

YOU BUY MORE THAN FOOD AT A SUPERMARKET!

at **Lucky** STORES
EVERYTHING YOU BUY... YOU BUY FOR LESS!

FRESH FRYING CHICKEN

USDA GRADE A GOLDEN CORNISH CROSS FRYERS Whole Body

29¢ lb.

GROUND BEEF Fresh, Lean and Tender **31¢** lb.

ROUND STEAK USDA Choice or Lucky Bonded - Center Cut **69¢** lb.

RIB STEAK USDA Choice or Lucky Bonded **79¢** lb.

CHUCK ROAST USDA Choice or Lucky Bonded - Blade Cut **37¢** lb.

T-BONESTEAK USDA Choice or Lucky Bonded - Tails Removed **98¢** lb.

SLICED BACON Lucky Brand 1-lb. Pkg. **49¢**

- GROUND CHUCK 49¢ lb.
- GROUND ROUND 69¢ lb.
- E-Z CUT CUBE STEAK 98¢ lb.
- SIRLOIN STEAK 89¢ lb.
- RIB FILET STEAK 1.48 lb.
- CHUCK ROAST Center Cut 47¢ lb.
- RUMP ROAST 69¢ lb.
- RIB ROAST STANDING-Large 69¢ lb.
- CROSS RIB ROAST BONELESS 79¢ lb.
- YOUNG TOMS USDA Grade A Turkey 35¢ lb.
- SHORT RIBS OF BEEF 19¢ lb.
- LEGS & THIGHS Frying Chicken 54¢ lb.
- FRYER BREAST Frying Chicken 63¢ lb.
- SMOKED PICNICS COOK'S 38¢ lb.



Mrs. Sylvia Sudin

"I NEVER REALIZED..." Says Mrs. Sylvia Sudin "I've been a Lucky Shopper for sometime... I've been well aware of the saving on food items that I make as a Lucky customer... but, I never realized how much money I save on toiletries, cosmetics and household cleaning with Lucky's lower prices! Why just on toothpaste, deodorant and shampoo Lucky showed me a savings of 58c. "This shopping comparison has really been an eye-opener to me. Thanks for the privilege of making this survey."

This is to certify that Mrs. Sylvia Sudin appeared before me and has attested to the authenticity of the prices as herein stated. Mrs. Sudin 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: *Sylvia Sudin*
Sylvia Sudin

Subscribed and Sworn to before me this 24th day of March 1965.
Gayle Brown Notary Public
in and for the county of Orange, State of California.



DOCUMENTED PROOF SHOWS LUCKY'S PRICES ARE LOWER!

Comparison Test Proves...

