



# GRAND OPENING CELEBRATION

## ... ANOTHER FABULOUS MONEY-SAVING LUCKY DISCOUNT SUPER MARKET IN LONG BEACH

All Lucky Stores Join in Welcoming the New Lucky at 4th and Orizaba in Long Beach . . . Where Like All Lucky Stores, Everything You Buy . . . You Buy For Less Everyday. Enjoy the Savings on Nationally Advertised Groceries, Top-Quality Meats, Fresh Fruits and Vegetables, Sundries, Housewares, Health and Beauty Aids . . . Everything is Discounted . . . You Save up to 15c and more on Every Item You Purchase . . . Any Day, Every Day . . . 365 Days a Year\*



### FRYING CHICKEN 29<sup>c</sup> FRESH-USDA GRADE A FRYERS-Delicious Barbecued Whole Body

- TURKEY WINGS Young Tom. 33¢ lb.
- TOM DRUMSTICKS Young Turkey 33¢ lb.
- TURKEY THIGHS Young Tom. 49¢ lb.
- YOUNG HEN TURKEYS USDA Grade A 39¢ lb.



### GROUND BEEF 33<sup>c</sup> FRESH, LEAN and TENDER LUCKY BONDED

- GROUND CHUCK 49¢ lb.
- GROUND ROUND 69¢ lb.
- RIB BOILING BEEF 9¢ lb.
- BEEF SHORT RIBS 19¢ lb.

SLICED HALIBUT 59¢ lb.



- CHUCK ROAST 39<sup>c</sup>  
Bone Cut-USDA Choice or Lucky Bonded
- RIB STEAK 78<sup>c</sup>  
USDA Choice or Lucky Bonded
- ROUND STEAK 69<sup>c</sup>  
Center Cut-USDA Choice or Lucky Bonded
- T-BONE STEAK 108<sup>c</sup>  
USDA Choice or Lucky Bonded
- SIRLOIN STEAK 93<sup>c</sup>  
USDA Choice or Lucky Bonded
- RIB FILET STEAK 1.58 lb.
- CHUCK STEAK 49¢ lb.
- E-Z CUT CUBE STEAK 98¢ lb.
- RUMP ROAST 69¢ lb.
- CROSS RIB ROAST BONELESS 78¢ lb.
- STANDING RIB ROAST 78¢ lb.
- LUCKY SLICED BACON 1-lb. Pkg. 49¢
- LUCKY THICK SLICED BACON 2-lb. Pkg. 98¢
- FARMER JOHN SLICED BACON 1-lb. Pkg. 53¢
- HORMEL BACON SLICED-VAC. PAK. 1-lb. Pkg. 69¢
- LAMB ROAST SHOULDER USDA CHOICE 49¢ lb.
- RIB LAMB CHOPS 1.18 lb.
- LARGE LOIN LAMB CHOPS 98¢ lb.
- SMALL LOIN LAMB CHOPS 1.48 lb.
- PORK SPARE RIBS SMALL SIZES 55¢ lb.
- SMOKED PICNIC FARMER JOHN FULLY COOKED 35¢ lb.
- FARMER JOHN HAM FULL SHANK HALF 43¢ lb.
- CORNER BEEF BRISKET BONELESS 69¢ lb.



This is only a partial list of the thousands of Everyday Lower Priced Items Available at Your Favorite Lucky Store!

- #### Margarine & Milk
- LUCKY CANNED MILK Tall Can 2 for 25¢
  - LUCKY MARGARINE 1-lb. can 17¢
  - NON-FAT MILK CARNATION INSTANT 8-Qt. Box 66¢
- #### Sauces & Rice
- TOMATO SAUCE DEL MONTE 8-oz. can 3 for 25¢
  - B-B-Q SAUCE CHRIS & PITTS 12-oz. Bottle 3 for \$1
  - TOMATO PASTE CAMPANIA 4-oz. can 2 for 25¢
  - LONG GRAIN RICE MAHATMA 2-lb. Bag 37¢

