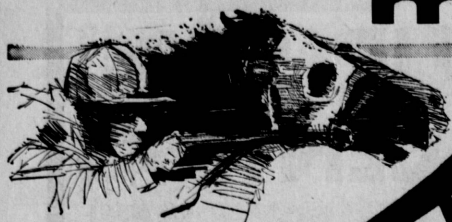


most people want a



sure thing!

... THAT'S WHY THOUSANDS OF SMART SHOPPERS DEPEND ON Greater Savings WITH LUCKY'S STORE-WIDE

total DISCOUNT PRICING!

Lucky

DISCOUNT SUPERMARKETS

EVERYTHING YOU BUY YOU BUY FOR LESS

- Baby Foods: MODILAC GERBER'S BABY FORMULA 24¢, GERBER'S JUNIOR FOOD 13¢

- Cereals: WHEAT GERM LOMA LINDA 37¢, TEAM FLAKES NABISCO 47¢, POST GRAPE-NUTS 45¢

- Crackers & Cookies: OREO COOKIES NABISCO SANDWICH 47¢, KRISPY CRACKERS SUNSHINE 31¢, GRAHAMS PACIFIC HONEY TREAT 31¢

Compare LOWER EVERYDAY PRICE! BABY FOOD GERBER'S STRAINED 4 1/2-oz. Jar 9¢

- Beer & Beverages: BEER BUSCH BAVARIAN 12-oz. Can 6 for 1.19, CANADA DRY BEVERAGES 12-oz. Can 12 for \$1, BEVERAGES MOTHER'S PRIDE 1/2 Gallon Bottle 29¢

- Flour & Mixes: CAKE MIX BETTY CROCKER Regular Pkg. 38¢, PANCAKE MIX AUNT JEMIMA 2-lb. Box 43¢, TOASTEM POP-UPS 10-oz. Box 45¢

- Dairy Foods: SHAKE-SHAKE KNUDSEN'S 1/2 Pint 16¢, DUTCH PRIDE IMITATION ICE MILK 1/2-Gallon Carton 33¢

- Pet Foods: AL-PO DOG FOOD BEEF CHUNKS 1 1/2-oz. Can 28¢, KITTY QUEEN CAT FOOD-Kidney or Liver 6-oz. Can 18¢

Compare LOWER EVERYDAY PRICE! VELVEETA KRAFT CHEESE FOOD 2 LB. LOAF 98¢

- Salad Dressing: BEST FOODS MAYONNAISE Quart Jar 58¢, MIRACLE WHIP Quart Jar 53¢, ITALIAN DRESSING WISHBONE 8-oz. Btl. 37¢

- Paper Items: PLASTIC WRAP HANDI-WRAP 100-Ft. IRoll 27¢, MODESS NAPKINS SANITARY 24-Ct. Box 67¢, FACIAL TISSUE LUCKY 200 Two-Ply Box 19¢, ZEE NAPKINS ASSORTED PAPER 80-Ct. Pkg. 11¢, ZEE TOWELS PRINTED PAPER Giant Roll 27¢, TOILET TISSUE DELSEY 2-Roll Pkg. 24¢

Have YOU won any money or prizes in the latest supermarket promotional come-ons? ... the Bingos ... the races ... the jackpots? Would you like a sure-thing? You win every time you make a purchase at Lucky! ... Because Lucky DISCOUNTS EVERY ITEM the law will allow! The only reason "legalized gambling" with your food dollar is tolerated is because the costs are hidden ... Instead of being presented with an itemized statement of costs, the homemaker pays for those games in the form of higher prices! Lucky has taken all those games and gimmicks and stamps out of the supermarket business and brought you complete STORE-WIDE DISCOUNT PRICING ... TOTAL SAVINGS ON EVERY ITEM IN THE STORE!



FRYING CHICKEN

Lucky's Everyday Low Price 29¢ lb

- CHUCK ROAST USDA GRADE A Whole Body FRESH 35¢ lb, ROUND STEAK USDA CHOICE or BONDED 68¢ lb, GROUND BEEF FRESH and LEAN 35¢ lb, RIB ROAST STANDING LARGE END USDA CHOICE or BONDED 73¢ lb

- TURKEY PAN ROAST COSMOPOLITAN White Meat 3-lb. 4-oz. 2.98, CUT-UP FRYERS FRESH CHICKENS 35¢ lb., ROASTING CHICKEN CRESTVIEW SKIN TORN 39¢ lb., YOUNG DUCKS USDA GRADE A GENUINE LONG ISLAND 53¢ lb., CROSS RIB ROAST BONELESS 68¢ lb., RUMP ROAST 68¢ lb., RIB STEAK 79¢ lb., SPARE RIBS FARMER STYLE 69¢ lb.