LUCKY'S LOWER EVERYDAY PRICES MEAN GREATER SAVINGS

	LUCKY'S EVERYDAY LOW PRICE!	SUPER MARKET "A"	SUPER MARKET "B"	SUPER MARKET "C"
ENVELOPES box of 100	.33	.39	.29	.39
WRITING TABLET	.18	.25	.25	.25
ALUMINUM PERCOLATOR 9-cup	1.46	2.19	.59	.39
EKCO BUTCHER KNIFE	.76	.98	—	.98
KITCHEN TOWEL	.33 1/2	—	—	.50
O'CEDAR SQUEEZE MOP	2.77	3.79	3.49	3.49
JONNY MOP	.46	.69	.69	.69
CHILDREN'S BOOKS	.26	.29	.29	.29
SCOTCH TAPE	.28	.39	.39	.39
CRAYOLAS #64	.76	1.00	1.00	1.00
KOTEX 48's	1.39	1.73	1.73	1.73
JERGEN'S HAND LOTION 7 oz. bottle	.76	1.25	1.43	1.25
RIGHTGUARD DEODORANT 3 oz. can	.56	.67	—	1.00
PREL SHAMPOO large tube	.68	.89	.79	1.00
BAYER ASPIRIN bottle of 50	.41	.49	—	.49
CREST TOOTHPASTE medium tube	.25	.31	.26	.31
SCORE HAIR DRESSING large tube	.61	.79	1.08	.79
MENNEN BABY MAGIC large bottle	.76	1.00	.79	1.00
PEPTO BISMOL 8 oz. bottle	.74	.98	.98	.98
MACLEANS TOOTHPASTE king size	.61	.75	.75	.89
BUFFERIN TABLETS bottle of 100	.97	1.29	1.29	1.29
ANACIN TABLETS bottle of 50	.66	.69	.69	.79
SECRET DEODORANT extra large roll	.72	1.10	1.14	1.00
GLAMORENE LIQUID quart	1.47	2.49	2.02	2.06
GLAMORENE POWDER	.87	1.29	1.34	1.34
3 IN 1 OIL	.22	.39	.29	.29
WHITE COFFEE MUGS oven-proof	.10	—	.22	.17
RIT DYE	.26	.33	.35	.35
SHOE LACES 18 inch black pkg. of 3 pair	.15	.25	.19	.19
ALKA SELTZER 25's	.45	.33	.59	.63
EXCEDRIN 36's	.57	.63	.69	.69
CEPACOL 14 ounce	.68	.90	1.01	.97
PHILLIPS MILK OF MAGNESIA 12 oz.	.58	.69	—	.69
TUMS 3 roll package	.23	.30	.31	.39
VICKS FORMULA "44" 3 1/4 oz. bottle	.72	.98	.98	.98
VICKS VAPORUB 3 1/2 oz. jar	.84	.98	.98	.98
TAMPAX 40 regular	1.16	1.59	1.65	1.59
BAND AID PLASTIC STRIPS 31 pkg.	.34	.47	.47	.47
COPPERTONE SUNTAN LOTION 2 oz.	.71	.85	—	.83
COVER GIRL MAKEUP 1-ounce	1.29	1.50	—	1.71
FASTEETH 2-ounce	.64	.67	.79	.79
TEK TOOTH BRUSH	.34	—	.69	.49
SNAP-ON CURLERS	.76	.98	1.00	1.00
HEAD & SHOULDERS SHAMPOO tube	.53	.69	.69	.89
HAIR NETS package of 3	.18	.25	.25	.25
BRYLCREEM 4 1/2 ounce	.76	.98	—	.98
GILLETTE FOAMY 11-ounce can	.75	.98	1.02	.98
GILLETTE BLADES stainless 6-pak.	.72	.79	.89	.89
FLASHLIGHT BATTERIES 2-pak.	.26	.40	.40	.40
SCOTCH FREEZER TAPE 300 inch	.87	.98	.98	.98
GARDEN GLOVES	.43	.59	.61	.59
Q-TIPS 88's	.38	.59	.61	.61
JOHNSON BABY POWDER 9-oz. can	.49	—	.65	.65
GERBER BABY PANTS	.39	—	.49	.49
COTTON BALLS 65 count	.31	—	.39	.39
1-A-DAY VITAMIN or MULTIPLE 25's	.78	.98	.98	.98
JOHNSON SHOE POLISH	.43	.49	—	.49
TOTAL	\$36.64	\$45.74	\$39.84	\$48.96

COMPARE! YOU SAVE UP TO 34%, AND MORE, AT LUCKY!

Delicatessen Department

- WILSON FRANKS All Meat 1-lb. Pkg. **49¢**
- SLICED LUNCH MEATS Lucky Bologna, Salami, P.S.P., Olive & Spiced 6-oz. **25¢**
- LUCKY AMERICAN CHEESE Individually Wrapped Slices 12-oz. Pkg. **53¢**
- XLNT TAMALES Turkey Only-Large Size 8-oz. Pkg. **27¢**
- CRESCENT ROLLS Pillsbury Brand 8-oz. Pkg. **33¢**
- MONTEREY JACK CHEESE 8-oz. Pkg. **37¢**

Lenten Menus!

- HALIBUT STEAKS **67¢** lb.
- SWORDFISH STEAKS **79¢** lb.
- PERCH FILETS Fresh **59¢** lb.
- FRESH OYSTERS 12-oz. Jar **69¢** lb.



MARY MORGAN LUCKY'S OWN HOME ECONOMIST
What makes up a Lenten Menu quicker than a Fresh Fruit Pie, and if that pie is light and fluffy, pastel-colored, flavored with fresh citrus juices, and garnished with fresh orange sections, can you think of a nicer harbinger of Spring? Pick up your FREE copy of our Fresh California Orange Pie this week at your favorite LUCKY Store!

