

# LUCKY MAKES IT OFFICIAL!

## DOCUMENTED PROOF SHOWS LUCKY'S MEAT PRICES ARE 25% LOWER!



This is to certify that Mrs. Harriet Haspell appeared before me and has attested to the authenticity of the prices as herein stated. Mrs. Haspell swears that she personally checked all prices included in the list at Lucky Stores, as well as other market chains, and that all week-end specials in effect at the other markets were included.

Signed: *Harriet Haspell*  
Harriet Haspell



Subscribed and sworn to before me this 23 day of January, 1963.  
Albert E. Fiedler, Notary Public  
in and for the county of Orange,  
State of California.



"An Amazing Experience!" says Mrs. Harriet Haspell.

"As I was paying for my purchases at my local Lucky Store, I was asked if I would like to make a price-comparison check. I said I was already aware of Lucky's lower prices and had changed over to Lucky because of the savings I enjoyed. I was informed that this price check would be on meats and that Lucky wanted some homemaker to make an unbiased check on the price of meats of various market chains in Los Angeles and Orange Counties.

The results of this carefully made survey in Lucky Stores and three other market chains in which I personally checked prices on comparable quality cuts, was both interesting and quite amazing. I am happy that I was chosen to make this educational survey."

### Comparison Test Proves...

LUCKY'S LOWER EVERYDAY PRICES MEAN GREATER SAVINGS

MAJOR CHAINS WERE SHOPPED...AND CIRCLED PRICES DENOTE WEEK-END SPECIALS

	LUCKY'S EVERYDAY LOW PRICE!	SUPER MARKET "A"	SUPER MARKET "B"	SUPER MARKET "C"
ROUND STEAK	.69	.98	.98	.98
T-BONE STEAK	.98	1.49	1.49	1.49
PORTERHOUSE STEAK	1.05	1.55	1.55	1.55
FILET MIGNON	1.98	2.49	2.49	1.98
SIRLOIN TIP STEAK	.86	1.29	1.29	1.29
RIB STEAK	.79	.99	.98	.98
CUBE STEAK	.94	1.29	1.39	1.39
CLUB STEAK	.89	1.45	1.39	1.45
CHUCK STEAK	.49	.89	.69	.59
TOP SIRLOIN STEAK	1.48	1.79	1.79	1.49
NEW YORK CUT STEAK	1.78	2.29	2.39	2.29
FLANK STEAK	.96	1.09	1.09	1.09
RUMP ROAST	.69	.89	.89	.89
CHUCK ROAST blade cut	.39	.59	.59	.59
CENTER CUT CHUCK ROAST	.49	.69	.69	.69
RIB ROAST	.85	1.19	.98	.98
GROUND BEEF	.31	.49	.49	.49
GROUND CHUCK	.49	.69	.69	.59
GROUND ROUND	.69	.79	.79	.69
CROSS RIB ROAST boneless	.79	1.09	.98	.93
SLICED BEEF LIVER	.49	.69	.69	.69
BONELESS STEWING BEEF	.78	.89	.89	.89
LEG OF LAMB	.69	.69	.69	.69
PORK LOIN ROAST rib end	.43	.39	.59	.69
SPARE RIBS small sizes	.49	.49	.69	.59
PORK PICNIC SHOULDER	.35	.39	.39	.43
PORK SAUSAGE ROLL Farmer John	.39	.49	.59	.39
SKINLESS LINKS Farmer John	.25	.29	.29	.25
FRYING CHICKEN whole body	.29	.47	.39	.29
CUT UP FRYING CHICKEN	.35	.49	.39	.35
STEWING CHICKEN whole body	.19	.39	.39	.39
CUT UP STEWING CHICKEN	.23	.39	.39	.25
FRYING CHICKEN BREAST	.59	.79	.59	.59
FRYING CHICKEN THIGHS	.52	.79	.59	.55
HAM - FULL SHANK HALF	.39	.59	.39	.39
CENTER CUT HAM SLICES	.98	.98	.89	.98
SLICED BACON store label	.49	.65	.49	.59
FARMER JOHN BACON	.55	.69	.69	.69
OSCAR MAYER BACON	.65	.79	.79	.79
SLICED HALIBUT	.63	.79	.98	.98
COMPARE THE AVERAGE PRICE PER POUND	.68	.91½	.88½	.92

