

TO BRING YOU EVEN GREATER SAVINGS

with ... STORE-WIDE DISCOUNT PRICES!

... ENTIRE STOCK OF GROCERIES, MEATS, PRODUCE, HOUSEWARES, SUNDRIES AND BEAUTY AIDS ARE REDUCED TO **NEW LOW, LOW PRICES!**

... SHOPPERS JOINS LUCKY TO BRING YOU BIGGER SAVINGS ON NAME BRAND GROCERIES: Del Monte, Hunt's, Libby's, Kraft, Best Foods and many, many more! **TOP-QUALITY BONDED MEATS:** all our BONDED MEATS are carefully selected by our expert meat buyers from only Top Quality Steer Beef. Every cut is so good it carries the Lucky Bond . . . your money-back guarantee of complete satisfaction! **FARM-FRESH FRUITS and VEGETABLES:** always the finest, freshest produce . . . rushed by refrigerated trucks from fields and orchards . . . trimmed, cleaned and inspected . . . AND Discount Priced for Greater Savings! **HOUSEHOLD & SUNDRIES:** a complete department of housewares, health and beauty aids, sundries . . . Nationally advertised brands at amazing savings!

NOW! EVERYTHING YOU BUY... YOU BUY FOR LESS *Everyday*

- Shortening & Oil**
- LUCKY SHORTENING 5-lb. Can 69¢
 - WESSON OIL 2.4-oz. Bottle 39¢
 - PAM DRY FRY 7-oz. Can 95¢

- Paper Items**
- LADY SCOTT TISSUE 200 2-Ply Box 27¢
 - SCOTT CELLO NAPKINS 40-Ct. Pkg. 12¢
 - LADY SCOTT TISSUE 2-Roll Pkg. 27¢
 - KOTEX NAPKINS SANITARY 24-Ct. Box 69¢
 - ZEE LUNCH BAGS BROWN KRAFT 50-Ct. Pkg. 23¢

Greater Savings with
LUCKY'S LOWER EVERYDAY PRICE!

PANCAKE MIX
AUNT JEMIMA - 2-lb. Box
39¢

- Crackers**
- HYDROX COOKIES SUNSHINE 1-lb. Pkg. 45¢
 - PACIFIC GRAHAMS MONEY TREAT 1-lb. Pkg. 31¢
 - RITZ CRACKERS NABISCO 1-lb. Box 39¢
 - SCOOTER PIE BERRY 14-oz. Pkg. 43¢

- Laundry Aids**
- CHEER DETERGENT Giant Box 75¢
 - DREFT DETERGENT Large Box 34¢
 - IVORY SNOW Giant Box 79¢
 - SALVO TABLETS DETERGENT Giant Box 75¢
 - LUCKY DETERGENT LIQUID 32-oz. Bottle 48¢
 - CLOROX BLEACH LIQUID Gallon Bottle 61¢

- Frozen Foods**
- CHEESE CAKE JOHNSTON ROSE ROYAL 11-oz. Pkg. 49¢
 - CERTI-FRESH SCALLOPS 7-oz. Pkg. 53¢
 - BREADED SHRIMP CERTI-FRESH 8-oz. Pkg. 61¢
 - VEGETABLES GREEN GIANT Regular Pkg. 31¢
 - MEXICAN DINNERS MORENO Reg. Pkg. 45¢
 - SARA LEE PECAN ROLL CARMEL 11-oz. Pkg. 82¢
 - BIRDS EYE PEAS 16-oz. Pkg. 25¢
 - WONG'S CHINESE FOOD Sweet 'N Sour Pork, Egg Foo Young and Egg Rolls Reg. Pkg. 55¢
 - PET RITZ PIES FRUIT 8-Inch Pie 35¢
 - LEMONADE TREESWEET 6-oz. Can 9¢
 - ORANGE JUICE TREESWEET 6-oz. Can 22¢
 - TV DINNERS SWANSON Reg. Pkg. 49¢

