



EVERYBODY 'TALKS' DISCOUNT

BUT SMART SHOPPERS DEPEND ON

LUCKY the LEADER SINCE 1963 IN LOW DISCOUNT PRICING



...It's true...everybody "talks" discount...but, LUCKY PRACTICE WHAT THEY "PREACH". LUCKY DISCOUNTS EVERY DEPARTMENT...from the freshest produce...top quality "Bonded" meats...to the famous brand groceries you can depend on - discount priced to save you hundreds of dollars per year...but, don't take our word for it...check it out yourself.

...LUCKY BONDED MEATS...GUARANTEED FOR FLAVOR AND TENDERNESS... COMPARE THE LOW PRICES!

- SWIFT'S BABY MEATS 2 1/2-OZ. JAR 25¢
- HI-MEAT DINNERS SWIFT'S 2 1/2-OZ. JAR 18¢
- MEAT CUT DINNERS SWIFT'S 4 1/2-OZ. JAR 20¢
- SIMILAC LIQUID BABY FORMULA 13-OZ. CAN 27¢
- MAXWELL HOUSE COFFEE 16-OZ. CAN 69¢
- MAXWELL HOUSE COFFEE 32-OZ. 137 48-OZ. 199
- YUBAN COFFEE 14-OZ. CAN 73¢
- YUBAN COFFEE 28-OZ. CAN \$1.45
- YUBAN INSTANT COFFEE 8-OZ. JAR \$1.39
- LUCKY TEA BAGS 16-CT. BOX 48¢

...Key Buy!

MAXWELL HOUSE INSTANT COFFEE

10-OUNCE JAR **1⁰⁰**

- FRUIT COCKTAIL DOLE 17-OZ. CAN 25¢
- DEL MONTE PEACHES CLING 29-OZ. CAN 29¢
- DOLE PINEAPPLE CHUCKS 1 1/2-OZ. CAN 25¢
- MOTT'S FRUIT TREATS 20-OZ. JAR 35¢
- APRICOTS HARVEST DAY WHOLE 29-OZ. CAN 29¢
- PEAR HALVES DEL MONTE 16-OZ. CAN 33¢
- MOTT'S APPLE JUICE 25-OZ. BTL 37¢
- PINEAPPLE JUICE HARVEST DAY 48-OZ. CAN 27¢

...Key Buy!

HERSHEY'S INSTANT CHOCOLATE

32-OUNCE CAN **73⁰⁰**

- GREEN GIANT PEAS 17-OZ. CAN 23¢
- MASHED POTATOES PILLSBURY 16-OZ. BOX 57¢
- NIBLETS CORN 12-OZ. CAN 23¢
- CUT GREEN BEANS HARVEST DAY 18 1/2-OZ. CAN 16¢
- B&M BAKED BEANS 28-OZ. CAN 39¢
- HARVEST DAY SPINACH 14-OZ. CAN 15¢
- HUNT'S TOMATO JUICE 48-OZ. CAN 32¢

...Key Buy!

DINTY MOORE BEEF STEW

24-OUNCE CAN **57⁰⁰**

- COTTAGE CHEESE FOREMOST 48-OZ. CTN 58¢
- FOREMOST BUTTER 167 QUALITY 16-OZ. CTN 79¢
- ORANGE JUICE TROPICANA 64-OZ. BTL 83¢

LOOK FOR KEY BUY'S

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

- CANNED FOODS
- LIBBY'S CUT BEETS 16-OZ. CAN 18¢
 - ASPARAGUS SPEARS SUNNY HILLS 15-OZ. CAN 43¢
 - LIBBY'S CORNED BEEF 13-OZ. CAN 59¢
 - CARNATION TUNA JACOBE 7-OZ. CAN 35¢
 - STAR-KIST TUNA CHURN LAR 31¢
 - CARY'S MAPLE SYRUP 12-OZ. BTL 87¢
 - PEANUT BUTTER SWIPPY 20-OZ. JAR 91¢

...Key Buy!

