



WIN YOUR SHARE OF 1,000,000.00 DOLLARS!

PLAY TV'S THRILLING

"Let's Go to the Races"

WIN UP TO \$2,000

WEEKLY!

WIN \$2.00-\$5.00-\$10.00-\$100.00-\$1,000.00 • NIGHTLY DOUBLE PAYS \$2,000.00



\$100 WINNER
WALTER WRIGHT
INGLEWOOD



\$1,000 WINNER
HARRY BROWN
SEAL BEACH



\$1,000 WINNER
GEORGE HOOKER
INGLEWOOD



\$2,000 WINNER
GENEVIEVE SILVESTRI
LOS ANGELES

LOOK WHO'S WINNING!

- \$1,000 • GERALD FOURNIER • DESERT HOT SPRINGS
- \$1,000 • IRENE NORIEGA • MONTEREY PK.
- \$1,000 • JESSIE SANCHEZ • EL MONTE
- \$100 • JOHN CHARA • LA PUENTE
- \$100 • NANCY MATA • SANTA BARBARA
- \$1,000 • MORRIS C. STONE • LOS ANGELES
- \$100 • RICHARD DVORACEK • OXNARD
- \$100 • GLORIA SMITH • GOLETA

RACE PROGRAM DATA

*1,066,000 PRIZE MONEY AVAILABLE DURING A 52 WEEK PROGRAM • 304,926 TOTAL WINNING GAME PIECES DURING PROGRAM • 1 IN 161 TICKETS ARE WINNING GAME PIECES • TOTAL NUMBER OF OUTLETS: 51 • PROGRAM SCHEDULED THROUGH JANUARY 26, 1980 AREA COVERED BY PROGRAM: GREATER LOS ANGELES PALM SPRINGS, SANTA BARBARA, OXNARD AREAS IN CALIFORNIA, LAS VEGAS, NEVADA.

WATCH KHJ-TV
CHANNEL 9
SUNDAY • 8:30 P.M.
MARCH 4TH
FOR THE WINNING HORSES

RACE ODDS CHART

| AWARD | NUMBER OF WINNERS | 1 STORE VISIT PER WEEK | 3 STORE VISITS PER WEEK |
|-----------|-------------------|------------------------|-------------------------|
| \$2.00 | 5,250 | 1 IN 180 | 1 IN 60 |
| \$5.00 | 400 | 1 IN 2,363 | 1 IN 788 |
| \$10.00 | 200 | 1 IN 4,726 | 1 IN 1,575 |
| \$100.00 | 10 | 1 IN 94,500 | 1 IN 31,500 |
| \$1000.00 | 3 | 1 IN 315,000 | 1 IN 105,000 |
| \$2000.00 | 1 | 1 IN 945,000 | 1 IN 315,000 |

SMOKED HAMS
SHANK PORTION
WATER ADDED
97¢ LB.
Manager's Special

RAINBOW TROUT
FROM IDAHO • FROZEN
TRAY PACK
1.49 LB.
Manager's Special

PORK CHOPS
FAMILY PACK
BLADE & SIRLOIN CUTS
1.09 LB.
Manager's Special FROZEN DEFROSTED

KRISPY CRACKERS
SUNSHINE • REGULAR
UNSALTED • 1-LB. BOX
49¢
Manager's Special

LENTEN SEAFOOD AND CHEESE SUGGESTIONS INSIDE!

12-PACK COORS BEER
12-OZ. CANS
CASE OF 12
3.39
Manager's Special

SMITH'S FOOD KING DISCOUNT COUPON
LARGE AA EGGS
ROSEMARY FARM
CARTON OF 1 DOZEN
39¢
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
HOLLY RIDGE SLICED BACON
1-LB. PACKAGE
99¢
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
GIANT CHEER DETERGENT
49-OZ. BOX
INCLUDES 10¢ OFF
1.29
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
FOLGER'S COFFEE
ALL GRINDS
1-LB. CAN
2.19
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
PILLSBURY BISCUITS
BUTTERMILK OR REGULAR • 7.5-OZ.
61¢
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 6 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
KRAFT MIRACLE WHIP
SALAD DRESSING
32-OZ. JAR
89¢
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
GROUND BEEF
3-LB. PKG. OR MORE • DOES NOT EXCEED 30% FAT
30¢ OFF
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

