

ARE YOU PAYING TOO MUCH FOR MEAT?

Lucky STORES
EVERYTHING YOU BUY... YOU BUY FOR LESS
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BONDED
for flavor and tenderness

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Lucky is continuing to hold the line on lower prices... with wholesale meat prices at an eight-year-high (. . . quite obvious by the constant increase of retail prices). When you compare the everyday price per pound . . . you'll see at a glance the true picture of Lucky's Lower Discount Prices! Furthermore, every cut of meat sold by Lucky is backed by our MONEY-BACK GUARANTEE OF GOOD EATING . . . your assurance of strictly Top-Quality USDA CHOICE or BONDED MEATS! When it comes to good-eating . . . when it comes to greater savings . . . then come to Lucky, where Everything You Buy . . . You Buy for Less Everyday!

- Baby Foods**
- BEECHNUT STRAINED BABY FOOD 4 1/2-oz. Jar 9¢
 - GERBER'S JUICES STRAINED 4-oz. Can 10¢
 - SWIFT DINNERS HIGH MEAT 4 1/2-oz. Jar 17¢

- Canned Meats**
- LIBBY'S BEEF STEW 24-oz. Can 49¢
 - BONED CHICKEN LYNDEN 8-oz. Glass 39¢
 - BEAN TAMALES ROSARITA 15-oz. Can 17¢

- Flour & Mixes**
- WONDRA FLOUR 2-lb. Bag 29¢
 - CAKE MIX DUNCAN HINES 18 1/2-oz. Pkg. 39¢
 - PANCAKE MIX PILLSBURY 2-lb. Box 39¢

- Shortening & Oil**
- SNOWDRIFT SHORTENING 3-lb. Can 75¢
 - WESSON OIL 24-oz. Bottle 39¢
 - POMPEIAN OLIVE OIL Pint Can 79¢

- Salt—Sugar & Spice**
- MORTON SALT 26-oz. Box 12¢
 - C & H SUGAR GRANULATED 10-lb. Bag 99¢
 - SUCARYL SWEETNER 6-oz. Bottle 79¢

- Peanut Butter & Syrup**
- PEANUT BUTTER PETER PAN 18-oz. Jar 56¢
 - LOG CABIN SYRUP 24-oz. Bottle 63¢
 - MARY ELLEN JAM STRAWBERRY 20-oz. Jar 59¢

- Other Items**
- CIGARETTES FULL MALL KING SIZE Carton 2.11
 - BRIQUETTES ROYAL OAK 10-lb. Bag 69¢
 - FIRE STARTER WIZARD 4-oz. Quart Can 37¢

- Sauces & Rice**
- FRENCH'S MUSTARD 24-oz. Jar 33¢
 - TOMATO SAUCE HUNT'S 8-oz. can 3 for 25¢
 - DEL MONTE CATSUP 20-oz. Bottle 27¢
 - BLUE ROSE RICE WATERMAID 2-lb. Pkg. 34¢

- Margarine & Milk**
- AWARD MARGARINE 1-lb. Carton 37¢
 - SAFFOLA MARGARINE 1-lb. Ctn. 37¢
 - CARNATION MILK EVAPORATED Fat Can 15¢
 - MILKMAN DRY MILK 4-Qt. Box 89¢

- Paper Items**
- ZEE PAPER TOWELS Jumbo Roll 23¢
 - COLORTEX NAPKINS PAPER 60-Ct. Pkg. 8¢
 - KOTEX NAPKINS SANITARY 24-Count Box 69¢
 - ZEE LUNCH BAGS 50-Ct. Pkg. 19¢

- Laundry Aids**
- CALGON SOFTENER WATER 16-oz. Box 33¢
 - GOODWIN'S AMMONIA 1/2-Gal. Bottle 45¢
 - CLOROX BLEACH LIQUID Gallon Bl. 63¢
 - DASH DETERGENT Giant Box 75¢
 - IVORY LIQUID 32-oz. Bottle 88¢
 - THRILL LIQUID DETERGENT 22-oz. Bottle 64¢
 - IVORY SNOW Giant Box 79¢
 - PERSONAL IVORY SOAP 4-oz. Bar 27¢
 - LAVA SOAP Regular Bar 2 for 23¢
 - VANO FABRIC FINISH 15-oz. Can 62¢

