

WINN-DIXIE THE BEEF PEOPLE JOIN OUR **SAV-A-CHEK** FREQUENT BUYER Savings Plan. **TODAY!**

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!

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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 or a Sav-A-Chek "ten" coupon 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-Cheks 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 as a bonus...
3. Save a "buck" or more at participating Frequent Buyer merchants! That's right, your filled Winn-Dixie Frequent Buyer Sav-A-Cheks are now worth \$1 off the purchase price of any item or service only at select Frequent Buyer merchants.

FREQUENT BUYER SPECIAL!
24 OZ. LOAF DIXIE DARLING SANDWICH BREAD
229¢ FOR
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
18 OZ. BOX KELLOGGS CORN FLAKES
49¢
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
7 1/2 OZ. BAG WAVY OR REG CRACKIN' GOOD POTATO CHIPS
19¢
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
4 1/2 OZ. JARS BEECHNUT STRAINED FRUITS AND VEGETABLES
41¢ FOR
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
DOZEN SUPERBRAND GRADE A WHITE LARGE EGGS
49¢
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
1 LB. PKG. BLUE BONNET MARGARINE
9¢
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
HEAD HARVEST FRESH LETTUCE
9¢
WITH 1 FILLED SAV-A-CHEK

FREQUENT BUYER SPECIAL!
1 LB. PKG. HICKORY SWEET BACON
29¢
WITH 2 FILLED SAV-A-CHEKS

SAVE A BUCK!

OR MORE!

Shop Winn-Dixie and get the added value of our Frequent Buyer Savings Plan...it costs you nothing extra to cash in the goods and services available at these famous merchants...Be a Winn-Dixie Frequent Buyer, you'll be glad you did!



W-D BRAND U.S. CHOICE BONE-IN CHUCK ROAST
LB. **\$1.29**
CENTER CUT

PINKY PIG FRESH WHOLE OR RIB HALF PORK LOIN
14 TO 17 LB. AVG.
LOIN HALF LB. **\$1.28**

HORMEL RED LABEL SLICED BACON
1 LB. PKG. **\$1.49**

12-PACK 12 OZ. CANS PABST REG. OR LIGHT BEER
\$3.69

2 LITER NO RETURN BTL. CHEERWINE, SUGAR FREE SUNDROP OR SUNDROP
99¢

1 1/2 LITER BTL. CARLO ROSSI MTN. RHINE, BURGUNDY, CHABLIS OR VIN ROSE WINE
\$2.79

Harvest Fresh From The Produce Patch!
TROPICANA 100% GOLD 'N PURE FLORIDA ORANGE JUICE
HALF GAL. **99¢**

HARVEST FRESH U.S. NO. 1 VENT VUE POTATOES 10 LB. **\$1.79**
HARVEST FRESH CALIFORNIA NAVEL ORANGES 10 FOR **\$1.99**
HARVEST FRESH D'ANJOU PEARS 49¢
HARVEST FRESH LEAF, ESCAROLE, ENDIVE, OR ROMAINE LETTUCE 2 HEADS **\$1.00**
HARVEST FRESH CELERY JUMBO STALK **69¢**
HARVEST FRESH MUSHROOMS 16 OZ. PKG. **\$1.69**

HARVEST FRESH FLORIDA STRAWBERRIES 3 PINTS **\$1.99**

SUPERBRAND MAGARINE 3 1 LB. PKGS. **\$1**

49 OZ. BOX TIDE DETERGENT
\$1.49
LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER

48 OZ. BTL. WESSON OIL
\$1.79
LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER

MIXED BEANS, BLACK EYE PEAS, OR PINTO BEANS LUCK'S BEANS 15 OZ. CANS **\$1**
WITH PORK
LIMIT 3 OF CUSTOMERS CHOICE WITH \$10.00 OR MORE FOOD ORDER

2 LITER BTL. ALL FLAVORS CHEK DRINKS
59¢
LIMIT 3 WITH \$10.00 OR MORE FOOD ORDER

12 OZ. CAN THRIFTY MAID CORNED BEEF
99¢
LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER

PLAIN OR SELF RISING SOUTHERN BISCUIT FLOUR 5 LB. BAG **69¢**

OR

PLAIN OR SELF RISING THRIFTY MAID FLOUR 5 LB. BAG **59¢**
LIMIT 1 OF CUSTOMERS CHOICE WITH \$10.00 OR MORE FOOD ORDER

FROZEN FOODS
ALL FLAVORS SEALTEST ICE CREAM HALF GAL. **\$1.79**

ALL FLAVORS SUPERBRAND SHERBET OR ICE CREAM HALF GAL. **\$1.08**

SUPERBRAND WHIP TOPPING 3 8 OZ. CUPS **\$1.19**
FROZEN SLICED STRAWBERRIES 2 10 OZ. PKGS. **\$1.00**
MORTON ALL VARIETIES FAMILY MEAL 2 LB. PKG. **\$1.69**
DANO'S ALL VARIETIES PIZZA 19 OZ. PKG. **\$1.99**
SUPERBRAND FUDGE BARS OR TWIN POPS 12 CT. PKG. **89¢**

Cheap Thrills
Save \$3.00 at **CAROLYN'S**
March 17 - April 23
See Coupon For Complete Details!

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 Eckerd Drugstores!



WINN-DIXIE FREQUENT BUYERS WILL GET \$1 OFF
Their purchases for each filled Sav-A-Chek cashed in at One Hour Martinizing Dry Cleaners!



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!



More and more new merchants will be joining our Frequent Buyer Savings Plan... Shop Winn-Dixie and watch for more exciting news coming soon!
*Certain restrictions may apply.