Baby Foods

- BEECHNUT STEAMER BABY FOOD 4-oz. Jar **49¢**
- GERBER JUNIOR FOODS 4-oz. Pkg. **15¢**
- HI MEAT DINNERS SWITTS 4-oz. Jar **29¢**

Crackers

- HI-NO CRACKERS SUNSHINE 10-oz. Box **27¢**
- PEANUT BARS NABISCO-CHOCOLATE 10-oz. Pkg. **45¢**
- DI CARLOS BREAD LARGE 7-lb. Loaf **4.93¢**

Canned Fish

- CHICKEN O' SEA TUNA CHUM 6-oz. Can **29¢**
- PETER PAN SALMON PINK 10-oz. Can **55¢**
- CHICKEN O' SEA TUNA Albacore 7-oz. Can **3 for \$1**

Soups

- CAMPBELL'S SOUP VEGETABLE BASH 10-oz. Can **13¢**
- CHICKEN BROTH LYNDEN 14-oz. Jar **23¢**
- JELL-O GELATINE DESSERT 3-oz. Box **3 for 28¢**

Shortening & Oil

- SNOWDRIFT SHORTENING 2-lb. Can **77¢**
- WESSON OIL 38-oz. Bottle **59¢**
- POMPEIAN OLIVE OIL 1-lb. Can **79¢**

Olives & Pickles

- RIPE OLIVES EARLY CALIFORNIA SELECT 16-oz. Can **25¢**
- DEL MONTE RELISH Sweet 7-1/2-oz. Jar **31¢**
- POLISH GHERKINS DREHER 22-oz. Jar **37¢**

Salt-Sugar & Spice

- SPRECKELS SUGAR 5-lb. Bag **51¢**
- LESLIE TABLE SALT 36-oz. Box **12¢**
- BLACK PEPPER SCHILLING 8-oz. Can **69¢**

Salad Dressing

- KRAFT MIRACLE WHIP 12-oz. Jar **57¢**
- LUCKY MAYONNAISE 24-oz. Jar **39¢**
- MONACO DRESSING 8-oz. Bottle **33¢**

Coffee & Tea

- BUTTERNUT COFFEE 1-lb. Can **79¢**
- BUTTERNUT INSTANT (30c OFF) 3-oz. Jar **75¢**
- MAXWELL HOUSE COFFEE 1-lb. Can **79¢**
- MAXWELL HOUSE COFFEE 2-lb. Can **1.57**
- Mc CORMICK Tea Bags 1-lb. Pkg. **55¢**

Food Costs Less At Lucky

- MIRACLE MARGARINE 1-lb. Can **31¢**
- LUCKY MARGARINE 1-lb. Can **19¢**
- ALLSWEET MARGARINE 1-lb. Carton **29¢**
- PET MILK EVAPORATED 1-lb. Can **15¢**
- BORDEN STARLAC NON-FAT MILK 12-oz. Box **89¢**
- PARKAY MARGARINE 1-lb. Can **29¢**
- PEANUT BUTTER LUCKY 2-lb. Jar **1.18**
- MARY ELLEN JAM STRAWBERRY 20-oz. Jar **49¢**
- LOG CABIN SYRUP 24-oz. Bottle **63¢**
- PANCAKE MIX AUNT JEMIMA 2-lb. Box **41¢**
- BISQUICK 40-oz. Box **43¢**
- REG. CAKE MIX PILLSBURY 18-oz. Pkg. **32¢**
- CORN BREAD MIX DROMEDARY 15-oz. Box **25¢**
- DEL MONTE PEAS 300 Can **22¢**
- STOKELY CORN GOLDEN 300 Can **19¢**
- CUT GREEN BEANS DEL MONTE 300 Can **25¢**
- PORK & BEANS VAN CAMP 2-lb. Can **22¢**
- LIBBY'S CUT BEETS 300 Can **15¢**
- HARVEST DAY CORN 12-oz. 2 for **31¢**
- STEWED TOMATOES HUNT'S 300 Can **18¢**
- TOMATO JUICE HUNT'S 12-oz. Can **23¢**
- V-8 JUICE VEGETABLE 46-oz. Can **38¢**
- BUTTER BEANS SEASIDE 300 Can **13¢**
- GARBANZO BEANS B & W 300 Can **17¢**

