



... DON'T TAKE THE BAIT

THOSE 'FREE' STAMPS and GAMES COST HUNDREDS OF DOLLARS A YEAR

LUCKY SHOPPERS ENJOY GREATER SAVINGS WITH TRUE *Everyday* DISCOUNT PRICING



BONDED LOOK FOR THE LUCKY "BOND" ON EVERY PACKAGE OF MEAT SOLD AT LUCKY. IT'S YOUR GUARANTEE OF FLAVOR AND TENDERNESS.

SOME SUPERMARKETS LURE YOU WITH "FREE" GAMES, STAMPS AND GIMMICKS...NOT SO AT YOUR NEARBY LUCKY DISCOUNT SUPERMARKET! WE'VE CAST OFF EXTRA COSTS AND EXPENSES AND FEATURE ONLY LOW EVERYDAY DISCOUNT PRICES. DON'T TAKE THE "BAIT"...ONLY LUCKY DISCOUNTS EVERY DEPARTMENT INCLUDING THOSE FAMOUS BRANDS YOU KNOW AND TRUST... TOP QUALITY BONDED MEATS...THE SEASON'S FINEST PRODUCE...HEALTH and BEAUTY AIDS... AT GREATER EVERYDAY SAVINGS!*

All stores will be open regular hours on Washington's Birthday, Saturday, Feb. 22nd.

- TASTY SUGGESTIONS FOR LENTEN MENUS!**
- NORTHERN - CENTER CUT HALIBUT STEAKS.....89¢ lb.
 - FRESH FILLET OF PERCH.....69¢ lb.
 - COOKED FILLET OF PERCH.....59¢ lb.
 - COOKED FILLET OF SOLE.....79¢ lb.
 - COOKED FILLET OF COD.....73¢ lb.
 - SLICED BACON LUCKY BRAND 1-LB. PKG. 53¢
 - WILSON, RATH OR HORMEL SLICED BACON, 1-POUND PACKAGE.....63¢
 - FARMER JOHN BACON SLICED 1-POUND PACKAGE.....55¢
 - OSCAR MAYER BACON REGULAR SLICES 1-POUND PACKAGE.....68¢
 - SWIFT PREMIUM BACON SLICED 1-POUND PACKAGE.....68¢

- CHUCK ROAST** BLADE CUT 38¢ lb
LEAN, TENDER and BONDED FOR TENDERNESS....
- ROUND STEAK** CENTER CUT 78¢ lb
BONDED FOR FLAVOR...RICH IN GOODNESS.....
- T-BONE STEAK** \$1.09 lb.
TAILS REMOVED...BROIL OR BAR-B-CUE.....
- RIB ROAST** STANDING 79¢ lb
BONDED FOR TENDERNESS...LARGE END.....
- GROUND BEEF** 43¢ lb
FRESH, LEAN AND BONDED FOR TOP QUALITY....
- CUT-UP FRYING CHICKENS**.....35¢
- CROSS RIB ROAST** BONELESS 79¢
- TURKEY HINDQUARTERS**...29¢
- TURKEYS** YOUNG U.S.B.A. GRADE A HENS 39¢
- HAM** FULLY COOKED - FARMER JOHN FULL SHANK HALF 49¢
- SAUSAGE** FARMER JOHN SKINLESS LINKS 8-OZ. PKG. 29¢

- CANNED FOODS**
- SWIFT DINNERS WITH MEAT 18¢
 - SWIFT BABY MEATS 21¢-25¢
 - BABY FOOD BECHMUT STRAINED 10¢
 - COFFEE HARVEST DAY 69¢
 - COFFEE HARVEST DAY 62¢
 - COFFEE HARVEST DAY 91¢
 - TEA BAGS LIFTON 40-CT. BOX 65¢
 - FRUIT COCKTAIL HARVEST DAY 22¢
 - GRAPEFRUIT DEL MONTE SECTIONS 31¢
 - SUPREMA CHERRIES 41¢
 - MOTT'S APPLESAUCE 35-OZ. JAR 36¢
- ORLEANS COCKTAIL SHRIMP** 4 1/2-OUNCE CAN 43¢