- #### Other Items
- NOODLES JAN-U-WINE CHOW MEIN 2 1/2-lb. Can 27¢
  - CIGARETTES FILTER and KING SIZE 2.11
  - BRIQUETTES ROYAL OAK CHARCOAL 10-lb. Bag 69¢
  - FIRE STARTER WIZARD Quart Can 37¢
  - MARSHMALLOWS KRAFT 10-oz. Pkg. 19¢
  - DU PONT SPONGES # 6 CW 25¢
  - SPAGHETTI GOLDEN GRAIN 1-lb. Pkg. 21¢

- #### Canned Fish
- CARNATION TUNA Chunk Light Meat 8-oz. can 37¢
  - STAR-KIST TUNA CHUNK 6 1/2-oz. Can 29¢
  - PINK SALMON PETER PAN 16-oz. Can 63¢
- #### Crackers
- HYDROX COOKIES SUNSHINE 16-oz. Pkg. 45¢
  - COOKIES LANGENDORF 29c Size 4 for \$1
  - RITZ CRACKERS NABISCO 12-oz. Box 33¢

- #### Laundry Aids
- LUCKY LOW SUDS 20-lb. Box 2.39
  - SPRAY STARCH BEAUTY QUICK 49¢
  - WHITE KING SOAP OR WHITE KING TIDY Inc. 10c Off. Giant Box 66¢
  - WATER SOFTENER WHITE KING 55¢
  - LUCKY LIQUID RINSE 1/2-Gal. Bottle 59¢
  - T-S-P CLEANER 26-oz. Box 25¢
  - LUCKY AMMONIA Quart Bottle 23¢
  - LIQUID DETERGENT LUCKY 22-oz. Bottle 38¢
  - CLOROX BLEACH LIQUID 1/2 Gallon Bottle 39¢

- #### Peanut Butter & Syrup
- PEANUT BUTTER LAURA SCUDDER'S 16-oz. Jar 55¢
  - PEANUT BUTTER LUCKY 3-lb. Jar 1.18
  - KARO SYRUP BLUE-CORN 24-oz. Bottle 31¢
  - VERMONT MAID SYRUP 24-oz. Bottle 63¢
  - PRESERVES TROPICAL STRAWBERRY 20-oz. Jar 3 for \$1

Compare Our Everyday Low Price!

### BETTY CROCKER CAKE MIXES

Regular Pkg.

# 3 for \$1

Compare Our Everyday Low Price!

### PACIFIC STA-CRISP CRACKERS

1-lb. Box

# 23<sup>c</sup>

- #### Beverages
- CANADA DRY Canned Beverages 12-oz. Can 12 for \$1
  - BREW "102" BEER 16-oz. Can 6 for 1.17
  - DIET-RITE COLA KING SIZE 12-oz. Bottle 6 for 53¢
- #### Flour & Mixes
- PANCAKE MIX AUNT JEMIMA 2-lb. Box 39¢
  - GINGERBREAD MIX DROMEDARY 14-oz. Pkg. 30¢
  - ALBER'S CORN MEAL YELLOW 40-oz. Box 31¢
  - PIE CRUST MIX PILLSBURY 10-oz. Pkg. 21¢

- #### Paper Items
- LUCKY FACIAL TISSUE 400-Ct. Box 18¢
  - ORCHID NAPKINS PAPER 360-Ct. Pkg. 45¢
  - DELSEY TISSUE TOILET 2-Roll Pkg. 22¢
  - LUNCH BAGS ZEE BROWN KRAFT 30-Ct. Pkg. 19¢
  - SCOTT TOWELS PAPER Jumbo Roll 29¢
  - KAISER FOIL ALUMINUM 25-Ft. Roll 30¢
  - PAPER PLATES BONDWARE 80-Ct. Pkg. 72¢
  - HANDI WRAP PLASTIC WRAP 100-Ft. Roll 27¢
  - CUT-RITE WAX PAPER 125-Ft. Roll 24¢
  - LUCKY TOILET TISSUE 4-Roll Pkg. 31¢
  - MARCAL NAPKINS WHITE PAPER 80-Ct. Pkg. 11¢

Compare Our Everyday Low Price!