- Baby Foods**
  - BEECHNUT STREAINED BABY FOOD 4 1/2-oz. Jar 4 for 39¢
  - GERBER JUNIOR FOODS 7 1/2-oz. Jar 15¢
  - GERBER'S JUICES 4-oz. Can 4 for 41¢
- Canned Meats**
  - SPAM LUNCH MEAT 12-oz. Can 45¢
  - CHILI WITH BEANS 15 1/2-oz. Can 34¢
  - LINK SAUSAGE 8-oz. Can 39¢
  - LIBBY'S BEEF STEW 24-oz. Can 49¢
- Frozen Foods**
  - JOHNSTON'S FRUIT PIES 7" Pie 59¢
  - ORANGE JUICE TREE-SWEET 12-oz. Can 26¢
  - ORANGE JUICE TREE-SWEET 12-oz. Can 51¢
  - ORA IDA POTATOES HASH BROWN 2-lb. Pkg. 37¢
  - CHEESE CAKE JOHNSTON ROSE ROYAL 11-oz. Pkg. 49¢
  - BREADED SHRIMP CERT. FRESH 1 1/2-lb. Pkg. 1.65
  - ENCHILADAS VAN DE KAMP CHICKEN 7 1/2-oz. Can 35¢
  - MEAT PIES BANQUET 8-oz. 4 for 75¢
  - BIRDS EYE PEAS WHOLE KIDNEY 10-oz. Pkg. 18¢
  - BIRDS EYE CORN 10-oz. Pkg. 19¢
  - CUT GREEN BEANS 9-oz. Pkg. 24¢
  - KING SIZE WAFFLES 10-oz. Pkg. 35¢
- Vegetables & Juices**
  - NIBLET'S CORN 12-oz. Can 20¢
  - CUT GREEN BEANS HARVEST DAY 300 Can 16¢
  - DEL MONTE SPINACH 300 Can 16¢
  - STEWED TOMATOES 300 Can 18¢
  - PEAS & CARROTS LIBBY'S 300 Can 21¢
  - HUNT'S PORK & BEANS 2 1/2-oz. Can 22¢
  - ASPARAGUS SPEARS Green Giant 300 Can 55¢
  - B & M BAKED BEANS 28-oz. Can 39¢
  - GREEN GIANT CORN Golden Giant 300 Can 19¢
  - LIBBY'S CUT BEETS 300 Can 15¢
  - HARVEST DAY PEAS HARVEST DAY 300 Can 16¢
  - NEW POTATOES Whole 300 Can 2 for 23¢
  - TOMATO JUICE HARVEST DAY 48-oz. Can 25¢
- Coffee & Tea**
  - FOLGER'S COFFEE 1-lb. Can 79¢
  - FOLGER'S COFFEE 2-lb. Can 1.57
  - FOLGER'S COFFEE 2-lb. Can 2.33
  - FOLGER'S INSTANT COFFEE 10-oz. Jar 1.45
  - TENDERLEAF TEA 48-Ct. 8-pg. Pkg. 59¢

- Soups**
  - CAMPBELL'S SOUPS MEAT BASE 10 1/2-oz. Can 16¢
  - ANDERSEN SOUP SPLIT PEA 2 for 35¢
  - WYLER'S SOUP MIX 8-pg. Pkg. 9¢
- Oil & Pickles**
  - RIPE OLIVES LINDSAY MEDIUM 1-lb. Can 27¢
  - SALAD OLIVES GIFFORD 6-oz. Jar 29¢
  - PICKLES FOODCRAFT POLISH STYLE 25-oz. Jar 39¢
  - MA BROWN RELISH 13-oz. Jar 31¢
- Pet Foods**
  - KAL-KAN CAT FOOD ALL TUNA 6 1/2-oz. Can 14¢
  - SKIPPY DOG FOOD 16-oz. Can 9¢
  - FRISKIES MEAL 25-lb. Bag 3.09
  - DOG YUMMIES HAZEL MOUNTAIN 6-oz. Box 17¢
  - THORO FED DOG FOOD 1-lb. Can 13¢
- Crackers**
  - PACIFIC TREATS CRACKERS 1-lb. Box 31¢
  - NABISCO PREMIUM CRACKERS 1-lb. Box 27¢
  - GRAHAM CRACKERS SUNSHINE 1-lb. Box 36¢
  - NABISCO COOKIES WAFFLE CREAM 12-oz. Pkg. 39¢
  - SUNSHINE FIG BARS 16-oz. Pkg. 39¢
- Paper Items**
  - LUCKY FACIAL TISSUE 300-Ct. 3-Ply 18¢
  - SCOTKINS PAPER NAPKINS 50-Ct. Pkg. 15¢
  - SCOTT PLACE MATS 24-Ct. Pkg. 35¢
  - KLEENEX TOWELS PAPER 53¢
  - DIAMOND PLATES LUNCH 48-Ct. Pkg. 69¢
  - LUCKY TISSUE TOILET 4-Roll Pkg. 31¢
  - REYNOLD'S FOIL ALUMINUM 25-lb. Roll 30¢
  - ZEE SANDWICH BAGS 75-Ct. Pkg. 19¢
  - SOFT WEVE TISSUE TOILET 3-Roll Pkg. 22¢
- Laundry & Household**
  - LUCKY LOW SUDS 20-lb. Bag 2.39
  - NEWS DETERGENT Giant Bag 44¢
  - TREND DETERGENT Giant Bag 40¢
  - PUREX BLEACH LIQUID 14 Gallon Bottle 39¢
  - GOODWIN AMMONIA Quart Bottle 27¢
  - BEADS O' BLEACH PUREX 16 1/2-oz. Pkg. 47¢
  - COMET CLEANSER 14-oz. Can 2 for 31¢
  - MR. CLEAN 28-oz. Bottle 66¢
  - CALGON SOFTENER 16 1/2-oz. Bottle 34¢