SMITH'S FOOD KING DISCOUNT COUPON
RUSSET POTATOES
U.S. NO. 1 GRADE
10-LB. BAG
59¢
WITH 5.00 PURCHASE
EXCLUDING LIQUOR, TOBACCO, FLUID MILK • LIMIT 1 PER COUPON • 1 COUPON PER CUSTOMER
VALID MARCH 1-7, 1979

| | |
|--|---|
| CARPINTERIA 1018 CASITAS PASS ROAD OPEN 7AM-MIDNIGHT | OXNARD VICTORIA AT HEMLOCK • CHANNEL IS. CENTER • OPEN 7AM-MIDNIGHT |
| GOLETA 5170 HOLLISTER • MAGNOLIA OPEN 7AM-MIDNIGHT | SANTA BARBARA 3943 STATE • 5 POINTS CENTER OPEN 7AM-MIDNIGHT |
| GOLETA 5801 CALLE REAL NEAR FAIRVIEW OPEN 24 HOURS | SANTA BARBARA MEGHS RD. • CLIFF DRIVE OPEN 24 HOURS |
| GOLETA 310 PACIFIC OAKS • UNIV. VILLAGE OPEN 7AM-MIDNIGHT | SANTA BARBARA 104 W. ANAPAMU AT CHAPALA OPEN 7AM-MIDNIGHT |
| OXNARD 920 VENTURA ROAD • FREMONT OPEN 7AM-MIDNIGHT | SANTA BARBARA 17 S. MILPAS ST. OPEN 7AM-MIDNIGHT |

PRICES ARE EFFECTIVE 9 AM, THURSDAY, MARCH 1 THRU MIDNIGHT, WEDNESDAY, MARCH 7, 1979
LIMIT RIGHTS ARE RESERVED



"Let's Go

SMOKED HAM



SHANK PORTION
•
WATER ADDED

97¢
LB.

Manager's Special

SLICED BACON



HOLLY RIDGE FARM
•
1-LB. PKG.
WITH COUPON
AND 5.00 PURCHASE

99¢
EA.

Manager's Special

BUTT PORTION HAM



WATER ADDED

119¢
LB.

Manager's Special

PORK LOIN CHOPS



FAMILY PAK
BLADE AND SIRLOIN CUTS
•
FROZEN
DEFROSTED

109¢
LB.

Manager's Special

TURKEY DRUMSTICKS



MEATY
FULL 'O
FLAVOR

49¢
LB.

Manager's Special

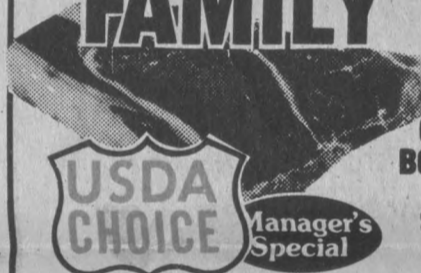
Red Letter Price **SMOKED HOCKS** 98¢
FLAVORFUL PORK..... LB.

Red Letter Price **TURKEY PASTRAMI** 219¢
LOUIS RICH..... LB.

Red Letter Price **TURKEY HAM CHUNK** 229¢
LOUIS RICH..... LB.

Red Letter Price **SMOKED TURKEY BREAST** 298¢
LOUIS RICH..... LB.

BONELESS FAMILY STEAK



USDA CHOICE
BONELESS
BEEF
SHLDR.
CHUCK

198¢
LB.

USDA CHOICE

Manager's Special

KAHN'S SLICED BACON



SUGAR FREE
•
1-LB. PKG.

198¢
EA.

Manager's Special

WHOLE FRYER LEGS



MEATY
CHICKEN

89¢
LB.

Manager's Special

Red Letter Price **MASTERPIECE HAM** 329¢
THOMAS E. WILSON BONELESS..... LB.

Red Letter Price **CORN DOGS** 89¢
ZIPPE BRAND • 10 1/2-OZ. PKG. EA.

Red Letter Price **JUMBO BURRITOS** 49¢
ZIPPE BRAND • 10-OZ. PKG. EA.

Red Letter Price **BEEF STEAK** 149¢
LARRY'S BREADED • 12-OZ. PKG. EA.

CENTER HAM SLICES



WATER ADDED

198¢
LB.

Manager's Special

IDAHO RAINBOW TROUT



FRESH FROZEN
•
TRAY PAK

149¢
LB.

Manager's Special

PACIFIC RED SNAPPER



FRESH FROZEN
•
TRAY PAK

179¢
LB.

Manager's Special

CHOOSE YOUR FAVORITES FROM OUR DELICATESSEN

BEEF FRANKS OR MEAT WIENERS



OL' VIRGINIA
•
12-OZ. PKG.

