

# with ... STORE-WIDE DISCOUNT PRICES!

Lucky Discount Centers and Shoppers Markets have joined together to bring you even lower prices . . . and greater savings . . . for all your family needs! Lucky's Discount Pricing program has been pre-tested for the past three years and has received full customer acceptance . . . Proof beyond doubt that the smart homemaker prefers LOWER PRICES to the games, gimmicks, trading stamps . . . all those expensive frills that keep prices up!! Lucky and Shoppers now offer you complete one-stop shopping for all your family needs . . . all under one roof! AND—all at lower Discount Prices . . . Greater Savings for YOU 365 days a year!

**Greater Savings with**  
**LUCKY'S LOWER EVERYDAY PRICE!**

**CRACKERS**  
PACIFIC STA-CRISP - 1-LB. BAG

**23¢**

**Margarine & Milk**

MARGARINE FLEISHMANN 1-lb. Carton 37¢  
NON-FAT MILK CARNATION INSTANT 14-Quart Box 1.05  
MARGARINE LUCKY 1-lb. Carton 18¢

**Salt—Sugar & Spice**

BROWNULATED SUGAR 20-oz. Br 29¢  
TABLE SALT LESLIE 5-lb. Bag 21¢  
CHILI POWDER SCHILLING 4-oz. Can 43¢

**Pet Foods**

SKIPPY DOG FOOD 1-lb. Can 9¢  
LORD & LADY TUNA CAT FOOD 6-oz. Can 12¢  
PURINA DOG CHOW 25-lb. Bag 3.09  
JONNY CAT CAT LITTER 10-lb. Bag 59¢

**Frozen Foods**

MEAT PIES BANQUET 8-oz. Pkg. 4 for 75¢  
OH BOY PIZZA CHEESE 9 1/2-oz. Pkg. 45¢  
CHILI & BEANS KOLD KIST 14-oz. Pkg. 27¢  
SIRLOIN TIPS KOLD KIST 14-oz. Pkg. 55¢  
BEEF TACOS MORENO 13 1/2-oz. Pkg. 47¢  
BEEF TAMALES RED'S 10-Ct. Pkg. 89¢  
PET RITZ PIES Apricot-Apple-Boysenberry-Cherry-Peach 8 1/2" Pie PICTSWEET 35¢  
STEW VEGETABLES PICTSWEET 2-lb. Pkg. 49¢  
TUNA PIES STAR KIST 8-oz. Pkg. 20¢  
FISHSTICKS CERTI-FRESH 14-oz. Pkg. 65¢  
HALIBUT FILLET CERTI-FRESH 16-oz. Pkg. 95¢  
JONES LINK SAUSAGE 1-lb. Pkg. 98¢  
ORANGE JUICE SNOW CROP 6-oz. Can 24¢

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**RED SALMON**  
BUMBLE BEE - 16-OZ. CAN

**89¢**

**Cereal**

BIG "G" CHERRIOS 10 1/2-oz. Box 36¢  
POST RAISIN BRAN 14-oz. Box 37¢  
CAP 'N CRUNCH 11 1/2-oz. Box 45¢  
FROSTED FLAKES KELLOGG SUGAR 15-oz. Box 45¢  
TEAM FLAKES NABISCO 11-oz. Box 33¢

**Dairy Foods**

ICE CREAM FOREMOST HOLIDAY Half Gallon Round Carton 59¢  
FOREMOST BUTTER FIRST QUALITY 1-lb. Ctn. 72¢  
CHEESE FOOD DAIRY FRESH 2-lb. Ctn. 75¢

**Beverages**

SHASTA LOW CALORIE BEVERAGES 12-oz. Can 12 for \$1  
BREW "102" BEER 16-oz. Can 6 for 1.20

**Peanut Butter & Syrup**

KARO SYRUP BLUE CORN 1-Quart Bottle 55¢  
PEANUT BUTTER SKIPPY 18-oz. Jar 58¢  
MARY ELLEN JAM STRAWBERRY 20-oz. Jar 59¢

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**CIGARETTES**  
FILTER or KING SIZE - REG. CTN.