- Canned Meats**
- CORNED BEEF HASH LIBBY 16-oz. Can 45¢
 - SPAM LUNCH MEAT 12-oz. Can 49¢
 - CHILI WITH BEANS DENNISON 13 1/2-oz. Can 34¢

- Beverages**
- CANADA DRY BEVERAGES 12-oz. Can 12 for \$1
 - BREW "102" BEER 16-oz. Can 6 for 1.20
 - COCA-COLA King Size 12-oz. Btl. 6 for 63¢

- Canned Fish**
- ALBACORE TUNA CARNATION 7-oz. Can 29¢
 - TINY TOT SARDINES 3-oz. Can 29¢

- Flour & Mixes**
- LUCKY FLOUR ALL PURPOSE 5-lb. Bag 39¢
 - GINGERBREAD MIX BETTY CROCKER 14-oz. Box 30¢

- Peanut Butter & Syrup**
- MARY ELLEN JAM Apricot-Pineapple 20-oz. Jar 49¢
 - VERMONT MAID SYRUP 24-oz. Bottle 63¢
 - KARO SYRUP CRYSTAL WHITE 24-oz. Bottle 33¢

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PEANUT BUTTER
SKIPPY - 18-oz. Jar
58¢

- Margarine & Milk**
- MARGARINE FLEISHMANN 1-lb. Carton 37¢
 - PET MILK EVAPORATED Tail Can 15¢
 - NON-FAT MILK CARNATION INSTANT 14-Quart Box 1.05

- Sauces & Rice**
- HUNT'S CATSUP 30-oz. Bottle 27¢
 - TOMATO SAUCE HARVEST DAY 8-oz. Can 3 for 29¢
 - RICE-A-RONI GOLDEN GRAIN (Beef, Chicken-Spanish) Reg. Pkg. 35¢

- Fruits & Juices**
- CLING PEACHES HARVEST DAY YELLOW 3 1/2 Can 22¢
 - APPLE SAUCE APPELLAND 24-oz. Jar 29¢
 - FRUIT COCKTAIL DEL MONTE 2 1/2 Can 39¢
 - SLICED PINEAPPLE DOLE 1 1/4 Can 23¢
 - DELUXE PLUMS LIBBY 303 Can 22¢
 - FRUIT TREATS MOTT'S 20-oz. Jar 31¢
 - FREESTONE PEACHES GLOBE 303 Can 25¢
 - JUICE HARVEST DAY - Pineapple 46-oz. Can 29¢
 - CRANBERRY JUICE OCEAN SPRAY 46-oz. Can 55¢
 - PINEAPPLE JUICE DEL MONTE 46-oz. Can 29¢



- Salt-Sugar & Spice**
- SPRECKELS SUGAR 5-lb. Bag 51¢
 - BLACK PEPPER SCHILLING 8-oz. Can 75¢
 - MORTON SALT 25-oz. Box 12¢

- Salad Dressing**
- WESSON MAYONNAISE Qt. Jar 49¢
 - KRAFT DRESSING 1000 ISLAND 16-oz. Bottle 59¢
 - MIRACLE WHIP Quart Jar 55¢

- Pet Foods**
- KAL KAN CAT FOOD-Chicken and Tuna 4 1/2-oz. Can 2 for 29¢
 - SKIPPY DOG FOOD 1-lb. Can 9¢
 - GRAVY TRAIN DOG FOOD 10-lb. Bag 1.33
 - KAL KAN HORSE MEAT 1-lb. Can 25¢

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ZEE TOWELS
JUMBO SIZE PAPER ROLL
23¢

- Olives & Pickles**
- PITTED OLIVES EARLY CALIFORNIA SELECT BIFE-Tail Can 29¢
 - SWEET PICKLES DEL MONTE Whole 12-oz. Jar 42¢
 - DILL PICKLES DREHER KOSHER Quart Jar 43¢