- Coffee & Tea**
- FOLGERS COFFEE 1-lb. Can 79¢
 - FOLGERS COFFEE 2-lb. Can 1.57
 - FOLGERS COFFEE 3-lb. Can 2.27
 - LIPTON TEA BAGS 48-Ct. Pkg. 59¢
 - FOLGERS INSTANT COFFEE 10-oz. Jar 1.25 (30¢ Off Label)

- Dairy Foods**
- ICE CREAM FOREMOST PREMIUM 1/2-Gallon Round Carton 68¢
 - FOREMOST BUTTER 1-lb. Carton 69¢
 - COTTAGE CHEESE FOREMOST 1-Qt. Carton 49¢

- Pet Foods**
- GAINES DOG BURGERS 26-oz. Pkg. 87¢
 - PURR CAT FOOD ALL TUNA 6-oz. Can 14¢
 - SKIPPY DOG FOOD 16-oz. Can 9¢

- Soups**
- CAMPBELL'S SOUP CHICKEN 10 1/2-oz. Can 16¢
 - SPLIT PEA SOUP ANDERSEN'S 303 can 19¢
 - JELL-O GELATINE DESSERT 6-oz. Box 19¢

- Olives & Pickles**
- PITTED OLIVES EARLY CALIF. LARGE Tall Can 29¢
 - DEL MONTE RELISH Sweet 14-oz. Jar 31¢
 - ICEBERG STIX AUNT JANE'S 26-oz. Jar 43¢

- Salad Dressing**
- MAYONNAISE LAURA SCUDDER 4-oz. Jar 49¢
 - MIRACLE WHIP 48-oz. Jar 79¢
 - FRENCH DRESSING KRAFT 16-oz. Bottle 47¢

- Beverages**
- SHASTA LOW CALORIE CANNED BEVERAGES 12-oz. Can 12 for \$1
 - GOLDEN CROWN BEER—CASE OF 24 12-oz. Cans 2.99
 - TAB COLA 10-oz. Bottle 8 for 69¢ (Not Available at all Stores)

- Canned Fish**
- CHICKEN O' SEA TUNA CHUNK 6 1/2-oz. Can 29¢
 - ALBACORE TUNA CARNATION 7-oz. Can 29¢
 - PINK SALMON PETER PAN 16-oz. Can 59¢
 - CRAB MEAT DEL MONTE 7 1/2-oz. Can 89¢

- Crackers**
- OREO CREME COOKIES SANDWICH 16-oz. Pkg. 45¢
 - HI-HO CRACKERS 10-oz. Pkg. 27¢
 - PREMIUM CRACKERS 1-lb. Box 29¢
 - GAUCHO COOKIES RUKRY 10-oz. Box 35¢
 - PRETZELS NABISCO Very-Thin 10-oz. Box 36¢

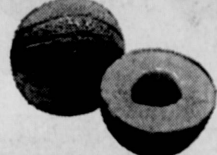
- Fruits & Juices**
- FRUIT COCKTAIL DEL MONTE 303 Can 33¢
 - CLING PEACHES HUNT'S 215 Can 25¢
 - DEL MONTE PEARS 303 Can 31¢
 - OCEAN SPRAY KELLISH—Cranberry 14-oz. Jar 35¢
 - PINEAPPLE CHUNKS LIBBY 11 1/2 Can 27¢
 - COOKED PRUNES SUNSWEET 16-oz. Jar 31¢
 - CRANBERRY JUICE OCEAN SPRAY 1/2-Qt. Bottle 55¢
 - PINEAPPLE JUICE DOLE 46-oz. Can 31¢
 - APPLE JUICE MOIT'S 1/2-Qt. Bottle 31¢
 - ORANGE JUICE DEL MONTE 46-oz. Can 49¢
 - WELCHADE DRINK 32-oz. Can 33¢

- Vegetables & Juices**
- CUT GREEN BEANS DEL MONTE 303 Can 25¢
 - GREEN GIANT PEAS 303 Can 20¢
 - NIBLET'S CORN 12-oz. Can 23¢
 - PORK & BEANS HUNT'S 52-oz. Can 38¢
 - B & M BAKED BEANS 26-oz. Can 35¢
 - GARBANZO BEANS S & W 300 Can 17¢
 - STEWED TOMATOES DEL MONTE 303 Can 23¢
 - BLACKEYE PEAS DORMAN FRESH GREEN 300 Can 2 for 35¢
 - POTATOES SCALLOPED—BETTY CROCKER 5 1/2-oz. Pkg. 41¢
 - V-8 VEGETABLE JUICE 46-oz. Can 38¢
 - SLICED BEETS DEL MONTE 303 Jar 22¢