**2.11**  
Plus tax

**Sauces & Rice**

HARVEST DAY CATSUP 18-oz. Btl. 23¢  
SAUCE MIX SCHILLING SPAGHETTI 1-lb. Pkg. 23¢  
M-J-B RICE LONG GRAIN 28-oz. Box 39¢

**Shortening & Oil**

LUCKY SHORTENING 3-lb. Can 69¢  
WESSON OIL 24-oz. Bottle 38¢  
CRISCO SALAD OIL 38-oz. Bottle 65¢

**Coffee & Tea**

M-J-B COFFEE 1-lb. Can 73¢  
M-J-B COFFEE 2-lb. Can 1.45  
M-J-B COFFEE (20c OFF) 3-lb. Can 1.95  
YUBAN COFFEE 1-lb. Can 83¢  
M-J-B INSTANT COFFEE 6-oz. Jar 85¢  
M-J-B INSTANT COFFEE Includes 20c Off Label 10-oz. Jar 1.35  
LIPTON TEA 1/2-lb. Box 81¢

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**C & H SUGAR**  
10-POUND BAG

**99¢**

**Fruits & Juices**

CLING PEACHES HARVEST DAY 2 1/2 Can 22¢  
FRUIT COCKTAIL DEL MONTE 2 1/2 Can 39¢  
FRUIT TREATS MOIT'S 20-oz. Jar 31¢  
SLICED PINEAPPLE DOLE 1 1/2 Can 23¢  
DELUXE PLUMS LIBBY 303 Can 22¢  
V-B APPLE SAUCE 303 Can 2 for 35¢  
BREAKFAST FIGS OASIS 303 Can 17¢  
FREESTONE PEACHES GLORITTA 303 Can 27¢  
SUNMAID RAISINS 6 1/2-oz. Pkg. 20¢  
CRANBERRY JUICE OCEAN SPRAY 1/2-Quart Bottle 55¢  
DRINK HARVEST DAY—26-ounce Can 29¢  
APPLE JUICE TREE TOP 1/2-Quart Bottle 31¢

**Laundry Aids**

TIDE DETERGENT Giant Box 75¢  
OXYDOL Giant Box 79¢  
JOY LIQUID DETERGENT 22-oz. Bottle 64¢  
PERSONAL IVORY Reg. Bar 4 for 27¢  
TOP JOB CLEANSER 28-oz. Bottle 66¢  
CLOROX BLEACH LIQUID Gallon Bottle 61¢  
LUCKY RINSE LIQUID 1/2-Gal. Btl. 59¢  
LOV-IT CLEANER OVEN 12-oz. Can 98¢

**Canned Fish**

CHUNK TUNA BREAST O'CHICKEN 29¢  
MINCED CLAMS LT. MEAT 6 1/2-oz. Can 29¢  
DEL MONTE 7 1/2-oz. Can 29¢

**Salad Dressing**

ITALIAN DRESSING KRAFT 8-oz. Bottle 36¢  
LUCKY MAYONNAISE 24-oz. Jar 39¢

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**MIRACLE WHIP**  
KRAFT'S - QUART JAR

**55¢**

**-Paper Items**

CHIFFON TOILET TISSUE 2-Roll Pkg. 22¢  
ZEE WAX PAPER 100-Ft. Roll 18¢  
KAISER FOIL ALUMINUM 25-Ft. Roll 29¢  
KLEENEX FACIAL TISSUE 200 2-Ply Box 23¢  
COLORTEX NAPKINS PAPER 40-Ct. Pkg. 8¢  
LUCKY TISSUE TOILET 4-Roll Pkg. 31¢