POWDERED DRIVE DETERGENT

49-OUNCE BOX **75⁰⁰**

- OTHER ITEMS
- TOMATO SAUCE DEL MONTE W/ONIONS 15-OZ. CAN 22¢
 - BOUILLON CUBES WYLER'S 15-CT. PKG 22¢
 - ALPO DOG FOOD BEEF CHUNKS 14 1/2-OZ. CAN 29¢
 - RICE MIXES MINUTE (RIB ROAST - 4-OZ. DRUMSTICK-SPANISH) BOX 33¢
 - CIGARETTES 10-PK. CTN. KING SIZE (PLUS TAX) \$2.94
 - COFFEEMATE POWDERED 18-OZ. JAR 99¢

...Key Buy!

NABISCO TOASTETTES

10-OUNCE BOX **39⁰⁰**

- FROZEN FOODS
- APPLE PIES JOHNSTON 24-OZ. PKG 69¢
 - GINO'S CHEESE PIZZA 14-OZ. PKG 55¢
 - STEW VEGETABLES PICCESWET 22-OZ. BKG 49¢
 - LOBSTER TAILS CREST-FRESH 9-OZ. PKG \$1.95
 - SOLE FILLETS CREST-FRESH FRIED 13-OZ. PKG 61¢
 - UPSIDE DOWN CAKE VAN DE KAMP PINEAPPLE 17-OZ. PKG 72¢
 - LEMONADE MINUTE MILD 12-OZ. CAN 23¢
 - ORANGE JUICE CAL-PAGE 4-OZ. CAN 25¢
 - ORANGE JUICE TROPICAN 12-OZ. CAN 51¢
 - AWAKE DRINK TROOP EYE 4-OZ. CAN 35¢
 - SWANSON MEAT PIES 8-OZ. PKG 25¢
 - MACARONI & CHEESE MORTON 20-OZ. PKG 38¢

Van de Kamp's

AN OUTSTANDING VARIETY OF FRESH BAKERY GOODS (AT MOST LUCKY STORES)

- HOUSEHOLD ITEMS
- REYNOLDS WRAP ALUMINUM 25-FT. ROLL 30¢
 - ORCHID'S NAPKINS LAPPOLD 100-CT. PKG 53¢
 - SCOTT TOWELS 140-CT. ROLL 32¢
 - LADY SCOTT TISSUE TOILET 2/500 CT. ROLL 25¢
 - LUCKY FACIAL TISSUE 700-CT. BOX 21¢
 - TOP JOB CLEANER LIQUID 28-OZ. BTL 66¢
 - PERSONAL IVORY SOAP 1/150 BAR PKG 28¢
 - LAVA SOAP 800 BAR 13¢
 - IVORY SOAP MED. BAR 11¢

...the few items listed on this page constitute just a small sampling of the thousands of low, low, discount prices in store for you at Lucky.



SMALL END STANDING RIB ROAST...89¢
CENTER CUT CHUCK ROAST...45¢

Our LOW Everyday Price!

LUCKY ALL MEAT FRANKS

1-POUND PACKAGE **49⁰⁰**

- LUCKY LUNCH MEATS 4-OZ. PKG. Sliced, Bologna, Spiced, P&P, Ham, & Cheese 31¢
- SLICED PASTRAMI 3-OZ. Pkg. McCoy (Sliced Corned Beef, 3-Oz. Pkg. 50¢) 48¢
- MOZZARELLA CHEESE Precious Brand 12-Oz. Pkg 68¢
- RICOTTA CHEESE Precious Brand 16-Oz. Pkg 61¢
- FRIGO SLICED CHEESE Mozzarella or Provolone 4-Oz. Pkg 47¢
- PIZZA CHEESE Frigo, Shredded 3-Oz. Pkg 53¢
- 3-LB. CANNED HAM Deloque Brand \$2.98
- HAM SALAD Mame Fisher 4 1/2-Oz. Jar 53¢
- LEO'S SLICED MEATS Chicken or White Turkey Meat 3-Oz. Pkg 45¢

...Key Buy!