- Soy Sauce: SOY SAUCE JANU-WINE 5-oz. Bottle 18¢, TOMATO SAUCE HARVEST DAY 8-oz. Can 3 for 25¢, MAHATMA RICE LONG GRAIN 2-lb. Pkg. 37¢

- Vegetables & Juices: GREEN GIANT CORN Golden Cream 21¢, CUT GREEN BEANS HARVEST DAY 303 Can 17¢, TOMATO JUICE LIBBY 46-oz. Can 29¢, TOMATOES HUNT'S Italian Style 2 1/2 Can 33¢, VAN CAMP BEANS WITH PORK 2 1/2 Can 23¢, VEG-ALL MIXED VEGETABLES 303 Can 19¢, DIXIE DANDY YAMS 303 Can 21¢, ONIONS YORK COUNTY 303 Can 27¢, REFRIED BEANS ROSARITA 2 1/2 Can 27¢, HARVEST DAY PEAS 303 Can 17¢, ZUCCHINI SQUASH DEL MONTE 303 Can 23¢

Compare LOWER EVERYDAY PRICE! GRAVY TRAIN 309, DOG FOOD 25 BAG

- Distilled Spirits: WHISKY CANADIAN CREST FIFTH 3.99, GOLD SEAL GIN 80 PROOF QUART 3.55, VIN ROSE WINE LUCKY 1/2-GAL. BTL. 99¢

COMPARE THESE EVERYDAY LOW PRICES ON HOUSEWARES & SUNDRIES!

- WILKINSON SWORD STAINLESS BLADES PKG. OF 5 69¢ VALUE—Our Low Price 59¢, REEF MOUTHWASH A unique new solution, not just another mouthwash. Refreshing, helps kill germs and bad breath—\$1.09 VALUE Our Everyday Low Price 85¢, 12-qt SIZE UTILITY POT Heavy aluminum pot, guaranteed to give complete satisfaction for soups, corn, spaghetti, etc. \$5.95 VALUE \$2.99, THROW RUGS Some with Tassel Fringe, 24" x 48" size, 100% Rayon. Pile, acid resistant back. Assorted colors and patterns. \$3.99 VALUE Our Low Everyday Price \$2.96

- GROUND ROUND 68¢ lb., GROUND CHUCK 58¢ lb., CENTER CUT CHUCK ROAST 45¢ lb., ROUND STEAK BONELESS 78¢ lb., STANDING RIB ROAST SMALL END 83¢ lb., CHUCK STEAK 45¢ lb., BONELESS STEWING BEEF 69¢ lb., SHORT RIBS OF BEEF 29¢ lb., HAM FARMER JOHN—FULLY COOKED FULL SHANK HALF 55¢ lb., SAUSAGE LINKS FARMER JOHN SKINLESS 8-oz. Pkg. 29¢, SLICED BACON LUCKY 1-Pound Pkg. 73¢, THICK BACON LUCKY SLICED 2 lb. 1.45, FRYER BREAST FRYING CHICKEN 65¢ lb., LEGS & THIGHS FRYING CHICKEN 59¢ lb., LAMB SHOULDER ROAST 55¢ lb., LARGE LOIN LAMB CHOPS 89¢ lb., LAMB SHOULDER CHOPS 89¢ lb., ROUND BONE LAMB CHOPS 98¢ lb., SLICED BACON BATH, HORMEL or SWIFT 1-lb. Pkg. 79¢

- Margarine & Milk: WHIPPED MARGARINE NUCOA 33¢, CARNATION MILK EVAPORATED 16¢, SANALAC NON-FAT DRY MILK 10-Quart Box 1.01

- Peanut Butter, Jam & Syrup: PEANUT BUTTER JIF 18-oz. Jar 58¢, SUPERIOR HONEY 24-oz. Jar 65¢, VERMONT MAPLE SYRUP 24-oz. 63¢, C-H-B JAM STRAWBERRY 18-oz. Jar 44¢

