
YOUR CHOICE

CARTON OF 10 PACKS **\$2.89** (PLUS TAX)

- SUNSHINE FIG BARS 24 oz. Bag 55c
- OREO COOKIES 1 lb. Bag 47c
- PACIFIC WAFERS This Flake 1 lb. Bag 31c

- ### LUCKY BONDED MEAT!
- BONELESS CROSS RIB ROAST 77c lb.
 - BONELESS HAM FULLY COOKED—CURE #1 \$139 lb.
 - FRESH SPARE RIBS SMALL SIZES 59c lb.
 - ROASTING CHICKENS CRESTVIEW BRAND 39c lb.
 - MCCOY'S BEEF SAUSAGE LINKS—8 OUNCE PKG. 27c

- ### BACON
- LUCKY BRAND SLICED 1-LB. PKG. **56c**
- FARMER JOHN BACON SLICED 1-POUND PACKAGE 56c
 - OSCAR MAYER or SWIFT PREMIUM BACON—SLICED 1-LB. PKG. 68c
 - RATH, WILSON or HORMEL SLICED BACON—1-POUND PACKAGE 59c
 - THIN SLICED BACON OSCAR MAYER SLICED 1-LB. PKG. 77c
 - CHUNK CANADIAN BACON ROSE BRAND 1-POUND PACKAGE 98c

...Key Buy!

HARVEST DAY—22 1/2 OZ. LOAF DELUXE BREAD
WHITE—WHEAT—SANDWICH

29c

- ### HOUSEHOLD ITEMS
- COLORTEX NAPKINS 60 ct. Pkg. 10c
 - MODESS Sanitary Napkins 24 ct. Box 71c
 - DELSEY TISSUE Toilet 2 Roll Pkg. 25c
 - SCOTT VIVA TOWELS Giant Roll 33c
 - FACIAL TISSUE Lady Scott—Print 200 ct. Box 27c
 - HANDI WRAP Plastic Wrap 100 Foot Roll 25c
 - SALVO TABLETS Detergent Giant Box 74c
 - GAIN DETERGENT Giant Box 75c
 - IVORY SNOW Giant Box 81c
 - THRILL LIQUID Detergent 22 oz. Bottle 58c
 - DOWNY LIQUID RINSE 33 oz. Bottle 79c
 - CAMAY TOILET SOAP Bar Box 15c

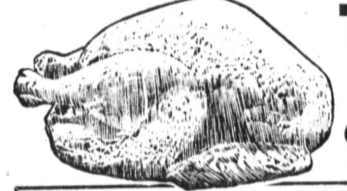
...Key Buy!

XLNT BRAND TAMALES
15 OUNCE CAN

25c

- ### OTHER ITEMS
- SPRECKELS SUGAR 5 lb. Bag 58c
 - ROYAL PUDDING 3 oz. Box 10c
 - POMPEIAN OLIVE OIL 7 1/2 Can 81c
 - GRAVY QUIK Lama Linda—Brown Full Pk.—7 1/2 oz. Pkg. 16c
 - CANADA DRY Ginger Ale 28 oz. Bottle 23c

- ### PACKAGED GOODS
- CREAM OF WHEAT 28 oz. Box 45c
 - CAPT'N CRUNCH Quaker 11 1/2 oz. Box 44c
 - NOODLES ROMANOFF Betty Crocker—5 1/2 oz. Pkg. 43c
 - PANCAKE MIX Aunt Jemima—Buttermilk 2 lb. Box 52c
 - JIFFY CAKE MIX White—Chocolate 9 oz. Box 15c
 - FROSTING MIX Jiffy—White—Chocolate 7 1/2 oz. Box 15c
 - WONDRA FLOUR Gold Medal 2 1/2 lb. Bag 30c



TURKEY HIND QUARTERS 23c lb.
YOUNG USDA GRADE A SUN VALLEY BRAND

TURKEYS
YOUNG USDA INSPECTED

HENS **33c lb** TOMS **29c lb**

- T-BONE STEAK LUCKY BONDED MEATS. GUARANTEED FOR FLAVOR & TENDERNESS. TAILS REMOVED. \$109 lb.
- PORTERHOUSE STEAK. LUCKY BONDED MEATS. GUARANTEED FOR TENDERNESS. TAILS REMOVED. \$114 lb.
- RIB STEAK LUCKY BONDED MEATS... GUARANTEED FOR FLAVOR AND TENDERNESS... M-M GOOD BAR-B-CUED. 87c lb.



