

...positive proof your food dollar goes further
with Lucky's

LOW DISCOUNT PRICES!



Make the Lucky 'Pocketbook Test' today... prove to yourself that Lucky's LOWER DISCOUNT PRICES save you more on every purchase! Visit your favorite market with your shopping list... jot down their prices... THEN come to Lucky and COMPARE ITEM FOR ITEM!... Then, and only then, will your pocketbook realize the definite difference in Lucky's Discount Prices... Shop Any Day... Save Everyday... 365 Days a Year!... The Greater Savings You'll Find at Lucky Will Amaze You!

This is only a partial listing of the thousands of Everyday Lower Priced Discount items available at your favorite Lucky Supermarket.



MARY MORGAN LUCKY'S HOME ECONOMIST
As prepared for the Cookie Jar Parade, when school lunches, afternoon snacks and extra evening munching increases the demand. Our CRISP LEMON OAT-MEAL COOKIE recipe can be assembled long ahead of time and either refrigerated or frozen until ready to bake. One recipe makes 6 dozen crisp lemony cookies. Pick-up your copy this week!

- everyday lower prices on...*
- Baby Foods**
- HEINZ STRAINED BABY FOOD 4 for 39¢
 - GERBER JUNIOR FOODS 7 1/2 oz. Jar 15¢
 - GERBER'S CEREAL BABY 8 oz. Pkg. 18¢
 - BABY FOOD BEECHNUT STRAINED 4 1/2 oz. Jar 4 for 39¢
- everyday lower prices on...*
- Crackers & Cookies**
- RITZ CRACKERS NABISCO 1-lb. Box 39¢
 - HYDROX COOKIES SUNSHINE 16-oz. Pkg. 45¢
 - PREMIUM CRACKERS NABISCO 2-lb. Box 49¢
 - VANILLA WAFERS SUNSHINE 12-oz. Box 33¢
- everyday lower prices on...*
- Canned Meats**
- ROAST BEEF WITH GRAVY SWIFTS 12-oz. Can 45¢
 - CHILI WITH BEANS DENNISON 15 1/2-oz. Can 34¢
 - DEVILED HAM UNDERWOOD 2 1/2-oz. Can 21¢
 - DRIED BEEF ARMOUR SLICED 5-oz. Glass 82¢
- everyday lower prices on...*
- Soups**
- CAMPBELL'S SOUP VEGETABLE BASE 13¢
 - WYLER'S SOUP MIX Reg. Pkg. 9¢
 - POTATO SOUP ANDERSEN 303 Can 23¢
 - TOMATO SOUP CAMPBELL'S 10 1/2-oz. Can 2 for 21¢

FRESH FRYERS
USDA GRADE A FRYING CHICKEN
WHOLE BODY **29^c lb.**

FRESH LEAN GROUND BEEF
LUCKY BONDED FOR TOP QUALITY
33^c lb.

ROUND STEAK
USDA CHOICE OR LUCKY BONDED
CENTER CUT **71^c lb.**

- STANDING RIB ROAST** USDA CHOICE OR LUCKY BONDED **79^c lb.**
- T-BONE STEAK** USDA CHOICE OR LUCKY BONDED **1⁰⁵ lb.**
- LUCKY SLICED BACON** 1-LB. PKG. **51^c**
- LAMB ROAST** SHOULDER CUT - USDA CHOICE SPRING LAMB **49^c lb.**
- TOM TURKEY WINGS YOUNG 33¢ lb.
 - TURKEY DRUMSTICKS YOUNG TOM 33¢ lb.
 - TOM TURKEY THIGHS YOUNG 49¢ lb.
 - GROUND CHUCK 49¢ lb.
 - GROUND ROUND 69¢ lb.
 - RIB BOILING BEEF 9¢ lb.
 - SWISS STEAK 71¢ lb.
 - RIB FILET STEAK 1.58 lb.
 - RUMP ROAST 71¢ lb.
 - SIRLOIN STEAK 95¢ lb.
 - E-Z CUT CUBE STEAK 98¢ lb.
 - CHUCK STEAK 49¢ lb.

- BEEF SHORT RIBS 19¢ lb.
- CHUCK ROAST BLADE CUT 39¢ lb.
- CORNEED BEEF BRISKET BONELESS 73¢ lb.
- RIB LAMB CHOPS 1.18 lb.
- LARGE LOIN LAMB CHOPS 98¢ lb.
- SMALL LOIN LAMB CHOPS 1.48 lb.
- LUCKY THICK SLICED BACON 2-lb. Pkg. 1.02
- FARMER JOHN SLICED BACON 1-lb. Pkg. 53¢
- PORK CHOPS BLADE CUT 59¢ lb.
- PORK SPARE RIBS SMALL SIZES 59¢ lb.
- SMOKED PICNIC FARMER JOHN FULLY COOKED 38¢ lb.
- FARMER JOHN HAM FULL SHANK HALF 43¢ lb.
- YOUNG TOM TURKEYS USDA GRADE A 39¢ lb.
- CROSS RIB ROAST BONELESS 79¢ lb.
- SLICED HALIBUT STEAKS 63¢ lb.

