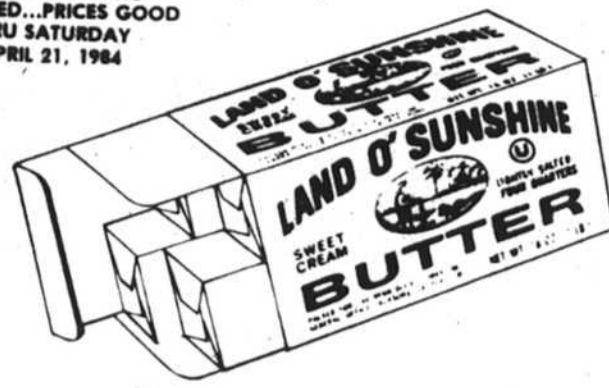


Easter Favorites!

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WINN-DIXIE CHARLOTTE, INC.
QUANTITY RIGHTS
RESERVED...PRICES GOOD
THRU SATURDAY
APRIL 21, 1984



QTRS.
**LAND 'O
SUNSHINE
BUTTER**
\$1.29
1 LB. PKG.
LIMIT 2 WITH \$10.00 OR MORE FOOD ORDER

Cheap Thrills
SAVE \$3.00 AT
Winn-Dixie
March 17 thru April 23
See Coupon For Complete Details
Available At Your Neighborhood Winn-Dixie Store



SAV-A-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 or a Sav-A-Chek "ten" coupon for each ten dollars you spend. It's fun! It's easy! You will 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 better you fill your Frequent Buyer Sav-A-Chek, the better 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-Chek are now worth \$1 off the purchase price of any item or service only at select Frequent Buyer merchants.

* SOME RESTRICTIONS MAY APPLY

Winn Dixie Frequent Buyers Will Get \$1 OFF AT

\$1.00 off their purchases for each filled Sav-A-Chek cashed in at Eckerd's Drugs!



We'll give you a dollar off any \$5.00 purchase or more throughout our store, (excluding tobacco items and alcoholic beverages). Limit one Sav-A-Chek per transaction please.

\$1.00 off their purchases for each filled Sav-A-Chek cashed in at One Hour Martinizing!



Sav-A-Cheks must be presented with incoming orders and are not valid with other specials. Please - only one Sav-A-Chek per order.

\$1.00 off their purchases for each filled Sav-A-Chek cashed in at Piedmont Airlines!



Certain fares may be restricted. Any number of Sav-A-Cheks can be used with each purchase.

\$1.00 off their purchases for each filled Sav-A-Chek cashed in at Hardee's!



Offer good only at participating Hardee's Restaurants. Customer must pay any sales tax due. Not good in combination with any other offers or combos. No change will be returned on orders under \$1.00. We reserve the right to limit number redeemed per transaction.

CLIP & SAVE

VALUABLE COUPON

SAVE 80¢
WITH COUPON

WITHOUT COUPON \$2.49
REGULAR ONLY
CRISCO SHORTENING
\$1.69
3 LB. CAN

OR

WITHOUT COUPON \$1.79
ALL VEGETABLE
ASTOR SHORTENING
99¢
3 LB. CAN

LIMIT 1 OF CUSTOMERS CHOICE WITH COUPON AND \$10 OR MORE ORDER...COUPON GOOD THRU SAT. APRIL 21, 1984.

COUPON

VALUABLE COUPON

SAVE \$1.00
WITHOUT COUPON \$1.89
TROPICANA GOLD 'N PURE
100% FLORIDA ORANGE JUICE
89¢
HALF GAL. WITH COUPON

LIMIT 1 WITH COUPON AND \$10.00 OR MORE FOOD ORDER
COUPON GOOD THRU SATURDAY APRIL 21, 1984.

COUPON

NO CENTER SLICES REMOVED

16 TO 19 LB. AVG.
W-D BRAND WHOLE
SMOKED HAM
76¢
LB.

FULL SHANK HALF LB. 86¢
FULL BUTT HALF LB. 96¢

NON-BASTED
10 TO 24 LB. AVG.
W-D BRAND U.S.D.A.
GRADE A YOUNG TURKEYS
66¢
LB.

10 TO 20 LB. AVG.
REDI BASTED LB. 76¢

REGULAR EL. PERK. OR ADC
COFFEE
MAXWELL HOUSE
\$1.79
1 LB.

OR
ASTOR
\$1.49
1 LB.

LIMIT 1 OF CUSTOMERS CHOICE WITH \$10 OR MORE FOOD ORDER

2 TO 4 LB. AVG
HICKORY SWEET
FULLY COOKED
BONELESS BUFFET HAM
\$1.98
LB.

W-D BRAND U.S. CHOICE
BONELESS
BOTTOM ROUND ROAST
\$2.48
LB.

RUMP ROAST LB. \$2.48
EYE-O-ROUND LB. \$2.98

THIS PEPSI PRICE GOOD AT MECKLENBURG COUNTY STORES ONLY!

2 LITER NON RETURNABLE
PEPSI FREE
MT. DEW OR
PEPSI COLA
77¢

LIMIT 2 WITH \$10.00 OR MORE FOOD ORDER

Or Save at Winn-Dixie

- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
LARGE ROLL ALMOND, WHITE, OR YELLOW LILAC
BATHROOM 4 ROLL PKG.
TISSUE 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
HEINZ REAL TOMATO 14 OZ. BTL.
KETCHUP . . . 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
FRENCH'S 24 OZ. JAR
MUSTARD . . 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
BETTY CROCKER ALL VARIETIES LAYER
18 1/2 OZ. BOX
CAKE MIX . . 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
CRACKIN GOOD REGULAR OR WAVY TWIN PAK
CHIPS . . . 7 1/2 OZ. BAG 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
BLUE BONNET IN QUARTERS 1 LB. PKG.
MARGARINE 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
FOX DELUXE ALL VARIETIES 10 OZ. PKG.
PIZZA 10¢
- WITH ONE FILLED FREQUENT BUYER SAV-A-CHEK
HARVEST FRESH
LETTUCE 10¢
EACH HEAD

3 LT. BTL. CARLO
ROSSI MTN. RHINE,
CHABLIS, BURGUNDY
OR VIN ROSE
WINE
\$4.99
S-4-21

1 1/2 LITER BTL.
GALLO CELLARS
FRENCH
COLOMBARD, CHENIN-
BLANC OR ROSE
WINE
\$3.69
Y-4-21

12 OZ. CANS
MILLER
PREMIUM
BEER
12 PACK **\$4.79**
M-4-21

4 TO 8 LB. AVG.
PINKY PIG FRESH
WHOLE PICNICS
78¢
LB.

WHOLE OR HALF SLICED PICNIC LB. 88¢

U.S.D.A. CHOICE
LEG-O-LAMB
\$2.98
LB.

GROUND LAMB LB. 98¢
SHOULDER CHOPS LB. \$1.98
SHOULDER ROAST LB. \$1.88

PLAIN OR SELF RISING
SOUTHERN BISCUIT FLOUR
79¢
5 LB. BAG

LIMIT 1 WITH \$10.00 OR MORE FOOD ORDER

HARVEST FRESH CALIFORNIA
BROCCOLI 99¢

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

HARVEST FRESH
FLORIDA
STRAWBERRIES
3 PINTS
\$1.69

ALL FLAVORS
SUPERBRAND SHERBET OR ICE CREAM
99¢
HALF GAL.

16 OZ. CUP
PALMETTO FARM PIMENTO CHEESE
\$1.29