- Frozen Foods: POTATOES ORE IDA HASH BROWN 2-lb. Pkg. 31¢, OH BOY PIZZA CHEESE 9 1/2-oz. Pkg. 45¢, MACARONI AND CHEESE MORTON 8-oz. Pkg. 22¢, CREAMED CHICKEN KOLD KIST 8-oz. Pkg. 55¢, SARA LEE ROLLS 12-Count Pkg. 55¢, ENCHILADAS XLINT—Cheese, Beef and Tomatoes 8-oz. Pkg. 35¢, VEGETABLES In Butter Sauce—Reg. Pkg. Niblet's Corn-Medium Peas—Sliced Green Beans—Leaf Spinach 31¢, ORANGE JUICE CAL FAME 6-oz. Can 24¢, FISHESTICKS CERTI-FRESH 8-oz. Pkg. 38¢, PERCH FILLET CERTI-FRESH 1-lb. Pkg. 55¢, HAWAIIAN PUNCH ON A STICK, RED. 6-Ct. Pkg. 35¢

Compare LOWER EVERYDAY PRICE! FRUIT PIES SWISS MISS Frozen 8-inch 28¢

- Soups & Gelatins: TOMATO SOUP HARVEST DAY 10 1/2-oz. Can 10¢, LIPTON SOUP MIX Chicken Noodle 3-Pk. Pkg. 29¢, EGG CUSTARD MIX JELL-O 4 1/2-oz. Pkg. 31¢

- Shortening & Oil: SNOWDRIFT SHORTENING 3-lb. Can 77¢, PEANUT OIL PLANTER'S 24-oz. Bottle 58¢, WESSON OIL 38-oz. Bottle 69¢

- Delicatessen Department: ALL MEAT FRANKS Wilson or Farmer John 1-lb. Pkg. 59¢, AMERICAN CHEESE SLICED-Kraft 12-oz. Pkg. 67¢, SLICED LUNCH MEATS Lucky 29¢, CRACKER BARREL Bologna, Salami, P.F. Olive, Spiced Cheese—Kraft Sharp 10-oz. Pkg. 73¢, LUCKY BISCUITS Buttermilk or Sweet Milk 8-oz. Pkg. 3 for 23¢, SLICED BOLOGNA Wilson all meat or all beef 1-lb. 69¢, POLISH SAUSAGE Red-E Serve Kielbasa 9-oz. 73¢, BRAUNSCHEWEIGER Bavarian 8-oz. 67¢

- Other Items: PIZZA PIE MIX CHEF BOYARDEE with Cheese 15 1/2-oz. Pkg. 48¢, RAVIOLA CHEF BOY-AR-DEE BEEF and CHEESE 15 1/2-oz. Can 31¢, CIGARETTES REG. SIZE—Carton—plus tax 2.12

- Fruits & Juices: APPLE SAUCE APPELLEND 24-oz. Jar 25¢, PINEAPPLE HARVEST DAY CRUSHED #2 Can 29¢, FRUIT TREATS MOTT'S 30-oz. Jar 31¢, FRUIT COCKTAIL HUNT'S 300 Can 22¢, HUNT'S PEACHES CLING 3 1/2 Can 25¢, HARVEST DAY PEARS 2 1/2 Can 33¢, MANDARIN ORANGES DEL MONTE 11-oz. Can 25¢, PINEAPPLE JUICE DOLE 46-oz. Can 28¢, PRUNE JUICE SUNSWEET 40-oz. Bottle 53¢, CAL FAME BEVERAGE—GRAPE - ORANGE 46-oz. Can 25¢

- Coffee & Tea: MAXWELL HOUSE COFFEE 1-lb. Can 69¢, MAXWELL HOUSE COFFEE 2-lb. Can 1.37, MAXWELL HOUSE COFFEE 3-lb. Can 2.05, YUBAN INSTANT COFFEE 9-oz. Jar 1.32, INSTANT TEA LIPTON 8-oz. Jar 1.25

- Canned Meats: CORNED BEEF HASH MARY KITCHEN 1-lb. Can 47¢, ROAST BEEF HASH MARY KITCHEN 15-oz. Can 51¢, CHILI PLAIN HORMEL 15 1/2-oz. Can 47¢, HORMEL TAMALES 15-oz. Can 33¢, SLOPPY JOE LIBBY-BEEF and PORK 15-oz. Can 59¢

The Finest Quality Fruits and Vegetables cost Less Everyday at Lucky—Compare the Prices... Compare the Quality!

STORE HOURS MONDAY thru FRIDAY 10 AM TO 9 PM, SATURDAY and SUNDAY 10 AM TO 7 PM

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

INGLEWOOD: 1035 S. La Brea Ave. 825 W. Arbor Vitae 10801 Prairie Ave.

WESTCHESTER: Lincoln Blvd. at Manchester

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