CHUCK ROAST 38c lb.
LUCKY BONDED MEATS—Guaranteed for flavor....



GROUND BEEF 39c lb.
FRESH, LEAN AND Guaranteed for flavor.....



ROUND STEAK 69c lb.
LUCKY BONDED MEATS—Guar. for tenderness.....



RIB ROAST 73c lb.
LUCKY BONDED MEATS—Guaranteed for flavor.....



SMOKED HAM 49c lb.
FARMER JOHN—FULL SHANK HALF.....

- RUMP ROAST LUCKY BONDED MEATS. GUARANTEED FOR FLAVOR. 69c
- STANDING ROAST RIB—SMALL END. 83c
- FRESH TOTUAVA FILET (SEA BASS). 89c

We Salute Our SALESMEN
"NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING"
NATIONAL SALESMEN'S WEEK

- ... COMPARE LUCKY'S LOW EVERYDAY PRICES ON FRESH DELI ITEMS!
- LUCKY LUNCH MEATS SLICED 4 OZ. PKG. BOLOGNA, SPICED, OLIVE, PIMENTO, P & P 29c
 - LUCKY AMERICAN CHEESE INDIVIDUALLY WRAPPED SLICES—12 OZ. PKG. 55c
 - 3 LB. AMERICAN CHEESE BORDEN'S, SLICED \$1.99
 - LONGHORN CHEESE 10 OZ. PKG. MISS WISCONSIN, MEDIUM SHARP 59c
 - ROD'S SALAD DRESSING 10 OZ. JAR. SOUR CREAM, BLUE CHEESE, 1000 ISLAND 47c
 - LUCKY SWISS CHEESE NATURAL, SLICED—6 OZ. PKG. 39c
 - BRAUNSCHWEIGER 8 OZ. PKG. OSCAR MAYER, CHURRS 38c
 - OSCAR MAYER WIENERS 1-POUND PKG. ALL MEAT & ALL BEEF 59c
 - POLISH SAUSAGE HORMEL KOLBASIE—12 OZ. PKG. 79c
 - FLAKY BISCUITS FILLIBURY, BUTTERMILK OR SWEET MILK 8 OZ. TUBE 20c

- ...EVERYDAY PRICED FRESH FRUITS & VEGETABLES
- Lucky features the Season's finest in fresh fruits and vegetables... rushed by refrigerated trucks from fields and orchards to insure crispness and freshness... and all at Lucky's LOW EVERYDAY DISCOUNT PRICES!
- POTATOES 10 POUND Cello BAG 35c**
U.S. NO. 1 RUSSETS

- Everyday LOW DISCOUNT PRICES ON HOUSEWARES & BEAUTY AIDS
- CANNON TOWELS Thick, thirsty towels in an assortment of high-fashion colors. BATH TOWEL HAND TOWEL WASH CLOTH 93c 67c 37c
 - GLEEM TOOTH PASTE FAMILY SIZE TUBE 69c
 - VITALIS HAIR TONIC KEEPS HAIR NEAT ALL DAY. 7 OZ. BOTTLE 95c
 - SURETS LOZENGES REGULAR OR CHILDREN'S FORMULA. 44c
 - LARGE SIZE BOTTLE LAVORIS MOUTH-WASH 83c
 - BAN SPRAY DEODORANT Ban keeps you dry plus stops odor for 24 hours. 76c
 - NOXZEMA COLD CREAM MOISTURIZES AS IT CLEANS. 3.5 OZ. BOTTLE 72c
 - CONTAC CAPSULES RELIEF FROM COLD MISERY. PKG. OF 10 99c