

At Winn-Dixie We're RIGHT for You!

COPYRIGHT 1984
WINN-DIXIE CHARLOTTE, INC.
QUANTITY RIGHTS
RESERVED...PRICES GOOD
THRU SATURDAY
APRIL 7, 1984.



Everyone's Talking About Winn Dixie's

SAVA-CHEK FREQUENT BUYER Savings Plan™

There has never been a better time to be a Winn-Dixie customer! Our new Frequent Buyer program will put more than groceries in your cupboards...it's going to give you a greater return for your food dollar than you ever thought possible!

HERE'S HOW IT WORKS...

1. Ask for your Frequent Buyer Sav-A-Chek. It's Free! Simply fill it with the required number of Sav-A-Chek coupons. You'll get a single Sav-A-Chek coupon for every dollar you spend on a Sav-A-Chek. Ten coupons for each ten dollars you spend. It's fun! It's easy! You'll want to be a Winn-Dixie Frequent Buyer because...
2. You can cash your Frequent Buyer Sav-A-Chek on exciting Winn-Dixie grocery specials everyday, every week. The faster you fill your Frequent Buyer Sav-A-Chek, the faster your savings add up. Shop Winn-Dixie. There's no limit to the number of Sav-A-Cheks that you can cash in on famous brand items or a bonus.
3. Save a 'buck' or more at participating Frequent Buyer merchants! That's right, your filled Winn-Dixie Frequent Buyer Sav-A-Chek are now worth \$1 off the purchase price of any item or service only at select Frequent Buyer merchants.

Save a Buck at:

WINN-DIXIE FREQUENT BUYERS WILL GET

\$1 OFF

Their purchases for each filled Sav-A-Chek cashed in at Hardee's!

WINN-DIXIE FREQUENT BUYERS WILL GET

\$1 OFF

Their purchases for each filled Sav-A-Chek cashed in at One Hour Martinizing Dry Cleaners!



ONE HOUR MARTINIZING DRY CLEANING

WINN-DIXIE FREQUENT BUYERS WILL GET

\$1 OFF

Their purchase of Piedmont airfare for each filled Sav-A-Chek cashed in at any travel agency or Piedmont ticket office!

WINN-DIXIE FREQUENT BUYERS WILL GET

\$1 OFF

Their purchases for each filled Sav-A-Chek cashed in at Eckerd Drugstores!



ECKERD AMERICA'S FAMILY DRUG STORE

Or Save at Winn-Dixie

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

32 OZ. BOTTLE DEL MONTE TOMATO

CATSUP . . . 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

12 OZ. CAN ARMOUR

TREET 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

22 OZ. BOTTLE LIQUID DETERGENT

PALMOLIVE 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

10% OZ. CANS CAMPBELL'S TOMATO

SOUP 4 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

100 CT. PKG. ARTIFICIAL SWEETENER

SWEET'N LOW 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

3 OZ. TUBE TOOTHPASTE

COLGATE . 39¢

WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK

26 OZ. BOWL WHIPPED MIRACLE

MARGARINE 39¢

WITH TWO FILLED FREQUENT BUYER SAV-A-CHEKS

1 LB. ROLL W-D BRAND WHOLE HOG

SAUSAGE . 39¢

THE VERSATILE U.S.D.A. CHOICE UNTRIMMED BONELESS

WHOLE ROUND TIP

FROM WINN-DIXIE

See your market manager to have one cut right for you!

1. use whole as roast
2. cut into roast and steaks for swiss or country steak
3. and beef stew
4. and ground round



9 TO 11 LB. AVG. UNTRIMMED U.S.D.A. CHOICE

WHOLE BONELESS ROUND TIPS

\$1.66 LB.

CUT FREE INTO ROAST, STEAKS, AND TRIMMINGS. 10¢ PER POUND CHARGE FOR CUBING.



HICKORY SWEET SLICED BACON

\$1.29

1 LB. PKG. 2 LB. PKG. \$2.57



BONELESS

CUT INTO STEAKS AND WRAPPED FREE U.S.D.A. CHOICE WHOLE

TOP SIRLOIN

\$2.28

LB. HALF TOP SIRLOIN LB. \$2.48



W-D BRAND U.S. CHOICE BONELESS TOP SIRLOIN STEAKS

\$2.98

LB.