### FOREMOST HOLIDAY ICE CREAM

1/2 Gallon Round Carton

# 59<sup>c</sup>

- #### Dairy Foods
- COTTAGE CHEESE FOREMOST 25¢
  - VELVEETA CHEESE FOOD 2-lb. Carton 89¢
  - LARGE EGGS GRADE AA-1 Doz. Carton 45¢
- #### Olives & Pickles
- LINDSAY OLIVES FITTED RIPE MEDIUM Tall Can 35¢
  - HEINZ RELISHES 11-oz. Jar 27¢
  - C-H-B PICKLES KOSHER DILL 58-oz. Jar 49¢
  - SWEET PICKLES DREHER WHOLE 22-oz. Jar 55¢

- #### Salt-Sugar & Spice
- LUCKY SALT 26-oz. Box 10¢
  - GARLIC SALT SCHILLING'S 6-oz. Btl. 35¢
  - C & H SUGAR 5-lb. bag 53¢
- #### Salad Dressing
- MIRACLE WHIP Quart Jar 51¢
  - LUCKY MAYONNAISE 35¢
  - FRENCH DRESSING BEST FOODS 8-oz. Bottle 27¢
  - KRAFT DRESSING THOUSAND ISLAND 8-oz. Bottle 36¢

- #### Coffee & Tea
- LUCKY COFFEE 1-lb. Can 69¢
  - MAXWELL HOUSE COFFEE 1-lb. Can 79¢
  - MAXWELL HOUSE COFFEE 2-lb. Can 1.57
  - YUBAN COFFEE 1-lb. Can 85¢
  - YUBAN COFFEE 2-lb. Can 1.69
  - YUBAN COFFEE INSTANT Hill's Bros.-10c Off 9-oz. Jar 1.35
  - INSTANT COFFEE Hill's Bros.-10c Off 6-oz. Jar 1.10
  - TREE-TEA BAGS Inc. 10c Off Label 48-Ct. Pkg. 55¢

### MARY MORGAN OUR OWN HOME ECONOMIST

If you're having a problem beating the heat try our Frozen Red Raspberry Salad. Delightfully tart with lemon, crushed pineapple & frozen red raspberries, folded into fluffy whipped cream, the salad freezes to smooth perfection in no time at all. Try a picture-perfect slice garnished with fresh mint or watercress! Pick-up your free recipe today!

- #### Baby Foods
- BABY FOOD HEINZ STRAINED 4 1/2-oz. Jar 4 for 39¢
  - GERBER'S CEREAL BABY 8-oz. Pkg. 18¢
  - BABY FOOD BECHNUT STRAINED 4 1/2-oz. Jar 4 for 39¢

- #### Vegetables & Juices
- STOKELY PEAS 303 Can 19¢
  - NIBLET'S CORN 12-oz. can 19¢
  - TOMATO JUICE LIBBY'S 46-oz. Can 27¢
  - PORK & BEANS CAMPBELL'S 21-oz. can 19¢
  - DEL MONTE SPINACH 303 Can 16¢
  - MASHED POTATOES PILLSBURY 4 1/2-oz. Box 25¢
  - LIBBY'S SAUERKRAUT 303 Can 16¢
  - TOMATOES HARVEST DAY 2 1/2-lb. Can 20¢
  - V-8 COCKTAIL VEGETABLE JUICE 46-oz. Can 38¢
  - PEAS & CARROTS LIBBY'S 303 Can 21¢
  - BURBANK HOMINY 303 Can 2 for 23¢
  - CUT GREEN BEANS HARVEST DAY 303 Can 15¢
  - LIBBY'S CUT BEETS 303 Can 15¢
  - REFRIED BEANS ROSARITA 2 1/2-lb. Can 25¢

- #### Cereal
- POST TOASTIES 12-oz. Box 29¢
  - BIG "G" CHEERIOS 10 1/2-oz. Box 34¢
  - RICE KRISPIES KELLOGG'S 13 1/2-oz. Box 42¢
  - POST GRAPE-NUTS 16-oz. Box 39¢
  - WHEAT CHEX RALSTON 18-oz. Box 35¢
  - CREAM OF RICE 18-oz. Box 43¢
  - RUSKET FLAKES 10-oz. Box 29¢

- #### Canned Meats
- SWIFT'S PREM Luncheon Meat 12-oz. Can 45¢
  - DEVILED HAM UNDERWOOD 2 1/2-oz. Can 21¢
  - CORNER BEEF HEREFORD 12-oz. Can 43¢
  - LIBBY'S BEEF STEW 24-oz. Can 49¢

