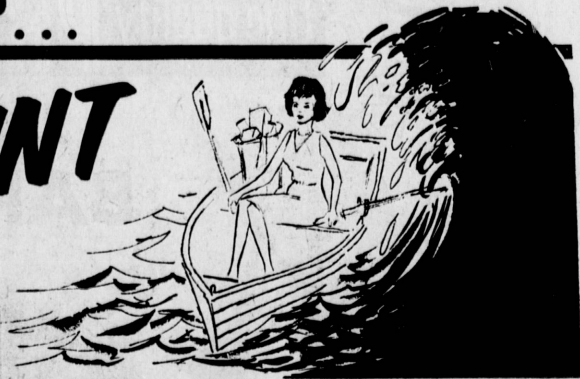


IF THE RISING TIDE OF FOOD PRICES IS SINKING YOUR BUDGET GAMES and GIMMICKS WON'T HELP...



only Lucky's TOTAL DISCOUNT PRICING



BRINGS YOU THE SAVINGS THAT REALLY COUNT!

Did you know that the average supermarket chain keeps only slightly more than 1¢ out of every dollar you spend? The rest of that dollar goes towards operational costs... The added cost of "legalized gambling," bingo, races, lotteries, etc. are paid for by price-padding... 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!*

- Crackers & Cookies**
- STA-CRISP CRACKERS PACIFIC 1-lb. Box 27¢
 - COOKIES SUNSHINE BUTTER FLAVOR 9½-oz. Pkg. 27¢
 - FIG NEWTONS NABISCO TWIN PACK 1-lb. Pkg. 36¢

- Canned Fish**
- ALBACORE TUNA CARNATION 7-oz. Can 33¢
 - LIBBY RED SALMON SOCKEYE 16-oz. Can 89¢
 - TINY TOT SARDINES X PACK 3-oz. Can 32¢

- Beer & Beverages**
- COCA-COLA KING SIZE 12-oz. Btl. 6 for 63¢
 - SHASTA LOW CALORIE BEVERAGES 12-oz. Can 12 for \$1
 - BEER GOLDEN CROWN-CASE OF 24 12-oz. Cans 2.99

- Cereals**
- INSTANT OATMEAL QUAKER 10-pk. Pkg. 36¢
 - INSTANT BREAKFAST CARNATION 7-pk. Pkg. 72¢
 - APPLE JACKS KELLOGG 6½-oz. Box 39¢

Compare LOWER EVERYDAY PRICE!

BABY FOOD
Gerber's Strained
4½-oz. Jar **9¢**

- Canned Meats**
- BEEF STEW DINTY MOORE 7-oz. Can 55¢
 - SLOPPY JOE LIBBY-BEEF and PORK 15-oz. Can 59¢
 - SPAM LUNCH MEAT 12-oz. Can 53¢

- Shortening & Oil**
- LUCKY SHORTENING 3-lb. Can 73¢
 - OLIVE OIL POMPEIAN Pint Can 79¢
 - WESSON OIL 38-oz. Bottle 71¢

- Sauces & Rice**
- TOMATO SAUCE HUNT'S 8-oz. Can 3 for 28¢
 - DEL MONTE CATSUP 20-oz. Bottle 25¢
 - CONVERTED RICE UNCLE BEN'S 28-oz. Box 55¢

- Baby Foods**
- JUNIOR FOOD GERBER'S 7½-oz. Jar 2 for 27¢
 - MODILAC GERBER'S BABY FORMULA 15-oz. Can 24¢

- Selad Dressing**
- KRAFT MAYONNAISE 8-oz. Jar 28¢
 - FRENCH DRESSING KRAFT 8-oz. Btl. 28¢
 - SANDWICH SPREAD BEST FOODS 4-oz. Jar 45¢

- Hills Bros. Coffee**
- HILLS BROS. COFFEE 1-lb. Can 69¢
 - HILLS BROS. COFFEE 2-lb. Can 1.37
 - HILLS BROS. COFFEE 3-lb. Can 2.04
 - LIPTON TEA BAGS 48-Ct. Box 59¢

- Paper Items**
- CHIFFON TISSUE TOILET 2-roll Pkg. 24¢
 - ZEE PAPER TOWELS Jumbo Roll 25¢
 - ZEE NAPKINS ASSORTED PAPER 80-Ct. Pkg. 11¢
 - ZEE SANDWICH BAGS 75-Ct. 19¢
 - KAISER FOIL ALUMINUM 25-Ft. Roll 29¢
 - FEMS NAPKINS SANITARY 2-Ct. Box 67¢

FRESH FRYERS

USDA Grade A FRYING CHICKENS whole body **29¢ lb**

ROUND STEAK

USDA CHOICE or LUCKY BONDED CENTER CUT **68¢ lb**

SLICED BACON 1-Pound Package **67¢**

LUCKY BRAND-LEAN, CENTER SLICES... Fries to a golden hue.