Mary Morgan LUCKY'S OWN HOME ECONOMIST

Get ready for compliments on your next dessert, with its crunchly top and bottom and its smooth shiny filling. The filling uses eggs for thickening, the richness comes from butter and its double tartness comes from both lemon rind and juice. The crisp top and bottom is chewy with coconut, brown sugar and nuts, well blended and lightly baked first, before adding the filling. Pick up your copy of this FRESH LEMON BUTTER CRISP this week—you'll be glad you did!



... Sparkling Farm-Fresh Fruits and Vegetables

Lucky's vast trucking system enables you to select fruits & vegetables that are hours fresher. Lucky is proud of its enviable reputation that has been earned over the years . . . a reputation offering the finest, freshest produce on the market . . . and AT LOWER DISCOUNT PRICES! . . . Just picked, shipped & cleaned, Lucky's sparkling produce is waiting for your selection!

- Cereal**
- TOTAL CEREAL 12-oz. Box 49¢
 - KELLOGG SPECIAL 'K' 6 1/2-oz. Box 31¢
 - SUGAR CORN-POPS 9-oz. Pkg. 35¢
 - WHEATENA 22-oz. Box 42¢
 - CORN KIX 9-oz. Pkg. 34¢

- Frozen Foods**
- CHEESE PIE JOHNSTON ROSE 16-oz. Pkg. 65¢
 - FILET OF HALIBUT ROYAL CERTI-FRESH 1-lb. Pkg. 89¢
 - BREADED SHRIMP CERTI-FRESH 8-oz. Pkg. 59¢
 - MEXICAN FOODS GORDO'S Regular Pkg. 37¢ Beef Enchiladas - Cheese Enchiladas - Party Tacos
 - CREAMED CHICKEN KOLD-KIST 14-oz. Pkg. 55¢
 - KOLD-KIST STEAKS MORTON 8-oz. Pkg. 11¢
 - SPAGHETTI & MEAT MORTON 8-oz. Pkg. 27¢
 - GARLIC BREAD OH BOY 8-oz. Pkg. 33¢
 - FRUIT PIES SWISS MISS 8-inch Pie 28¢
 - ORANGE JUICE TREE-SWEET 6-oz. Can 22¢
 - ORANGE JUICE FREE-SWEET 12-oz. Can 43¢
 - BURG-O-WICH KERMIN'S 4-oz. Pkg. 25¢

- Distilled Spirits**
- LUCKY VODKA 80 PROOF 5TH BOTTLE 2.99
 - LUCKY GIN 90 Proof FIFTH BOTTLE 3.55
 - OAKMOUNT WHISKEY 57th Bottle 2.99 (Not available at all stores) 6/24/65