WELCH'S GRAPE JELLY

20-OUNCE JAR **37⁰⁰**

LOW DISCOUNT PRICES ON HOUSEWARES & BEAUTY AIDS

- CREST TOOTH PASTE Family Size **72⁰⁰**
- HEAD AND SHOULDERS SHAMPOO \$1.24
- LARGE SIZE JAR \$1.43
- FAMILY SIZE TUBE \$1.28
- GARMENT BAG JUMBO SIZE - 54" LONG HOLDS UP TO 16 GARMENTS **78⁰⁰**
- 12 1/2" x 10" x 5 1/2" METAL FILE \$1.66
- AQUA NET HAIR SPRAY 16-OUNCE, REG. OR N.Y. HOLD, UNSCENTED **63⁰⁰**
- STYLE HAIR SPRAY REG. OR N.Y. HOLD, 16-OUNCE AEROSOL CAN **63⁰⁰**

- CHUCK ROAST Blade Cut **38⁰⁰** lb.
- TENDER, JUICY AND LOADED WITH RICH GOODNESS
- RIB ROAST STANDING LARGE END **79⁰⁰** lb.
- THE ARISTOCRAT OF ALL ROASTS
- FRESH FRYERS WHOLE BODY **29⁰⁰** lb.
- U.S.D.A. GRADE A CHICKENS
- ROUND STEAK CENTER CUT **78⁰⁰** lb.
- DELICIOUS PANFRIED TO A GOLDEN HUE...M-M-GOOD

- GROUND BEEF Fresh, Lean & Tender **.43⁰⁰** lb.
- CROSS RIB ROAST BONELESS **.79⁰⁰** lb.
- FRESH PICNIC SHOULDER **.45⁰⁰** lb.
- LINK SAUSAGE OSCAR MAYER 1-LB. PKG. **.85⁰⁰**
- HAM BONELESS-FULLY COOKED HOMELAND CURE #1 **.71⁰⁰**

...Key Buy!

DEL MONTE STEWED TOMATOES

16-OUNCE CAN **23⁰⁰**

ENJOY LUCKY'S QUALITY PRODUCE... THE FINEST FRUITS AND VEGETABLES MOTHER NATURE CAN PRODUCE...AND LOW EVERYDAY DISCOUNT PRICED!

100% CHIQUITA BRAND

Central America's Finest Quality Golden Ripe

U.S. NO. 1 GRADE RUSSET POTATOES **10⁰⁰** POUND CELLO BAG **49⁰⁰**

- RIB STEAK **.89⁰⁰** lb.
- T-BONE STEAK TAKE REMOVED **.91⁰⁰** lb.
- PORTERHOUSE STEAK TAKE REMOVED **.91⁰⁰** lb.
- CUT-UP FRYERS U.S.D.A. GRADE A CHICKENS **.33⁰⁰** lb.
- LINK SAUSAGE BONELESS - 8 OZ. PER FARMER JOHN **.29⁰⁰** lb.

Sliced Bacon LUCKY BRAND LEAN CENTER SLICES

1-lb. Pkg. **55⁰⁰**

- FARMER JOHN BACON SLICED - 1 POUND PACKAGE **57⁰⁰**
- WILSON, HORMEL or RATH SLICED BACON - 1 POUND PKG **63⁰⁰**
- SWIFT PREMIUM BACON SLICED 1-POUND PACKAGE **68⁰⁰**
- OSCAR MAYER BACON REGULAR SLICES 1-POUND PKG **68⁰⁰**
- THIN SLICED BACON OSCAR MAYER - 1 POUND PACKAGE **85⁰⁰**
- CANADIAN BACON ROSE BRAND - CHUNK **1.89⁰⁰** lb.

...Key Buy!

ASSORTED ZEE NAPKINS

60 COUNT PKG. **10⁰⁰**

- PACKAGED GOODS
- RITZ CRACKERS 6-OUNCE BOX 43¢
 - REGAL COOKIES 11.25-OZ. ASSORTMENT 45¢
 - TREATS CRACKERS PACIFIC 16-OZ. BOX 38¢
 - BISQUICK 48-OZ. BOX 43¢
 - POTATO BREAD HARVEST DAY 24-OZ. LOAF 35¢
 - ENGLISH MUFFINS HARVEST DAY 4-CT. PKG 33¢
 - BROWNIE MIX BETTY CROCKER FOODS 80 PROOF 5TH BOTTLE 43¢
 - PILLSBURY CAKE MIX 17-OZ. BOX 35¢

- BEVERAGES - SPIRITS
- ROYAL CROWN COLA 6 PACK 16 OUNCE BOTTLE **63⁰⁰**
 - SEVEN UP 6 PACK 12 OUNCE BOTTLE **68⁰⁰**
 - LUCKY BRANDY 375-ML. BOTTLE **\$3.88**
 - CHIQUITA TEQUILA 375-ML. BOTTLE **\$3.99**