- everyday lower prices on...*
- Fruits & Juices**
- FRUIT COCKTAIL DOLE 303 Can 23¢
 - HUNT'S PEACHES YELLOW CLING 2 1/2 Can 30¢
 - CRUSHED PINEAPPLE DOLE No. 2 Can 30¢
 - APPLESAUCE HARVEST DAY 303 Can 13¢
 - PIE APPLES COMSTOCK SLICED 22 Can 25¢
 - CRANBERRY SAUCE OCEAN SPRAY 25¢
 - WHOLE APRICOTS GLORIETTA 303 Can 28¢
 - MANDARIN ORANGES DEL MONTE 11-oz. Can 25¢
 - OASIS FIGS 303 Can 19¢
 - SPICED PEACHES HUNT'S 2 1/2 Can 25¢
 - COOKED PRUNES SUNSWEET 16-oz. Jar 31¢
 - MOTT'S APPLE JUICE Quart Bottle 33¢
 - PINEAPPLE JUICE HARVEST DAY 46-oz. Can 31¢
 - PRUNE JUICE SUNSWEET Qt. Bottle 43¢
 - HI-C DRINK GRAPE or ORANGE 46-oz. Can 33¢

- everyday lower prices on...*
- Pet Foods**
- VET'S DOG FOOD 16-oz. Can 9¢
 - PUSS 'N BOOTS CAT FOOD 2 for 29¢
 - FRISKIE DOG FOOD MEAL 10-lb. Bag 1.33
 - PURINA CAT CHOW 22-oz. Box 39¢
 - SKIPPY PET STEW 1-lb. Can 13¢
 - LORD & LADY CAT FOOD 6-oz. Can 10¢
- everyday lower prices on...*
- Cereal**
- RAISIN BRAN KELLOGG 14-oz. Box 37¢
 - SHREDDED WHEAT NABISCO-Spoon Size 11-oz. Box 28¢
 - BIG 'G' WHEATIES POST 18-oz. Box 45¢
 - GRAPE-NUT FLAKES POST 12-oz. Box 34¢
 - INSTANT RALSTON 18-oz. Box 35¢
 - QUAKER OATS QUICK OR REGULAR 42-oz. Box 48¢
- everyday lower prices on...*
- Salt - Sugar & Spice**
- SPRECKELS SUGAR 10-lb. Bag 99¢
 - LUCKY SALT 20-oz. Box 10¢
 - GARLIC SALT SCHILLING'S 6-oz. Btl. 35¢
- everyday lower prices on...*
- Paper Items**
- SCOTTIES FACIAL TISSUE 200-Cl. Box 23¢
 - PAPER NAPKINS ZEE Assorted 80-Cl. Pkg. 11¢
 - SCOTT TOWELS PAPER Jumbo Roll 29¢
 - TOILET TISSUE SOFTWEVE 2-Roll Pkg. 22¢
 - MODERN Regular or Super Sanitary Napkins 24-Cl. Pkg. 69¢
 - CUT RITE BAGS PLASTIC STORAGE 20-oz. Pkg. 37¢
 - PAPER CUPS BONDWARE-COLD 7-oz. 48-Cl. Pkg. 49¢
 - ALCOA FOIL ALUMINUM 25-Ft. Roll 30¢
 - LUCKY TOILET TISSUE 4-Roll Pkg. 31¢

- everyday lower prices on...*
- Bever & 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¢
- everyday lower prices on...*
- Dairy Foods**
- ICE CREAM FOREMOST FAMILY STYLE 1/2-Gallon Carton 49¢
 - VELVEETA CHEESE FOOD 8-oz. Carton 89¢
 - LARGE EGGS GRADE AA 1-Doz. Ctn. 49¢
 - COTTAGE CHEESE FOREMOST! Pint Carton 25¢
- everyday lower prices on...*
- Margarine & Milk**
- LUCKY CANNED MILK Int. 2 for 25¢
 - ALLSWEET MARGARINE 1-lb. Ctn. 27¢
 - NON-FAT MILK CARNATION INSTANT 8-Qt. Box 66¢

everyday lower prices on...