Comparison Test Proves... Lucky LOWER EVERYDAY PRICES MEAN Greater Savings

| LUCKY'S DISCOUNT PRICE | SUPER MARKET A | SUPER MARKET B | SUPER MARKET C |
|-------------------------------------|----------------|----------------|----------------|
| ROUND STEAK Bone In | \$.75 lb. | \$1.09 lb. | \$1.09 lb. |
| GROUND BEEF | .37 lb. | .55 lb. | .49 lb. |
| CHUCK ROAST Blade Cut | .39 lb. | .69 lb. | .65 lb. |
| T-BONE STEAK | 1.19 lb. | 1.29 lb. | 1.65 lb. |
| PORTERHOUSE STEAK | 1.23 lb. | 1.39 lb. | 1.65 lb. |
| LEG OF LAMB | .79 lb. | .89 lb. | .89 lb. |
| TOP SIRLOIN STEAK | 1.59 lb. | 1.59 lb. | 1.89 lb. |
| RIB STEAK | .89 lb. | .98 lb. | 1.09 lb. |
| CUBE STEAK | .98 lb. | 1.49 lb. | 1.39 lb. |
| RUMP ROAST | .75 lb. | .98 lb. | .95 lb. |
| RIB ROAST Large End | .79 lb. | 1.09 lb. | .98 lb. |
| RIB ROAST Small End | .89 lb. | 1.29 lb. | 1.09 lb. |
| SIRLOIN TIP STEAK | .95 lb. | 1.39 lb. | 1.39 lb. |
| CLUB STEAK | .98 lb. | 1.29 lb. | 1.09 lb. |
| FILET MIGNON STEAK | 2.19 lb. | 2.69 lb. | 2.59 lb. |
| FLANK STEAK | .98 lb. | 1.19 lb. | 1.19 lb. |
| NEW YORK CUT STEAK | 1.89 lb. | 2.29 lb. | 2.39 lb. |
| CHUCK ROAST Center Cut | .49 lb. | .75 lb. | .75 lb. |
| STEWING BEEF Boneless | .79 lb. | .89 lb. | .98 lb. |
| LAMB SHOULDER ROAST | .55 lb. | .59 lb. | .59 lb. |
| PORK LOIN ROAST Loin End | .69 lb. | .69 lb. | .79 lb. |
| FRYING CHICKEN Whole Body | .29 lb. | .49 lb. | .31 lb. |
| SHANK PORTION HAM | .45 lb. | .59 lb. | .45 lb. |
| OSCAR MAYER BACON | .79 lb. | .93 lb. | .89 lb. |
| Store Brand SLICED BACON | .59 lb. | .69 lb. | .69 lb. |

Compare the Average Price per pound **.89 1.11 1.18 1.11**
*Denotes advertised special—All other prices are everyday.

- Delicatessen Department Items**
- WILSON'S FRANKS 1-Pound Pkg. 57¢
 - LUCKY AMERICAN CHEESE Individual Wrapped Slices 12-oz. Pkg. 53¢
 - LUCKY BISCUITS Buttermilk or Sweet Milk 8-oz. Pkg. 3 for 23¢
 - HORMEL LUNCH MEATS Sliced Turkey 4-oz. Black pepper Ham 4-oz. Bar-B-Q or Ham & Cheese loaf 6-oz. 54¢
 - LUCKY LUNCH MEATS Sliced Bologna, Sliced, P&P, and Olive 6-oz. Pkg. 25¢
 - BOB'S SALAD DRESSINGS Blue Cheese, 1000 Island, Sour Cream 8-oz. Bl. (Request) 47¢ 37¢
 - DANOLA SLICED HAM A real Tasty Lunch Box Treat 5-oz. Pkg. 65¢

TOYS
A special group of unbreakable polyethylene plastic in bright, non-fading colors.
\$1.00 VALUE! OUR LOW EVERYDAY PRICE **59¢**

CHARCOAL BUCKET
An attractive container complete with cover and handle. Sturdy construction . . . clean and easy to store BRIQUETTES.
\$1.98 VALUE! OUR LOW PRICE **\$1.47**

BRIDGE TABLE
Wood table with warp-proof fiber top with a moisture and stain repellent red, green or brown covering. 27" high, 30"x30" top.
\$4.98 VALUE! **\$2.66**

HIDDEN MAGIC HAIR SPRAY
Contains Flexinol an exclusive holding ingredient, controls your hair without stiffness or stickiness.

Large Size 7-oz. Aerosol Can **\$1.14**
\$1.50 VALUE!

BAN DEODORANT Spray-On Can - 98¢ VALUE! OUR LOW PRICE **76¢**

NOXEMA SKIN CREAM 10-oz. Jar - \$1.98 VALUE! OUR LOW PRICE **\$1.08**

EXCEDRIN TABLETS Bottle of 100 - \$1.49 VALUE! OUR LOW PRICE **\$1.22**

SCORE HAIRDRESSING King Size Tube - \$1.09 VALUE! OUR LOW PRICE **84¢**

MACLEANS TOOTHPASTE Family Size - 85¢ VALUE! OUR LOW PRICE **72¢**

- ★ HERMOSA BEACH 2510 PACIFIC COAST HWY & GOULD LANE
- ★ LOMITA 24911 SO. WESTERN AVE & LOMITA BLVD
- ★ TORRANCE 2515 TORRANCE BLVD & CRENSHAW BLVD
- ★ INGLEWOOD 10801 PRAIRIE AVE. & LENNOX BLVD.
- ★ REDONDO BEACH 1516 PACIFIC COAST HWY.