CHUCK ROAST USDA CHOICE or LUCKY BONDED BLADE CUT **35¢ lb**

- CENTER CUT CHUCK ROAST** 45¢ lb
- LINK SAUSAGE FARMER JOHN SKINLESS** 8-oz. Pkg. 29¢
- GROUND CHUCK** 58¢ lb
- SHORT RIBS OF BEEF** 29¢ lb
- SHOULDER LAMB CHOPS** 89¢ lb
- BONELESS HAM WILSON FESTIVAL** 1.29 lb
- SPARE RIBS FARMER STYLE** 59¢ lb
- LINK SAUSAGE OSCAR MATER** 1-lb. Pkg. 79¢ lb
- SLICED BACON OSCAR MATER** 1-lb. Pkg. 89¢ lb
- RUMP ROAST** 68¢ lb

RIB STEAK USDA CHOICE or LUCKY BONDED Delicious Bar-B-Cued **79¢ lb**

GROUND BEEF Fresh, Lean & Bonded for Top Quality **38¢ lb**

RIB ROAST STANDING LARGE END USDA CHOICE or LUCKY BONDED **73¢ lb**

- Flour & Mixes**
- DUNCAN HINES CAKE MIX Reg. Pkg. 32¢
 - CORN MEAL ALBERS 40-oz. Box 34¢
 - PANCAKE MIX Betty Crocker 28-oz. Box 38¢

- Margarine & Milk**
- MARGARINE FLEISCHMANN 1-lb. Ctn. 39¢
 - CARNATION MILK EVAPORATED 16¢
 - BLUE BONNET MARGARINE 1-lb. Carton 29¢

- Peanut Butter, Jam & Syrup**
- PEANUT BUTTER LUCKY 3-lb. Jar 1.21
 - PANCAKE SYRUP C-H-B 44-oz. Btl. 37¢
 - GRAPE JELLY SMUCKERS 10-oz. Jar 27¢
 - WELCH'S JELLIES Grape-Jel-Of-Fruit 20-oz. Jar 39¢

- Salt, Sugar & Spice**
- C & H SUGAR 10-lb. Bag 1.02
 - BLACK PEPPER SCHILLING 4-oz. Can 39¢
 - MORTON SALT 26-oz. Box 12¢

- Fruit & Juices**
- FRUIT COCKTAIL DEL MONTE 303 Can 23¢
 - CLING PEACHES DEL MONTE 2½ Can 25¢
 - HARVEST DAY PEARS 303 Can 23¢
 - DOLE PINEAPPLE SLICED 1½ Can 23¢
 - V-B APPLESAUCE 303 Can 18¢
 - MOTT'S APPLE JUICE 34¢
 - HI-C DRINKS 46-oz. Can 29¢
 - CRANBERRY SAUCE OCEAN SPRAY 300 Can 25¢
 - HUNT'S APRICOTS Whole Unpeeled 2½ Can 27¢
 - GRAPE JUICE WELCH'S 24-oz. Bottle 37¢

- Other Items**
- MACARONI Golden Grain Elbow 2-lb. Pkg. 43¢
 - NOODLES JAN-U-WINE CHOW MEIN 2½-oz. Can 27¢
 - LIPTON DINNERS MAIN DISH 6-oz. Pkg. 75¢
 - JOHNSON GLO-COAT 27-oz. Can 78¢
 - JOHNSON PRIDE INSTANT 8-oz. Can 79¢
 - HERSHEY COCOA INSTANT 1-lb. Can 43¢

- Compare LOWER EVERYDAY PRICE!**
- VELVEETA** Cheese Food 2-lb. Carton **98¢**

- Other Items**
- ICE CREAM FOREMOST PREMIUM ½ Gallon Carton 79¢
 - ORANGE JUICE IEOPICAN ½-Gal. Btl. 75¢
 - TIDE DETERGENT Giant Box 76¢
 - IVORY FLAKES Large Box 34¢
 - LYSOL LIQUID DISINFECTANT 12-oz. Bottle 83¢
 - SNO BOL BOWL CLEANER 27¢
 - DIAPER SWEET CALGON 3½-lb. Box 67¢
 - BATH OIL BEADS 16-oz. Pkg. 79¢
 - TOP JOB CLEANER LIQUID 28-oz. Btl. 68¢
 - DIAL SOAP Bath Size 20¢

- Lower Priced Deli Items!**
- DANOLA COOKED HAM 65¢
 - LEO'S SLICED MEATS 35¢
 - COTTO SALAMI Oscar Mayer Brand 8-oz. Pkg. 49¢
 - ONION ROLL Borden's Brand 8-oz. Pkg. 33¢
 - BIG TEN BISCUITS Borden's Buttermilk or Sweet Milk 9½-oz. 2 for 37¢
 - SMOKIE LINKS Oscar Mayer 12-oz. Pkg. 79¢
 - SLICED BOLOGNA Oscar Mayer-All Meat and All Beef 8-oz. Pkg. 48¢
 - BRAUNSCHWEIGER CHUB Oscar Mayer Sandwich Spread 8-oz. Pkg. 43¢