89¢

Manager's Special

AMERICAN SINGLES



SMITH'S CHEESE SPREAD
•
12-OZ. PKG.

139¢

Manager's Special

Manager's Special **PRECIOUS STRING CHEESE** 259¢
RANDOM WEIGHTS..... LB.

Manager's Special **FARMER JOHN HAM SLICE** 95¢
5-OZ. PACKAGE.....

Manager's Special **BOLOGNA** 149¢
OL' VIRGINIA • BEEF • MEAT • 1-LB. PKG.

Manager's Special **CRESCENT ROLLS** 63¢
PILLSBURY • 8-OZ. PKG.

Red Letter Price **KRAFT JACK** 215¢
CHEESE • SELECT-A-SIZE..... LB.

Manager's Special **COOKED HAM** 79¢
BRIDGFORD • 2.5-OZ. PKG.

Red Letter Price **KRAFT SHARP** 263¢
CHEDDAR CHEESE • SELECT-A-SIZE..... LB.

Manager's Special **POLISH DILLS** 98¢
HOMADE • 32-OZ. JAR.....

WE HAVE A LARGE SELECTION OF FRESH AND FROZEN FISH FOR THE LENTEN SEASON...

SEAFOOD SEA-LECTIONS



FRESH SEA BASS

FLAVORFUL FISH

Manager's Special

398¢
LB.

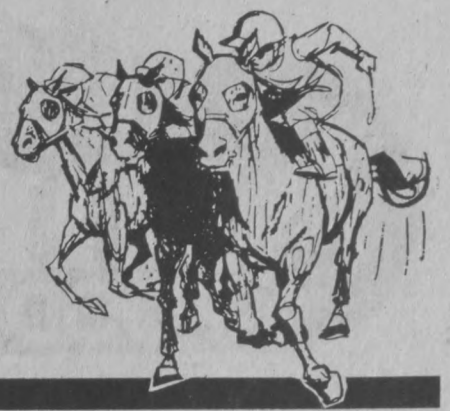
Red Letter Price **FRESH BUTTERFISH FILLET** 179¢
FLAVORFUL FISH..... LB.

Red Letter Price **TURBOT FILLET** 179¢
FRESH FROZEN • TRAY PAK..... LB.

Red Letter Price **FRESH OYSTERS** 159¢
WESTERN • 8-OZ. JAR..... EA.

WE WANT TO BE YOUR FAVORITE STORE!

Go to the Races



LARGE 'AA' EGGS

Manager's Special
FARMER'S GEMS
 DOZEN IN CTN.
 ROSEMARY FARM
 IN SANTA BARBARA
 AND OXNARD
SAVE 42¢

39¢



LARGE BREAD

FOOD KING
PREMIUM
 REG., SAND., GIANT
 24-OZ. LOAF

49¢
Manager's Special

CAL FAME ORANGE JUICE



FROZEN
 12-OZ. CAN

79¢
Red Letter Price

KRISPY CRACKERS



SUNSHINE
 REGULAR OR
 UNSALTED
 16-OZ. BOX
SAVE 17¢

49¢
Manager's Special

PAMPER'S DIAPERS



OVERNIGHT
 12'S
SAVE 12¢

139
Manager's Special

Red Letter Price **MINUTE RICE** 28-OZ. PKG. **177**

Red Letter Price **JIFFY MUFFIN MIX** 7-OZ. BOX • BLUEBERRY • BRAN W/DATES **27¢**

