

...ASK THE MAN WHO SHOPPED HERE!

Lucky
DISCOUNT SUPERMARKETS

EVERYTHING YOU BUY...
YOU BUY FOR LESS

Example

THE SAVINGS
are **GREATER**
at **LUCKY!**

- GROUND CHUCK 59¢ lb.
- GROUND ROUND 78¢ lb.
- CHUCK STEAK 57¢ lb.
- RIB STEAK 89¢ lb.
- SIRLOIN STEAK Full Cut 95¢ lb.
- T-Z CUT CUBE STEAK 98¢ lb.
- T-BONE STEAK Tails removed 1.12 lb.
- PORTERHOUSE STEAK Tails Off 1.15 lb.
- SIRLOIN TIP STEAK Boneless 98¢ lb.
- RUMP ROAST 78¢ lb.
- CROSS RIB ROAST Boneless 79¢ lb.
- CORNED BEEF BRISKET Lucky 87¢ lb.
- CORNED BEEF ROUNDS Boneless 83¢ lb.
- LUCKY BACON Sliced 76¢

- SLICED BACON Swift RATH, HORMEL 1-lb. Pkg. 79¢
- THICK BACON Lucky Sliced 2-lb. 1.52
- THICK BACON Hormel-Sliced Range Brand 2-lb. 1.59
- FARMER JOHN BACON Sliced 1-lb. Pkg. 79¢
- SPARE RIBS Small Sizes 69¢ lb.
- PORK CHOPS Blade Cut 59¢ lb.
- FARMER JOHN HAM Fully Cooked Shank Portion 59¢ lb.
- HALIBUT STEAKS Center Cut 87¢ lb.
- SWORDFISH STEAKS 89¢ lb.
- FRESH DUNGENESS CRAB 49¢ lb.
- FRESH COD FILETS 1-lb. Pkg. 67¢
- CORNISH GAME HENS USDA Grade A 53¢ lb.
- White Meat 2 lbs. 4 oz. 3.19
- Dark 2 lbs. 4 oz. 2.69
- TURKEY ROAST

... This letter, appearing Jan. 27, 1966, in the Ventura County Star-Free Press, is a good example of how Lucky's customers feel about savings! They know from experience that Lucky has taken the gimmicks, games, stamps (all those expensive come-ons that keep prices up at other markets) out of the supermarket business and passed the savings on to you through TOTAL STORE-WIDE Discount Pricing! Lucky's customers know that Lucky is the only supermarket that discounts every item the law will allow... They shop at Lucky because everything you buy... You buy for less everyday!

Trading Stamps
Editor, The Star-Free Press:
We are being taken and it's our own fault. I refer to trading stamps. With them we get back approximately 2 cents on the dollar, but administration, etc. is over 3 cents on the dollar which we pay in increased prices of our food, etc. Also you can't gain from getting stamps when all stores give them. If they our licking time and premium shopping time were added up, it would be real alarming.
About four years ago, Lucky Stores in Long Beach stopped the stamps and lowered prices and still have them lowered. I lived there and just moved to Ventura a few months ago, but I commuted up and down over weekends for nine months, and did all possible shopping in Long Beach, and still do on my occasional trips there.
I know that any store which would drop stamps and lower prices accordingly would be as busy as Lucky's is in Long Beach. There are many savings items and it shows throughout their entire store.
Let's wake up.
DON BROWN,
110 Brentwood Ave.,
Ventura



- ROUND STEAK** Center Cut 78¢ lb.
USDA CHOICE or LUCKY BONDED
- FRESH FRYERS** Whole Body 33¢ lb.
USDA GRADE A CHICKENS
- CHUCK ROAST** Blade Cut 43¢ lb.
USDA CHOICE or LUCKY BONDED
- GROUND BEEF** Fresh, Lean 39¢ lb.
LUCKY BONDED for TOP QUALITY
- RIB ROAST** Standing Large End 79¢ lb.
USDA CHOICE or LUCKY BONDED

Delicacies Cost Less at Lucky!

- LUCKY SLICED LUNCH MEAT 29¢
- BORDEN'S AMERICAN CHEESE 78¢
- PIZZA-MIX 38¢
- ROD'S SALAD DRESSINGS 58¢
- SLICED COTTO SALAMI 56¢
- BRAUNSCHWEIGER 43¢

Laundry Aids

- WHITE KING "D" 75¢
- SALVO PELLETS 75¢
- TOP JOB CLEANER 68¢
- THRILL DETERGENT 58¢
- WATER SOFTENER 57¢
- BATH OIL BEADS 79¢
- PUREX BLEACH 59¢