**Other Items**

CHINESE FOODS CHUN KING Large Can 95¢  
(Chicken-Chow Mein-Pork & Beef Chop Suet)  
CHOW MEIN CHUN KING Large Can 85¢  
DINNERS CHEF BOY-AR-DEE Mushrooms and Meat 15 1/2-oz. Pkg. 47¢  
PINTO BEANS GOLDEN GRAIN 2-lb. Pkg. 37¢

**Flour & Mixes**

LAYER CAKE MIX DUNCAN HINES Regular Pkg. 32¢  
PANCAKE MIX PILLSBURY 2-lb. Box 39¢  
WONDRA FLOUR GOLD MEDAL 2-lb. Bag 31¢

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**PAPER TOWELS**  
ZEE - JUMBO ROLL

**23¢**

**Baby Foods**

BEECHNUT STRAINED BABY FOOD 4 1/2-oz. Jar 9¢  
SWIFT BABY MEATS 3 1/2-oz. Jar 23¢  
GERBER'S JUNIOR FOODS 7 1/2-oz. Jar 14¢

**Olives & Pickles**

RIPE OLIVES LINDSAY JUMBO Tall Can 25¢  
DREHER PICKLES Fresh Sweet Chip 16-oz. Jar 29¢  
SWEET-RELISH DEL MONTE 14 1/2-oz. Jar 31¢

**Canned Meats**

CORNED BEEF HASH LIBBY 16-oz. Can 45¢  
BEEF STEW CHEF BOY-AR-DEE with Meat Balls 30-oz. Can 61¢  
CHILI WITH BEANS HORMEL 15-oz. Can 32¢

**Soups**

LIPTON SOUP MIX CHICKEN NOODLE 2-Pk. Pkg. 29¢  
CAMPBELL SOUP MEAT BASS 10 1/2-oz. Can 16¢  
ROYAL GELATINE DESSERT 3-oz. Pkg. 3 for 26¢

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**COCA-COLA**  
KING SIZE - 12-OZ. BOTTLES

**6 for 63¢**

**Crackers**

NABISCO COOKIES CHOC. CHIP 14 1/2-oz. Pkg. 45¢  
YUM YUM COOKIES SUNSHINE 12-oz. Pkg. 45¢  
NABISCO RITZ CRACKERS 1-lb. Box 39¢

**Vegetables & Juices**

DEL MONTE PEAS 303 Can 22¢  
HARVEST DAY CORN GOLDEN 303 Can 2 for 31¢  
CUT GREEN BEANS DEL MONTE 303 Can 25¢  
BEETS HARVEST DAY 303 Can 14¢  
HUNT'S PORK & BEANS 2 1/2 Can 22¢  
B & M BAKED BEANS 28-oz. Can 35¢  
PEAS & CARROTS LIBBY 303 Can 21¢  
LIBBY SAUERKRAUT 303 Can 16¢  
POTATOES PILLSBURY Dehydrated 21-oz. Box 69¢  
TOMATOES HARVEST DAY 2 1/2 Can 23¢  
TOMATO JUICE LIBBY 46-oz. Can 31¢  
LIMA BEANS SEASIDE 300 Can 13¢  
PINTO BEANS HARVEST DAY 300 Can 2 for 25¢

**Distilled Spirits**

LUCKY VODKA 80 Proof - FIFTH 2.99  
GOLD SEAL GIN London Dry 80 Proof - FIFTH 2.99  
GOLD SEAL BRANDY 10-Yr.-Old - FIFTH 3.99  
(NOT AVAILABLE AT ALL STORES)

**NEW EASY OPEN**

**Lucky COFFEE**

**PULL TAPE CAN**  
All it takes is a little fingertip pull to open our new Pull-Tape can. No keys, no can opener . . . so convenient. Treat your family to superb vacuum packed flavor and reclose tightly until you're ready to use again.