Coffee & Tea

- COFFEE FOLGER'S 2-lb. Can 1.57
- COFFEE FOLGER'S 3-lb. Can 2.33
- INSTANT FOLGER'S COFFEE 20c off 6-oz. Jar 1.00
- INSTANT FOLGER'S COFFEE 30c off 10-oz. Jar 1.45
- INSTANT TEA LIPTON 3-oz. Jar 75¢

Everyday Lower Priced Fresh Produce!

Enjoy the finest quality at a lower discount price Everyday—365 Days a Year!

- everyday lower prices on...*
- Shortening & Oil**
- LUCKY SHORTENING 3-lb. Can 58¢
 - WESSON OIL 24-oz. Bottle 32¢
 - SAFFLOWER OIL MIRACLE 24-oz. Bottle 42¢
- everyday lower prices on...*
- Olives & Pickles**
- CHOPPED OLIVES EARLY CALIF. 3-oz. Can 10¢
 - GREEN OLIVES EARLY CALIF. PLAIN QUEEN 7 1/2-oz. Jar 39¢
 - FARM STYLE CHIPS FOODCRAFT 15-oz. Jar 24¢
 - CUCUMBER STIX Fresh Sweet 16-oz. Jar 31¢

- everyday lower prices on...*
- Frozen Foods**
- CREAM PIES BANQUET 8-inch Pie 33¢
 - C + ORANGE CONCENTRATE 6-oz. Can 6 for \$1
 - GORDO DINNERS MEXICAN 12-oz. Pkg. 45¢
 - SPAGHETTI & MEAT MONION'S Taco, Tacanole, and Relleno 27¢
 - DAIQUIRI MIX ISLAND INN 6-oz. Can 23¢
 - FISHSTICKS 4-FISHERMEN 14-oz. Pkg. 59¢
 - LEMONADE FREE-SWEET 6-oz. Can 9¢
 - BIRDS EYE FROZEN VEGETABLES Regular Pkg. 27¢
 - BIRDS EYE FROZEN VEGETABLES Regular Pkg. 35¢
 - BREAD DOUGH BRIDGEFORD White or Wheat 3-Pack Pkg. 45¢
 - STEW VEGETABLES PICTSWEET 2-lb. Pkg. 49¢
 - TV DINNERS SWANSON'S Regular Pkg. 49¢
 - CHILI & BEANS KOLD-KIST 14-oz. Pkg. 27¢

- everyday lower prices on...*
- Peanut Butter, Jam & Syrup**
- PEANUT BUTTER LUCKY 1-lb. Jar 45¢
 - MARY ELLEN JAM 20-oz. Jar 55¢
 - LOG CABIN SYRUP BUTTERED 24-oz. Bottle 63¢
- everyday lower prices on...*
- Canned Fish**
- STAR-KIST TUNA CHUNK 6 1/2-oz. Can 29¢
 - SARDINES CROWN PRINCE 3-oz. Can 20¢
 - COCKTAIL SHRIMP DINBAR 4 1/2-oz. Can 39¢
- everyday lower prices on...*
- Delicatessen Department**
- SLICED LUNCH MEATS 6-oz. Pkg. 25¢
 - LUCKY BISCUITS 8-oz. Tube 3 for 23¢
 - BOB'S SALAD DRESSINGS 8-oz. Blue Cheese, Sour Cream, 1000 Island (Rounefort 47) 37¢
 - WILSON'S SLICED BOLOGNA 1-lb. All Meat or All Beef 58¢
 - LEO'S SLICED MEATS Beef Thin, Spiced Beef Turkey Dark Meat 3 1/2-oz. Pkg. 35¢
 - DANOLA COOKED HAM 5 1/4-oz. Pkg. 65¢

- everyday lower prices on...*
- Sauces & Rice**
- TOMATO SAUCE DEL MONTE 8-oz. Can 3 for 25¢
 - MINUTE RICE 14-oz. Box 47¢
 - CATSUP HARVEST DAY 18-oz. Bottle 20¢
 - DEL MONTE CHILI SAUCE 23¢
- everyday lower prices on...*
- Salad Dressing**
- BEST FOODS MAYONNAISE Quart Jar 55¢
 - SALAD DRESSING LUCKY 24-oz. Jar 37¢
 - FRENCH DRESSING KRAFT 8-oz. Bottle 27¢
 - ITALIAN DRESSING WISHBONE 8-oz. Bottle 37¢
- everyday lower prices on...*
- Other Items**
- CIGARETTES FILTER & KING SIZE Carton 2.11
 - SEGO LIQUID DIET FOODS 10-oz. Can 27¢
 - BOOK MATCHES LUCKY 50-Cl. Pkg. 2 for 29¢