Food Costs Less At Lucky

- COCA-COLA KING 12-oz. Btl. 6 for **59¢**
- CANADA DRY Canned Beverages 12-oz. Can 12 for **\$1**
- BEER GOLDEN CROWN 12-oz. Can 6 for **79¢**
- DEL MONTE PEACHES KING 12-oz. Btl. **25¢**
- APRICOTS HARVEST DAY HALVES 2-lb. Can **27¢**
- SLICED PINEAPPLE DOLES 1-lb. Can **22¢**
- FRUIT COCKTAIL HUNT'S 300 Can **21¢**
- HARVEST DAY PEARS SECTIONS 300 Can **21¢**
- BORDO GRAPEFRUIT 300 Can **25¢**
- MANDARIN ORANGES DEL MONTE 11-oz. Can **25¢**
- MOTT'S APPLE JUICE Quart Bottle **28¢**
- MOTT'S APPLE SAUCE 25-oz. Jar **28¢**
- ORANGE JUICE TREE-SWEET 46-oz. Can **49¢**
- PINEAPPLE JUICE HARVEST DAY 46-oz. Can **29¢**
- APRICOT NECTAR Sunsweet 46-oz. Can **39¢**
- SUGARPE RAISINS 4-1/2-lb. Pkg. **19¢**
- CALGON SOFTENER WATER 40-oz. Box **69¢**
- LYSOL DISINFECTANT 12-oz. Btl. **83¢**
- GOODWIN AMMONIA Quart Bottle **27¢**
- LUCKY BLEACH LIQUID Gallon Bottle **43¢**
- LUCKY LIQUID RINSE 15-Gal. Bottle **59¢**
- LUCKY LOW SUDS 10-lb. Box **1.45**
- TREND LIQUID DETERGENT 32-oz. Bottle **40¢**

Food Costs Less At Lucky

- SCOTT TOWELS PAPER Jumbo Roll **29¢**
- KLEENEX FACIAL TISSUE 300-Ct. Box **35¢**
- COLORTEX NAPKINS PAPER 40-Ct. Pkg. **8¢**
- KOTEX NAPKINS SANITARY 48-Ct. Box **1.29**
- LADY SCOTT TOILET TISSUE 2-Roll Pkg. **27¢**
- CUT-RITE SANDWICH BAGS 75-Ct. Pkg. **19¢**
- CORN FLAKES KELLOGG'S 12-oz. Box **29¢**
- POST RAISIN BRAN 14-oz. Box **37¢**
- QUAKER OATS 18-oz. Box **25¢**
- RUSKET FLAKES Loma Linda 10-oz. Pkg. **29¢**
- RALSTON RICE CHEX 9-oz. Box **32¢**
- FOREMOST BUTTER 1st Quality 1-lb. Carton **69¢**
- BIG DIP ICE MILK 1/2-Gallon Carton **47¢**
- VELVEETA CHEESE FOOD 2-lb. Carton **89¢**
- FRESH EGGS MEDIUM GRADE AA 1-Dozen Carton **35¢**
- LOLLI PUPS DOG & CAT CANDY 7-oz. Box 2 for **25¢**
- PERK CAT FOOD SALMON 8-oz. Can **10¢**
- KAL-KAN MPS DOG FOOD 16-oz. Can **20¢**
- GAINES DOG BURGERS 36-oz. Pkg. **87¢**
- PURINA DOG CHOW 10-lb. Bag **1.33**
- LUCKY VODKA 40 PROOF QUART **3.55**
- OAKMOUNT WHISKEY BLENDED Qt. Bottle **3.77**
- BRANDY GOLD SEAL 10 Years Old FIFTH **3.99**

Food Costs Less At Lucky

- TV DINNERS SWANSON'S Regular Pkg. **49¢**
- ORANGE JUICE SPRINGFIELD 6-oz. Can **21¢**
- GRAPE JUICE MINUTE MAID 6-oz. Can **19¢**
- BLEND JUICE MINUTE MAID 6-oz. Can **23¢**
- GRAPEFRUIT JUICE MINUTE MAID 6-oz. Can **20¢**
- PICTSWEET VEGETABLES 24-oz. Bkg. **37¢**
- CUT GREEN BEANS PICTSWEET 20-oz. Pkg. **37¢**
- FISHSTICKS 4 FISHERMEN 8-oz. Pkg. **39¢**
- HALIBUT CERTI-FRESH 16-oz. Pkg. **89¢**
- BREADED SHRIMP CERTI-FRESH 8-oz. Pkg. **59¢**
- CREAMED CHICKEN KOLD-KIST 14-oz. Pkg. **55¢**
- WONG'S FOODS CHINESE Regular Pkg. **55¢**
- STAR-KIST TUNA PIE 8-oz. Pkg. **6 for \$1**
- MEAT PIES BANQUET 6-oz. 4 for **75¢**
- GARLIC BREAD OH BOY 8-oz. Pkg. **33¢**
- WAKEFIELD CRAB MEAT 6-oz. Box **79¢**
- HEINZ KETCHUP 14-oz. Bottle **22¢**
- TOMATO SAUCE HUNT'S 300 Can **15¢**
- DEL MONTE CATSUP 30-oz. Bottle **25¢**
- MAHATMA RICE Long Grain 2-lb. Bag **37¢**
- CIGARETTES FILTER & KING SIZE Carton **2.11**
- KRAFT CANDY CHOCOLATE Regular 30c Pkg. **3 for \$1**