- Frozen Foods**
- JOHNSTON FRUIT PIES (Cherry, Apricot, Strawberry-Rhubarb) CERTI-FRESH 9" Pie 69¢
 - BREADED SHRIMP CERTI-FRESH 1½-lb. Pkg. 1.89
 - PERCH FILLET CERTI-FRESH 1-lb. Pkg. 55¢
 - SARA LEE CAKES POUND & CHOC. Reg. Pkg. 82¢
 - SIRLOIN TIPS KOLD KIST 14-oz. Pkg. 55¢
 - OH BOY SANDWICHES-BBQ BEEF PASTRAMI 9-oz. Pkg. 57¢
 - JONES SAUSAGE LINKS 1-lb. Pkg. 1.05
 - ROAST BEEF CORONET SLICED 2-lb. Pkg. 1.79
 - ORANGE JUICE SNOW CROP 6-oz. Can 26¢
 - PICTSWEET VEGETABLES 24-oz. Pkg. 37¢
 - GREEN BEANS PICTSWEET-Cut 20-oz. Pkg. 37¢
 - MEAT PIES BANQUET 8-oz. Pkg. 19¢

- Compare LOWER EVERYDAY PRICE!**
- NIBLET'S CORN** 12-oz. Can **21¢**
- Soups & Gelatins**
- CAMPBELL SOUP VEGETABLE BASE 10½-oz. Can 13¢
 - SPLIT PEA SOUP ANDERSON 303 Can 20¢
 - BOUILLON CUBES WYLER'S 15-ct. Pkg. 22¢
 - WHIP 'N CHILL JELLO DESSERT 3¾-oz. Pkg. 22¢

- Compare LOWER EVERYDAY PRICE!**
- GREEN BEANS** Dal Monte Cut 303 Can **24¢**

- Pet Foods**
- AL-PO DOG FOOD BEEF CHUNKS 14½-oz. Can 28¢
 - DOG FOOD ALPO CHICKEN PARTS 14½-oz. Can 25¢
 - SPEAK DOG FOOD 34-oz. Pkg. 91¢
 - TUNA CAT FOOD PURINA 4-oz. Can 14¢

- Vegetables & Juice**
- GREEN GIANT PEAS 303 Can 22¢
 - PORK & BEANS HUNT'S 300 Can 15¢
 - NEW POTATOES HUNT'S Whole 300 Can 15¢
 - TOMATOES HARVEST DAY 2½ Can 24¢
 - DEL MONTE SPINACH 303 Can 17¢
 - GOLDEN CORN HARVEST DAY 303 Can 18¢
 - V-8 JUICE VEGETABLE 46-oz. Can 38¢
 - SLICED BEETS HARVEST DAY 303 Can 15¢

- Distilled Spirits**
- LUCKY VODKA 80 PROOF QUART 3.55
 - SCOTCH WHISKY SELECT FIFTH 3.99
 - BLENDED WHISKEY OAKMOUNT QUART 3.77

- Compare LOWER EVERYDAY PRICE!**
- MAALOX LIQUID** LARGE BOTTLE-\$1.49 VALUE 99¢
- SCHICK BLADES** SUPER STAINLESS 15", DOUBLE EDGE or INJECTOR-\$1.98 VALUE \$1.58
- BROMO SELTZER** KING SIZE BOTTLE-98¢ VALUE Our Low Discount Price 75¢
- J.J. BABY POWDER** 8½ VALUE-Our Price 68¢
- J.J. BABY OIL** LARGE SIZE BOTTLE-98¢ VALUE Our Low Discount Price 76¢
- HAIR SPRAY** MISS BRECK-LARGE SIZE-9¢ VALUE-Our Low Discount Price 77¢
- J.J. BABY SHAMPOO** LARGE SIZE \$1.00 VALUE 78¢
- BRECK SHAMPOO** DRY, NORMAL or OILY 8-OZ. SIZE-\$1.09 VALUE 79¢
- DIPPITY DO** SETTING GEL-REGULAR or HARD-TO-HOLD \$1.25 VALUE-Our Low Discount Price 97¢



ENJOY TOP QUALITY FOR LESS... EVERYDAY!

It's almost impossible to find fresher, more crisp fruits and vegetables... AND ALL AT LOWER DISCOUNT PRICES - when you come to Lucky!

STORE HOURS

MONDAY thru FRIDAY 10 AM to 9 PM

SATURDAY and SUNDAY 10 AM to 7 PM

MICRIN ORAL ANTISEPTIC Refreshing mouthwash & gargle

Economy Size 99¢ \$1.29 VALUE

LISTERINE TOOTH PASTE For clean, bright teeth try Listerine. You'll love the fresh, clean feeling. \$2.36 VALUE

POLISH REMOVER Dura-Gloss brand. Quick-acting remover.

Large Bottle 28¢ 49¢ VALUE

MAALOX LIQUID 99¢

SCHICK BLADES \$1.58

BROMO SELTZER 75¢

J.J. BABY POWDER 68¢

J.J. BABY OIL 76¢

HAIR SPRAY 77¢

J.J. BABY SHAMPOO 78¢

BRECK SHAMPOO 79¢

DIPPITY DO 97¢

- Compare LOWER EVERYDAY PRICE!**
- VELVEETA** Cheese Food 2-lb. Carton **98¢**

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