- everyday lower prices on...*
- Vegetables & Juices**
- GREEN GIANT PEAS 303 Can 20¢
 - BITS O' HONEY CORN Golden 303 Can 13¢
 - CUT GREEN BEANS HARVEST DAY 303 Can 15¢
 - LIBBY'S CUT BEETS 303 Can 15¢
 - REFRIED BEANS ROSARITA 2 1/2 Can 25¢
 - ASPARAGUS SPEARS HARVEST DAY 300 Can 35¢
 - MEXICORN 12-oz. Can 20¢
 - MASHED POTATOES PILLSBURY 6 1/2-oz. Box 25¢
 - SPINACH HARVEST DAY 2 1/2 Can 19¢
 - LIBBY'S SAUERKRAUT 303 Can 16¢
 - HUNT'S TOMATOES 300 Can 18¢
 - TOMATO JUICE LIBBY'S 46-oz. Can 28¢
 - PORK & BEANS HUNT'S 2 1/2 Can 22¢
 - CUT OKRA TRAPPAY 303 Can 19¢

- everyday lower prices on...*
- Laundry Aids**
- TIDE DETERGENT Giant Box 75¢
 - IVORY FLAKES Large Box 32¢
 - OXYDOL Giant Box 79¢
 - DOWNY SOFTENER FABRIC Giant Bottle 79¢
 - JOY LIQUID DETERGENT 22-oz. Bottle 64¢
 - CLOROX BLEACH LIQUID 4-Gallon Btl. 63¢
 - CASCADE DETERGENT 20-oz. Box 42¢
 - CAMAY TOILET SOAP Bath Bar 14¢
 - LUCKY LIQUID STARCH 1 1/2-Gal. Bottle 39¢
 - AJAX CLEANSER 14-oz. Can 2 for 31¢

- everyday lower prices on...*
- Flour & Mixes**
- CAKE MIXES PILLSBURY Regular Pkg. 3 for \$1
 - PANCAKE FLOUR BETTY CROCKER 28-oz. Box 37¢
 - PILLSBURY FLOUR 5-lb. Bag 37¢
 - DIXIE FRY 8-oz. Pkg. 21¢
 - MUFFIN MIX BETTY CROCKER BLUEBERRY 13-oz. Pkg. 43¢
- everyday lower prices on...*
- Distilled Spirits**
- BLENDED WHISKEY OAK MOUNT 1 1/2 Gal. Bottle 7.29
 - GOLD SEAL VODKA 80 PROOF 1 1/2 Gal. Bottle 6.99
 - GOLD SEAL DRY GIN 80 PROOF 1 1/2 Gal. Bottle 6.99
- Not available at all stores.

Everyday LOWER DISCOUNT PRICES... on Housewares, Health and Beauty Aids!

BUBBLE BATH
Large 1 1/4 pound cello bag... It's the fragrant bubble bath everyone loves.
79c VALUE! OUR LOW PRICE **47¢**

COLGATE TOOTH PASTE
FAMILY SIZE
83c VALUE!... OUR LOW DISCOUNT PRICE **64¢**

JUMBO SIZE—18-oz. CAN

STYLE HAIR SPRAY
Regular or hard to hold formulas... for long lasting hair-do's.
\$1.89 VALUE! OUR LOW PRICE **97¢**

COTTON BALLS 1&J Econ. Size
64c VALUE... OUR LOW PRICE **56¢**

3 RING NOTEBOOK BINDER

A must for new and older students... blue canvas double booster.
\$1 VALUE OUR LOW PRICE **76¢**

HY-TONE 500 COUNT FILLER PAPER

Narrow & wide line paper in a Jumbo package.
\$1.98 VALUE OUR LOW PRICE **98¢**

Lucky STORES

- HERMOSA BEACH** 2810 PACIFIC COAST HWY & GOULD LANE
- LOMITA** 24911 SO. WESTERN AVE & LOMITA BLVD.
- TORRANCE** 3515 TORRANCE BLVD. & CRENSHAW BLVD.
- INGLEWOOD** 10901 PRAIRIE AVE. & LENNOX BLVD.
- REDONDO BEACH** 1516 PACIFIC COAST HWY—SO. REDONDO
- WEST TORRANCE** 3860 SEPULVEDA AT HAWTHORNE BLVD.
- INGLEWOOD** 1035 SO. LA BREA OF HARDY
- WEST LOS ANGELES** 3456 SEPULVEDA BLVD. AT PALMS BLVD.
- STORE HOURS**
MONDAY THROUGH FRIDAY **12** NOON TO **9** P.M.
SATURDAY **10** A.M. TO **7** P.M.
SUNDAY