- DAIRY PRODUCTS**
- SOUR CREAM LADY LEE IMITATION 16-OZ. CTN. 29¢
 - FOREMOST BUTTER 1ST QUALITY 16-OZ. CTN. 79¢
- Key Buy!**
- HARVEST DAY TOMATO SAUCE** 8-OUNCE CAN 8¢
- FROZEN FOODS**
- MORTON MACARONI & CHEESE 38¢
 - CHILI BURRITOS ROSARITA (RED & GREEN) 47¢
 - BEEF TACOS ROSARITA (8 CT.) 47¢
 - BREAD DOUGH SHEPHERD (3 PK) 60¢
 - JOHNSTON PIE APPLE 69¢
 - KOLD KIST BEEF STEW 6-OZ. PKG. 35¢
 - KOLD KIST SLICED BEEF & SAUSAGE 4-OZ. PKG. 43¢
 - ENCHILADAS NALLEY'S SLT BEEF & CHEESE 36¢
 - NALLEY'S TACOLETTES SLT 3-OZ. PKG. 36¢
- Key Buy!**
- NOODLES ROMANOFF** BETTY CROCKER - 5 1/2-OZ. BOX 43¢

COMPARE LUCKY'S TOP QUALITY FRUITS AND VEGETABLES FOR FRESHNESS...FOR QUALITY... AND LOW EVERYDAY DISCOUNT PRICES!

100% CHIQUITA BRAND BANANAS

These are not ordinary bananas, they are Chiquita brand, the finest quality bananas grown.

10¢ lb

U.S. NO. 1 RUSSET POTATOES

10 POUND CELLO BAG **49¢**

Our LOW Everyday Price!

KRAFT CHEESE FOOD VELVEETA

32-OUNCE CTN. **98¢**

Our LOW Everyday Price!

LUCKY ALL MEAT FRANKS

1-POUND PKG. **49¢**

12-OZ. PKG. 39¢

- MILD CHEDDAR CHEESE** LUCKY BRAND 1-LB. PKG. 79¢
- LONGHORN CHEESE** 15-OZ. PKG. 59¢
- MISS WISCONSIN MEDIUM SHARP CHEDDAR**.....59¢
- PILLSBURY BISCUITS** BUTTERMILK OR SWEET MILK 8-OZ. PKG. 9¢
- KOSHER SALAMI** FRANKS OR HEBREW NATIONAL 12-OZ. PKG. \$1.08
- SLICED COOKED HAM** LUCKY BRAND 5-OZ. PKG. 49¢

Van de Kamp's

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

- HOUSEHOLD ITEMS**
- PINE SOL CLEANER 15-OZ. BTL. 56¢
 - TIDE DETERGENT 44-OZ. BOX 79¢
 - IVORY SOAP FLAKES 15-OZ. BOX 34¢
 - OXYDOL DETERGENT 44-OZ. BOX 79¢
 - SALVO PELLETS 22-OZ. BOX 75¢
 - PERSONAL IVORY SOAP 2 1/2-OZ. BKG. BAR 28¢
 - JOY LIQUID DETERGENT 22-OZ. BTL. 58¢
 - DOWNY LIQUID RINSE 33-OZ. BTL. 79¢
 - VANO LIQUID STARCH 33-OZ. BTL. 25¢
 - BRILLO SOAP PADS 10-CT. BOX 23¢
 - LUCKY CLEANSER 14-OZ. CAN 10¢

Our LOW Everyday Price!

6 PACK COCA COLA

12-OUNCE CANS **77¢**

- GALLO ITALIAN SALAME** SLICED (GALLO 8-OZ. SLICED SALAME 83¢) 3-OZ. PKG. 45¢
- BOB'S TARTAR SAUCE** 8-OUNCE PACKAGE 37¢
- BOB'S SAUCES** SHRIMP OR COCKTAIL 8-OZ. PKG. 37¢
- SPICED CUT HERRING** LASSCO 12-OZ. JAR 73¢

- OTHER ITEMS**
- GREEN OLIVES EARLY CALIFORNIA STUFFED 41¢
 - LIQUID NUTRAMENT 12 1/2-OZ. CAN 39¢
 - (VANILLA, CHOCOLATE, DUTCH CHOCOLATE, STRAWBERRY, CHOCOLATE MARSHMALLOW)
 - TACO DINNERS SCHILLING 15 1/2-OZ. BOX 55¢
 - SPRECKELS SUGAR GRANULATED 10-LB. BAG \$1.10

Our LOW Everyday Price!