1 1/2 LITER BTL. GALLO PREMIUM CHABLIS BLANC, RHINE, RED ROSE OR HEARTY BURGUNDY WINES

\$2.99

A-4-7



6 PACK 12 OZ. CANS BUSCH PREMIUM BEER

\$1.89

F-4-7



2 LITER BTL. SPRITE, DIET COKE OR COCA COLA

\$1.09

6 PACK 16 OZ. NRB BTLs...\$1.99

N-4-7



CRISCO REGULAR SHORTENING

\$1.89

3 LB. CAN LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER



32 OZ. JAR DUKES MAYONNAISE

79¢

OR

DEEP SOUTH 59¢

LIMIT 1 OF CUSTOMERS CHOICE WITH \$10.00 OR MORE FOOD ORDER



REGULAR, ADC, OR EL. PERK MAXWELL HOUSE COFFEE

\$1.89

1 LB. BAG

LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER



PLAIN OR SELF RISING 5 LB. BAG RED BAND OR GOLD MEDAL FLOUR

69¢

LIMIT 1 OF CUSTOMERS CHOICE WITH \$10.00 OR MORE FOOD ORDER



64 OZ. BOTTLE PRICE BREAKER APPLE JUICE

\$1.19



FOOD STAMPS GO FURTHER AT WINN-DIXIE

DIXIE DARLING SANDWICH BREAD

2 \$1

24 OZ. LOAVES

THRIFTY MAID APPLE SAUCE 50 OZ. JAR 99¢
TROPICAL ALL FLAVORS FRUIT DRINKS 64 OZ. BTL. 99¢

THRIFTY MAID LEMON JUICE 32 OZ. BTL. 89¢
VEGETABLE JUICE 46 OZ. CAN 85¢
V-8 46 OZ. CAN 85¢

DIXIE DARLING BUTTERMILK BREAD 24 OZ. LOAF 69¢
DIXIE DARLING HAMBURGER BUNS 11 OZ. PKGS. 99¢

Canned Goods Sale!



16 OZ. THRIFTY MAID HALVES OR SLICED PEARS
20 OZ. PRICE BREAKER PINEAPPLE PIECES
15 OZ. PRICE BREAKER CHILI w/BEANS
10% OZ. THRIFTY MAID CHUNK CHICKEN SOUP

2 \$1.09

HARVEST FRESH FLORIDA RED RIPE STRAWBERRIES . . . 3 PINTS \$1.99

16 OZ. THRIFTY MAID CREAM STYLE OR WHOLE KERNEL GOLDEN CORN
16 OZ. THRIFTY MAID LARGE OR MEDIUM SWEET PEAS
16 OZ. THRIFTY MAID TOMATOES
15% OZ. THRIFTY MAID FRENCH STYLE GREEN BEANS

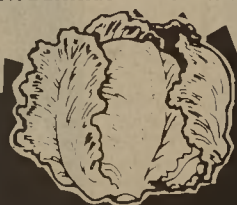
3 \$1.09

SUPERBRAND FUDGE BARS OR TWIN POPS . . . 12 CT. PKG. 89¢

10% OZ. THRIFTY MAID VEGETABLE SOUP
10% OZ. THRIFTY MAID CHICKEN NOODLE SOUP
16 OZ. PRICE BREAKER CUT GREEN BEANS
16 OZ. THRIFTY MAID PORK N BEANS

4 \$1.09

PALMETTO FARM PIMENTO CHEESE 16 OZ. CUP 99¢



HARVEST FRESH ICEBERG LETTUCE

2 \$1

HEADS



FUDGE ROYALE, VANILLA, CHOCOLATE, STRAWBERRY, OR NEOPOLITAN

THRIFTY MAID ICE MILK

89¢

HALF GAL.



SUPERBRAND MARGARINE

3 \$1

1 LB. PKGS.