Red Letter Price **MIXED VEGETABLES** VEG-ALL • 16-OZ. CAN **39¢**

Red Letter Price **GRAPEFRUIT JUICE** OCEAN SPRAY • 48-OZ. BTL. **99¢**

SOFT MARGARINE

COUNTY
 FAIR
 16-OZ.
 TUB

59¢
Manager's Special

GLAD TRASH BAGS



HEAVYWEIGHT
 GLAD TRASH BAGS
 25 COUPON
 ON BOTTOM
 PANEL
 8-COUNT BOX
SAVE 38¢

89¢
Manager's Special

VAN de KAMP'S FISH & CHIPS



8-OZ.
 PKG.
SAVE 12¢

69¢
Manager's Special

Red Letter Price **GALLON BLEACH** SPRINGFIELD **59¢**

Red Letter Price **PEACHES** SPRINGFIELD • 29-OZ. CAN • SLICED OR HALVES **59¢**

Red Letter Price **SALAD OIL** SPRINGFIELD • 48-OZ. BTL. **159**

Red Letter Price **APPLE JUICE** SPRINGFIELD • 1/2-GALLON BOTTLE **135**

DOWNY FABRIC SOFTENER



96-OZ.
 BTL.
SAVE 30¢

269
Manager's Special

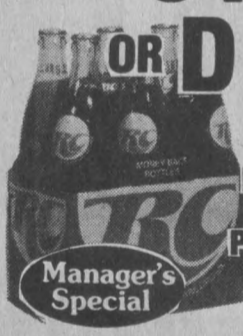
KING SIZE FRITOS



9-OZ.
 PKG.
 REG. OR
 BAR-B-Q

79¢
Red Letter Price

6 PAK R.C. OR DIET-RITE



16-OZ.
 RETURNABLE
 BTL.
 PLUS DEPOSIT

99¢
Manager's Special

NEW! LOWER LIQUOR PRICES

AVAILABLE AT ALL OUR STORES
 IN THE
 GREATER SANTA BARBARA AREA

AVAILABLE AT ALL CALLE REAL, PACIFIC
 OAK RD. STORES IN GOLETA AND CLIFF DRIVE
 SANTA BARBARA AND OXNARD STORES

12-PK. COORS BEER



12-OZ.
 CANS
SAVE 20¢

339

VODKA OR GIN



KING'S
 DELUXE
 80-PROOF
 1.75-LITER
 59.2-OZ. BTL.
SAVE 60¢

639

CARLO ROSSI WINES 3-LITER **309**
 BURG., VIN ROSE, PINK CHABLIS, SANGRIA, LT. CHIANTI **SAVE 70¢**

TEN HIGH BOURBON WHISKY • 80-PR. • 750-ML. • 25.4-OZ. BTL. • **429**
SAVE 70¢

ALMADEN MT. CHABLIS 1.5-LITER • 50.7-OZ. BTL. • **299**
SAVE 60¢

CUTTY SARK SCOTCH IMPORTED • 86-PR. • 750-ML. • 25.4-OZ. BTL. • **799**
SAVE 1.00

COLONY WINES RHINESKELLER • ROSE • 1.5-LITER • **219**
SAVE 40¢

SEAGRAM'S V.O. CANADIAN • 86-PR. • 750-ML. • 25.4-OZ. • **699**
SAVE 1.00

SPANADA WINES BY GALLO • 1.5-LITER • 50.7-OZ. BTL. • **219**
SAVE 20¢

COME IN...BROWSE...WE HAVE A LARGE SELECTION OF SPIRITS TO PLEASE YOU...

BALLANTINE BEER 12-OZ. CANS • **6109**
SAVE 10¢



OPEN LINE TO ALICE
964-4073

ALICE SEELY
CUSTOMER ADVISOR
TO THE PRESIDENT
OF SMITH'S FOOD KING
MAKE THE MOST OF BEEF

Since the largest part of your food budget goes for meat—and your favorite meat is most likely to be beef—let's look at some tips on its selection, care, and cooking.
FIRST SELECTION: The "U.S.D.A. Choice" mark on beef is your assurance of quality—your assurance that you're getting every last penny of your money's worth. At Smith's you can be absolutely certain every beef steak or roast you buy is U.S.D.A. Choice. We cut no other.
STORING: Store in coldest part of your refrigerator at 35 to 40°. Cut several holes in the plastic wrap to allow air to circulate around meat. Ground meat should be kept no more than a day before

cooking; steaks no more than 2 days; and roasts no more than 3. If you wish to store them longer, freeze first. For short freezer storage (1 to 2 weeks) they may be frozen in the market wrap. For longer freezer storage, re-wrap in moisture-vapor-proof wrap such as heavy foil.
COOKING TIPS: *For best broiling, pre-heat broiler 5 minutes. *A quick-way to brown small meat balls in quantity is to place on a shallow pan and roast in a 400° oven until brown. *To skim fat from gravy, draw a cloth filled with ice cubes over the surface. *Remove your roast from the oven when the thermometer reads 5° underdone then let set 20 minutes—it finishes cooking outside the oven and is juicier and easier to carve.
TRY NEW RECIPES. Learn new ways to cook the less tender, therefore less expensive, cuts. They're every bit as nutritious as the finest steaks—and can be extra delicious.
RECIPES ON MY CUSTOMER SERVICE STANDS THIS WEEK include several great ones for the less expensive beef cuts. Try them. And if I can give you more help or hints, just call me. We want to be your favorite store.
Recipes on my Customer Service Stand this week



FINEST QUALITY PRODUCE

SWEET CARROTS



TENDER
TOPS OFF

\$1
LBS

Manager's
Special

Manager's Special **BANANA SQUASH** 10¢ LB.
THICK MEATED

FRESH PINEAPPLE



HAWAIIAN
TROPICAL
TREAT

25¢
LB.