HARVEST DAY COFFEE

48-OUNCE CAN **\$1.79**

- LIPTON DINNER BEEF STROGANOFF 5 1/2-OZ. PKG. 75¢
- OLIVE OIL POMPEIAN 16-OZ. CAN 81¢
- CIGARETTES (KING SIZE) (PLUS TAX) \$2.94
- DOG SNACKS NABISCO FLAVORED 10-PK. CTN. 28¢
- GAINES DOG FOOD GRAVY TRAIN 10-LB. BAG \$1.29
- LORD & LADY CAT FOOD TUNA 14-OZ. CAN 14¢
- VETS' DOG FOOD 15 1/2-OZ. CAN 8¢

LOW DISCOUNT PRICES ON HEALTH AND BEAUTY AIDS

EXCEDRIN TABLETS

Bottle of 100 tablets. Excellent for fast, effective relief from pain or discomfort. Ideal for aches and pains of flu and colds. **\$1.18**

NEW! DRY BAN SPRAY

ANTI-PERSPIRANT DEODORANT

Now added protection against wetness. Safe, gentle to skin, will not harm clothing. Keeps you protected up to 24 hours. 4-Oz. Aerosol Can. **91¢**

COLGATE 100

The mouthwash for lovers... gives effective action against germs that cause bad breath. Clean, fresh tasting. 12-ounce bottle. **85¢**

CREST TOOTH PASTE

Available in Regular or Mint flavor. Family size tube. **72¢**

BRECK CREME RINSE

Removes snarls and tangles from freshly washed hair. Gives added luster, plus more manageability. Available in Regular formula or Added Body Formula. 8-ounce bottle. **72¢**

BRECK SHAMPOO

Leaves your hair soft, easy to manage with a new, rich luster. Dry, Normal or Oily. 8-ounce bottle. **79¢**

Key Buy!

NOODLES ROMANOFF

BETTY CROCKER - 5 1/2-OZ. BOX **43¢**

- CORONET MEAT BALLS 16-OZ. PKG. 69¢
- TURKEY & GRAVY HONEY Suckle SLICED 8-OZ. PKG. 35¢
- FRIED ALASKA COD VAN DE KAMP 9-OZ. PKG. 55¢
- FISHSTICKS CERTI-FRESH 93¢
- PERCH FILLET CERTI-FRESH 16-OZ. PKG. 59¢
- ORE-IDA POTATOES CRINKLE CUT 45¢
- VEGETABLES MIDS EYE 28¢
- (BROCCOLI SPINACH, BABY LIMAS, FODOROUGH LIMAS, ITALIAN GREEN BEANS, CUT WAX BEANS)
- BROCCOLI SAUCED EYE SPINACH IN BUTTER 37¢
- ORANGE JUICE TRESSWET 12-OZ. CAN 55¢

- PACKAGED GOODS**
- KRISPY CRACKERS SUNSHINE 16-OZ. BOX 33¢
 - GRAHAM CRACKERS PACIFIC HONEY TREAT 16-OZ. BOX 33¢
 - NABISCO COOKIES CHIPS AND CHOCOLATE CHIP 14 1/2-OZ. BAG 45¢

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!

LADIES' CARDIGAN SWEATERS

Beautiful, quality cardigan sweaters in White, Blue, Pink, Mauve, Bone or Olive. Yarn covered buttons for added style.

OUR LOW PRICE \$4.97

MEN'S ORLON BULKY KNIT SOX

Orlon-Nylon blend. Assortment of sizes. **63¢**

FOR CHILDREN'S COLD RELIEF CONGESPIRIN TABLETS

Bottle of 36. A Mucal Decongestant and Aspirin Tablet in one. Twice the relief of aspirin for children's colds. Safe even for 3-year-olds. Chewable, orange flavor. **63¢**