Frozen Foods

- MACARONI & CHEESE 39¢
- FISHSTICKS 39¢
- PERCH FILLET 55¢
- CHILI & BEANS 27¢
- CHEESE PIZZA 45¢
- CHOCOLATE CAKE 82¢
- FRUIT PIES 28¢
- POTATOES 19¢
- VEGETABLES 37¢
- ROSARITA DINNERS 45¢
- SLICED BEEF 1.59
- ORANGE JUICE 24¢

Distilled Spirits

- WHISKEY 3.99
- LUCKY GIN 3.55
- GOLD SEAL VODKA 2.99

Cereals

- BIG "G" WHEATIES 45¢
- QUAKER OATS 48¢
- RICE KRISPIES 37¢

Flour & Mixes

- CAKE MIXES 38¢
- GOLD MEDAL FLOUR 59¢

Sauces & Rice

- TOMATO SAUCE 3.28
- MAHATMA RICE 37¢

15-oz. Loaf **DI CARLO BREAD** 23¢

30-oz. Bottle **DEL MONTE CATSUP** 23¢

Paper Items

- REYNOLD'S FOIL 30¢
- LADY SCOTT TISSUE 27¢
- PAPER TOWELS 22¢
- ZEE PAPER NAPKINS 11¢

ALWAYS LOWER PRICED HOUSEWARES, HEALTH and BEAUTY AIDS!

STRIPE TOOTHPASTE 69¢

GILLETTE SUPER STAINLESS STEEL RAZOR BLADES 1.19

LISTERINE ANTISEPTIC 76¢

Baby Foods

- BEECH-NUT 3.25
- STRAINED JUICES 3.25
- BABY CEREAL 18¢

Crackers & Cookies

- VANILLA WAFERS 36¢
- COOKIES 36¢

Beer & Beverages

- CANADA DRY 12.00
- DIET RITE COLA 6.53
- BEER 2.99

Canned Fish

- CHUNK TUNA 33¢
- KING CRAB MEAT 89¢

Dairy Foods

- FOREMOST BUTTER 77¢
- KRAFT CHEEZ WHIZ 69¢

Canned Meats

- CORNER BEEF HASH 42¢
- HORMEL SPAM 52¢
- VIENNA SAUSAGE 25¢

Margarine & Milk

- WHIPPED MARGARINE 33¢
- CARNATION MILK 15¢
- SANALAC 85¢

Soups

- CAMPBELL SOUP 13¢
- CLAM CHOWDER 29¢
- JELLO GELATINE 28¢

Vegetables & Juices

- NIBLET'S CORN 20¢
- DEL MONTE PEAS 22¢
- SAUERKRAUT 16¢
- PRINCELLA YAMS 29¢
- ZUCCHINI SQUASH 22¢
- CUT GREEN BEANS 16¢
- HUNT'S PORK & BEANS 23¢
- VEG-ALL MIXED VEGETABLES 19¢
- HUNT'S TOMATOES 29¢
- TOMATO JUICE 31¢

Shortening & Oil

- CRISCO SHORTENING 87¢
- CRISCO SALAD OIL 69¢
- MAZOLA CORN OIL 65¢

BUMBLE BEE-16-oz. Can
RED SALMON 89¢
HOLIDAY ICE CREAM 59¢

Olives & Pickles

- RIPE OLIVES 31¢
- SWEET RELISH 42¢
- HOT CAULIFLOWER 34¢

Fruits & Juices

- APPLE SAUCE 14¢
- DELUXE PLUMS 32¢
- PINEAPPLE 29¢
- GLORIETTA PEACHES 27¢
- GLORIETTA PEARS 39¢
- FRUIT COCKTAIL 23¢
- GRAPEFRUIT 27¢
- APPLE JUICE 29¢
- WELCH GRAPE JUICE 37¢
- PINEAPPLE JUICE 29¢

Coffee & Tea

- BUTTER-NUT COFFEE 73¢
- LUCKY PREMIUM COFFEE 69¢
- LUCKY PREMIUM COFFEE 1.37
- INSTANT TEA 1.25

Salt, Sugar & Spice

- C&H SUGAR 15¢
- BLACK PEPPER 75¢
- SPRECKELS SUGAR 51¢

Salad Dressing

- FRENCH DRESSING 47¢
- BEST FOODS 58¢
- SALAD DRESSING 37¢

Peanut Butter, Jam & Syrup

- PEANUT BUTTER 58¢
- PANCAKE SYRUP 37¢
- GRAPE JAM 39¢

Other Items

- JOHNSON GLADE 55¢
- CIGARETTES 2.11

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

Pet Foods

- DR. ROSS DOG FOOD 2.29
- SKIPPY PET STEW 13¢
- TABBY TREATS 14¢

★ STORE HOURS
MONDAY thru FRIDAY 10 A.M. TO 9 P.M.
SATURDAY and SUNDAY 10 A.M. TO 7 P.M.

Lucky
DISCOUNT SUPERMARKETS
EVERYTHING YOU BUY...
YOU BUY FOR LESS

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