- #### Delicatessen Department!
- KING SIZE FRANKS 1-lb. Pkg. 57¢
  - SLICED LUNCH MEATS Lucky 4-oz. Pkg. Bologna, Sliced, Salami, Pickle & Pimiento Loaf 25¢
  - WILSON SLICED BOLONIA All Meat and Beef 1-lb. Pkg. 58¢
  - LUCKY BISCUITS Buttermilk or Sweet Milk 8-oz. Can 3 for 23¢
  - SWIFT SLICED MEATS Smokey Thüringer, Party Salami, Party Cervelat 4-oz. Pkg. 33¢
  - ROD'S DRESSING (Request 37c) Blue Cheese, 1000 Island, Sour Cream 10-oz. Bottle 47¢

### ROLLER DERBY SKATE BOARD

19 inches long, 4 1/2 inches wide, Solid core plywood. Ball-bearing wheels.

\$2.98 VALUE! OUR LOW DISCOUNT PRICE **\$1.77**

### ASSORTED 10" PLAY BALLS

98c VALUE! OUR LOW PRICE **66¢**

Fun for the kiddies at the pool or in backyard. Speckled & multi-colored balls.

### BEETLE SKIM BOARD

19 inches wide, 24 inches long, highly finished, laminated board for surf skimming.

\$2.98 VALUE! OUR LOW DISCOUNT PRICE **\$1.77**

### "SET MAGIC" HAIR SPRAY

Reg. or Hard to Hold Formula 79c VALUE! OUR LOW DISCOUNT PRICE **56¢**

### MORNING FRESH PRODUCE!

Lucky's Farm-Fresh Fruits and Vegetables are the Finest Quality & All Lower Discount Priced. Shop Any Day . . . Save Every Day!

- #### Shortening & Oil
- WESSON OIL 24-oz. bottle 32¢
  - LUCKY SHORTENING 3-lb. can 58¢
  - MAZOLA CORN OIL Quart Bottle 58¢
- #### Soups
- CAMPBELL'S SOUP VEGETABLE BASE 10 1/2-oz. Can 13¢
  - LIPTON SOUP CHICKEN NOODLE 2-Pack Pkg. 29¢
  - CHICKEN BROTH SWANSON'S 14-oz. Can 19¢
  - TOMATO SOUP CAMPBELL'S 10 1/2-oz. Can 2 for 21¢

- #### Fruits & Juices
- CRUSHED PINEAPPLE Harvest Day 2 Can 27¢
  - TREE-TOP APPLE JUICE et. bottle 31¢
  - APPLE SAUCE MOTT'S 25-oz. Jar 33¢
  - CLING PEACHES HARVEST DAY 2 1/2-lb. can 23¢
  - FRUIT COCKTAIL DEL MONTE 303 Can 23¢
  - APRICOTS GLORIETTA WHOLE PEELLED 303 Can 29¢
  - PRUNE JUICE DEL MONTE 40-oz. Bottle 53¢
  - CRANBERRY SAUCE OCEAN SPRAY 300 Can 25¢
  - PIE APPLES COMSTOCK SLICED #2 Can 25¢
  - HARVEST DAY PEARS 2 1/2-lb. Can 37¢
  - CAL FAME DRINK PINEAPPLE-GRAPEFRUIT 46-oz. 25¢
  - PINEAPPLE JUICE DOLE 46-oz. Can 33¢
  - WELCH'S GRAPE JUICE 24-oz. Btl. 37¢

- #### Pet Foods
- KAL-KAN CAT FOOD ALL TUNA 6 1/2-oz. Can 14¢
  - SKIPPY PET STEW 1-lb. Can 13¢
  - DOG YUMMIES HARTZ MOUNTAIN 6-oz. Can 17¢
  - PURINA DOG CHOW 5-lb. Bag 77¢
  - VET'S DOG FOOD 16-oz. can 9¢
- #### Distilled Spirits
- LUCKY VODKA 80 Proof FIFTH 2.99
  - GOLD SEAL GIN FIFTH 2.99
  - OAKWOOD WHISKEY Blend-FIFTH 2.99

### Lucky STORES