LUCKY 1-lb. Can 67¢  
LUCKY 2-lb. Can 1.32  
**RECLOSES TIGHTLY TOO!**

## ALWAYS LOWER PRICES ON HOUSEWARES, HEALTH & BEAUTY AIDS

**TRI-TOP GLASS BOWL**  
Large, beautiful, crystal clear glass bowl. Three graceful folds in rim forms the tri-top. 5 1/2" tall, 9 1/2" wide at top. You will find many uses for this bowl such as fruit or flower arrangements, party snacks, bowls, etc. 98c VALUE

**67¢**

**PLASTIC TOWEL HOLDER**  
Sturdy polypropylene towel holder with hinged arms that fold flat when not in use. Won't break or chip. Sanitary - easy to clean. Holds all standard rolls. 98c VALUE

**63¢**

**PLASTIC SHOE TREES**  
Featherweight, ventilated shoe trees of tough polypropylene. Rustproof, fully adjustable and guaranteed by Good House-keeping. 98c VALUE

**63¢**

**AQUA NET HAIR SPRAY**  
Large 13-oz. Aerosol spray can. Contains no shellac. Holds hair firm and in place. For attractive, long-lasting care-free hair-do's. Adds luster tool 98c VALUE—Our Price

**64¢**

**MAKE-UP MIRROR**  
"QUEEN ANNE" PEDESTAL  
Two-sided, 6" mirror, magnifying and regular, in round chrome finish frame. Mounted on gayly decorated white porcelain base. Very feminine and very decorative. 98c VALUE

**68¢**

**ANACIN TABLETS** Bottle of 30 - 79c VALUE - Our Low Price **66¢**  
**POLIDENT TABLETS** Large bottle - 78c VALUE - Our Low Price **61¢**  
**STRIPE TOOTHPASTE** Family size - 88c VALUE - Our Low Price **69¢**  
**MENNEN SKIN BRACER** Economy size - \$1.10 VALUE - Our Low Price **88¢**

**BRYLCREEM HAIR DRESSING** Large tube - 79c VALUE - Our Low Price **61¢**  
**MACLEANS TOOTHPASTE** King size - 79c VALUE - Our Low Price **63¢**  
**SUBDUE SHAMPOO** Large bottle - \$1.00 VALUE - Our Low Price **76¢**  
**DERMAFRESH MEDICATED LOTION** Large bottle - \$1.00 VALUE - Our Low Price **76¢**  
**BUFFERIN TABLETS** Bottle of 100 - \$1.39 VALUE - Our Low Price **1.04**  
**SCORE HAIR DRESSING** King size tube - \$1.09 VALUE - Our Low Price **84¢**  
**MENNEN SOF' STROKE** Regular or Menthol - 98c VALUE - Our Low Price **76¢**  
**PEPTO BISMOL** 8-oz. bottle - 98c VALUE - Our Low Price **74¢**  
**LANOLIN PLUS HAIR SPRAY** Reg. or Hard-to-Hold - 99c VALUE - Our Low Price **68¢**  
**LANOLIN PLUS EGG SHAMPOO** 16-oz. bottle - 99c VALUE - Our Low Price **68¢**  
**LANOLIN PLUS CREME RINSE** 16-oz. bottle - 99c VALUE - Our Low Price **68¢**  
**MICRIN ANTISEPTIC** Medium size - 69c VALUE - Our Low Price **53¢**

**PLASTIC HANGERS**  
Sturdy plastic hangers with no-slip cut-outs for sleeveless dresses and skirts. Assorted colors. Package of 6 hangers. 98c VALUE

**63¢**

**SCHICK STAINLESS STEEL BLADES**  
New from Schick—Long lasting stainless steel injector razor blades with famous Krone edge. 7 blades in pkg. \$1.00 VALUE  
Our Low Everyday Discount Price **80¢**

**JUMBO WELCOME MATS**  
Black rubber mat with "Welcome" . . . Protects floors and carpets. \$1.18 VALUE  
Our Price **1.19**

**Lucky STORES**

**LOWER TOTAL AT LUCKY**  
shop any day . . .  
save *Everyday*

**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.

**58 DISCOUNT SUPERMARKETS TO SERVE YOU IN SOUTHERN CALIFORNIA**