- Distilled Spirits**
- SCOTCH WHISKY LUCKY-86 Proof FIFTH 4.99
 - GOLD SEAL VODKA 80 Proof FIFTH 2.99
 - BLENDED WHISKEY OAKMONT FIFTH 2.99
- (NOT AVAILABLE AT ALL STORES)

Acclaimed! **PRE-TESTED & ACCEPTED**

Shoppers Markets take pride in announcing their association with Lucky's Discount Supermarkets. Lucky's policy of lower prices have received the plaudits of homemakers throughout Southern California! Lucky believes, because food is an essential item, it should be sold at the lowest possible price everyday, 365 days of the year! We too, have cut the expensive frills, the stamps, the yo-yoing of prices, the games and gimmicks that add to the expense of doing business. Store hours have been streamlined. Our retail price level has been drastically reduced in order to make it possible for our customers to shop EVERY DAY and ANY DAY in the week, with the knowledge that the prices paid are the very lowest possible.

Lucky's Discount pricing program has been pre-tested for the past three years and has received full customer acceptance. It has proved beyond doubt that the smart homemaker prefers LOWER PRICES to gimmicks, trading stamps and contests that add to the cost of food.

Lucky customers save from 1¢ to 15¢ and more on practically every item . . . and when you count the number of items you purchase each week . . . each month . . . the savings amount to hundreds of dollars each year!

Shoppers Markets are proud to be able to now offer this amazing saving to our customers!

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LUCKY'S LOWER EVERYDAY PRICE!

CIGARETTES
FILTER & KING SIZE-Carton
2.11

- Vegetables & Juices**
- HUNT'S PORK & BEANS 2 1/2 Can 22¢
 - CUT GREEN BEANS DEL MONTE 303 Can 25¢
 - PICKLED BEETS HARVEST DAY Sliced 303 Can 19¢
 - NIBLET'S CORN 12-oz. Can 19¢
 - BIT O'HONEY PEAS ROGERS 303 Can 18¢
 - POTATO BUDS BETTY CROCKER Mashed 16-oz. Box 75¢
 - SPINACH HARVEST DAY 303 Can 15¢
 - STEWED TOMATOES HARVEST DAY 303 Can 18¢
 - TOMATO JUICE LIBBY 46-oz. Can 31¢
 - CHILI BEANS RANCH STYLE 300 Can 2 for 27¢

FRESH FRUITS & VEGETABLES

Lucky-Shoppers offers a variable garden of the season's finest, freshest fruits and vegetables . . . hand-somely displayed for your personal selection AND . . . Discount Priced to give you Greater Savings Every Time!

- Other Items**
- FRENCH BREAD DI CARLO'S PARISIAN 15-oz. Loaf 32¢
 - MARSHMALLOWS KRAFT Miniature 10 1/2-oz. Pkg. 22¢

- Soups**
- CAMPBELL SOUP VEGETABLE BASE 10 1/2-oz. Can 13¢
 - ROYAL GELATINE DESSERT 3-oz. Pkg. 3 for 26¢
 - ONION SOUP MIX LIPFON 3-Pk. Pkg. 35¢

- Dairy Foods**
- ICE CREAM FOREMOST HOLIDAY Half Gallon Round Carton 59¢
 - FOREMOST BUTTER FIRST QUALITY 1-lb. Carton 72¢
 - COTTAGE CHEESE FOREMOST Quart Carton 49¢



INGLEWOOD: 1035 S. La Brea Ave.
825 W. Arbor Vitae
10801 Prairie Ave.

TORRANCE: Torrance Blvd. at Crenshaw
Sepulveda Blvd. at Hawthorne
110 East Carson Ave.
2750 Pacific Coast Hwy.

HERMOSA BEACH: Pacific Coast Hwy. at Artesia
REDONDO BEACH: 1516 Pacific Coast Hwy.
SAN PEDRO: 25th St. at Western
LOMITA: S. Western Ave. at Lomita Blvd.