- Shortening & Oil**
  - SNOWDRIFT SHORTENING 5-lb. Can 72¢
  - WESSON OIL 14-oz. Bottle 39¢
  - LUCKY SALAD OIL 32-oz. Bottle 55¢
- Salt-Sugar & Spice**
  - C & H SUGAR 10-lb. Bag 99¢
  - C & H SUGAR POWDERED or BROWN 1-lb. Box 16¢
  - LUCKY SALT 26-oz. Box 10¢
  - BLACK PEPPER SCHILLING'S 4-oz. Can 35¢
- Olive Oil**
  - DI CARLOS BREAD LARGE 1-lb. Loaf 4 for 93¢
  - CIGARETTES FILTER & KING SIZE 2.11
  - NOODLES GOLDEN GRAVY 12-oz. Pkg. 29¢
  - CHEESE RAVOLI CHEF BOY-AR-DEE 15 1/2-oz. Can 29¢
  - MEAT BALLS CHEF BOY-AR-DEE SPAGHETTI 15 1/2-oz. Can 27¢
- Peanut Butter & Syrup**
  - PEANUT BUTTER PETER PAN 18-oz. Jar 56¢
  - WELCH GRAPELADE 20-oz. Jar 39¢
  - VERMONT MAID SYRUP 24-oz. Bottle 63¢
  - SMUCKER'S SYRUPS TRUILL 12-oz. Btl. 39¢
- Fruit & Juice**
  - CLING PEACHES HARVEST DAY 2 1/2-lb. Can 22¢
  - FRUIT COCKTAIL DEL. MONTE 300 Can 23¢
  - CHERRY PIE FILLING Whole Unopened No. 7 Can 34¢
  - APPLE SAUCE STOKELY 300 Can 18¢
  - HUNT'S APRICOTS Whole Unopened No. 7 Can 28¢
  - PEAR HALVES HARVEST DAY 2 1/2-lb. Can 29¢
  - SLICED PINEAPPLE DOLE'S 1 1/2-lb. Can 22¢
  - FREESTONE PEACHES HARVEST DAY 2 1/2-lb. Can 29¢
  - GRAPEFRUIT STOKELY SECTIONS 300 Can 27¢
  - APPLE CIDER TREE-TOP 1/2 Gallon Bottle 62¢
  - CAL FAME DRINK PINEAPPLE GRAPEFRUIT 48-oz. Can 25¢
  - PRUNE JUICE HARVEST DAY 24-oz. Btl. 31¢
  - PINEAPPLE JUICE DOLE 48-oz. Can 35¢
- Deli Department**
  - WILSON'S FRANKS All Meat 1-lb. Pkg. 49¢
  - LUCKY SLICED LUNCH MEAT Bologna, Salsami, P & P, Spiced, Olive 6-oz. Pkg. 25¢
  - LEO'S SLICED MEATS Beef Thin, Sliced Beef, Turkey Dark Meat 5 1/2-oz. Pkg. 35¢
  - PIZZA MIX BETTY CROCKER 15-oz. Pkg. 38¢
  - LUCKY BISCUITS Sweet or Buttermilk 8-oz. Pkg. 3 for 23¢
  - CINNAMON ROLLS Betty Crocker 9 1/2-oz. Pkg. 31¢

EVERYDAY LOWER PRICED TOYS, HOUSEWARES, AND SUNDRIES!

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18" of Loveable, Flexible Willie, he twists into any shape. Brush him. Change his hair style.  
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REQ. HARD TO HOLD OR TINY FORMULAS  
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DANDRUFF REMOVER Formula "C"  
LEMON SHAMPOO Formula "12"  
JERGEN'S HAIR LOTION 7-OUNCE BOTTLE  
PERTUSSIS VAPORIZER 3-OUNCE AEROSOL CAN

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Toy by Amco  
101 ways to play, bounce it, flip it, shoot it, fly it. Hours of fun for boys and girls.  
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