Manager's
Special

Manager's Special **BREAKFAST PRUNES** 1¹⁹ EA.
CANNY SCOT • 1½-LB. BAG

ANJOU PEARS



SWEET
AND
JUICY

\$1
LBS

Manager's
Special

FRESH BROCCOLI



TENDER
FROM
THE
GARDEN

39¢
LB.

Manager's
Special

SALAD TOMATOES



RED AND
RIPE

\$1
LBS

Manager's
Special

Manager's Special **JUICE ORANGES** 3¹⁹ LBS
FULL 'O FLAVOR

CALIF. AVOCADOS



BUTTERY
SMOOTH

\$1
FOR

Manager's
Special

Manager's Special **SALAD DRESSING** 1¹⁹ EA.
WALDREN'S • 12-OZ. BTL.

NAVEL ORANGES



PURE GOLD
SWEET,
JUICY,
EASY TO
PEEL

\$1
LBS

Manager's
Special

BROWN ONIONS



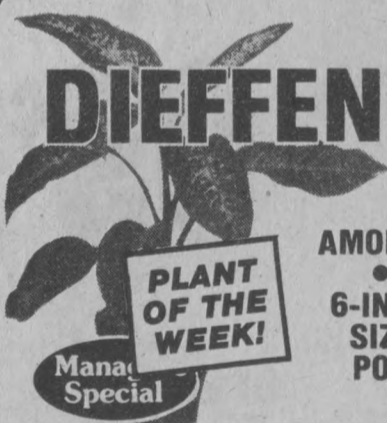
SWEET
AND
MILD

\$1
LBS

Manager's
Special

PLANT AND FLOWER BOUTIQUE

DIEFFENBACHIA



PLANT
OF THE
WEEK!

AMOENA
•
6-INCH
SIZE
POT

4⁴⁹
EA.

Manager's Special **BUY ONE-GET 1 FREE!** LA SEED PACKETS
BUY ONE AT 39¢ REG. PRICE GET ONE FREE

COLORFUL MUMS



FLORIST
QUALITY
•
6-INCH
SIZE
POT

3⁸⁹
EA.

Manager's Special **MIX & MULCH** ANGEL CITY BRAND
FOR GARDEN SOIL COND. • ½-CUBIC FT. BAG 1²⁹ EA.

SPIDER PLANTS



6-INCH
SIZE
POT

3⁴⁹
EA.

Manager's Special **ASS'T. PLANTS** 4-INCH SIZE POT 1⁰⁹ EA.

LOW DISCOUNT PRICES IN NON-FOODS

BIC LIGHTERS



Manager's
Special

ADJUSTABLE FLAME
LARGE FUEL SUPPLY
NO MESS WITH
FLUIDS, FLINTS, FLICK
YOUR BIC AT THIS
SPECIAL PRICE

\$1
FOR

SOFT PUFFS

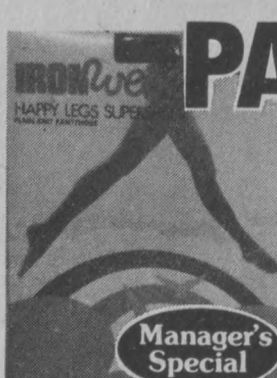


Manager's
Special

CURITY • BAG OF 260
SUPER SOFT PUFFS
MADE OF 100% FINE
RAYON IDEAL FOR
BABY AND COSMETIC
USES

\$1
FOR

PANTY HOSE



Manager's
Special

IRONWEVE • SUPER
SHEER YET LONG WEAR-
ING • BACKED BY IRON-
WEVE'S "NO QUESTIONS
ASKED" GUARANTEE
FOR FREE REPLACEMENT • CINNAMON
• BEIGE AND SUNTAN

79¢

WET WIPES



Manager's
Special

PKG. OF 160
TOWELETTES • SO PER-
FECT FOR USE IN THE
NURSERY • SAFE, SANITARY
TOWELETTES FORMULATED
FOR BABY'S TENDER
SKIN.

1³⁹