



SOUTHERN CALIFORNIA HOUSEWIVES ARE TALKING ABOUT LUCKY'S

GREATER SAVINGS

ON *Every* ITEM... IN EVERY DEPARTMENT *Everyday*

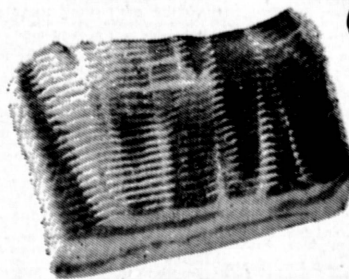
with **TOTAL DISCOUNTING!**



Next time the conversation turns to grocery prices, don't let anyone tell you that you can't cut the high cost of living, because LUCKY PROVES YOU CAN! Lucky shoppers are SAVING FROM 8% TO 15% on their food purchases EVERY WEEK—and they're EATING BETTER THAN EVER! . . . Why are Lucky's prices lower? Because LUCKY DARES TO BE DIFFERENT! We eliminated the expensive frills, streamlined our store hours, and cut costs to the bone to bring you TOTAL DISCOUNT PRICING on everything from soup to nuts. Ever since 1963, our cash registers have rung up the lowest totals in town because Lucky offers SAVINGS instead of stamps—and we don't ask our customers to pick up the tab for games, gimmicks and gambling . . . Will switching to Lucky make a difference in YOUR food budget? More than half a million homemakers say "YES!" Come in—shop—and compare. You'll agree that you can load your cart for less at Lucky—where . . . EVERYTHING YOU BUY—YOU BUY FOR LESS, EVERYDAY!

- Baby Foods**
- GERBER'S BABY FOOD STRAINED 4 1/2-oz. Jar 9¢
 - JUNIOR FOOD GERBER'S 7 1/2-oz. Jar 2 for 27¢
 - SWIFT DINNERS HIGH MEAT 4 1/2-oz. Jar 17¢
- Crackers & Cookies**
- HI-HO CRACKERS SUNSHINE 13 1/2-oz. Box 36¢
 - GRAHAMS PACIFIC HONEY TREAT 1-lb. Box 31¢
- Beer & Beverages**
- COCA-COLA KING SIZE 12-oz. Btl. 6 for 63¢
 - SHASTA LOW CALORIE BEVERAGES 12-oz. Cans 12 for \$1
 - BREW "102" DRAFT BEER 12-oz. Btl. 6 for 99¢
- LUCKY'S LOWER EVERYDAY PRICE!**
- "Del Monte Tiny Tin Values"**
- FRUIT COCKTAIL DEL MONTE 8-oz. Can 15¢
 - PEAR HALVES DEL MONTE 8-oz. Can 15¢
 - CUT GREEN BEANS DEL MONTE 8-oz. Can 15¢
 - FRENCH GREEN BEANS DEL MONTE 8-oz. Can 15¢
 - SEASONED BEANS GREEN 8-oz. Can 15¢
 - STEWED TOMATOES 8-oz. Can 15¢
 - EARLY GARDEN PEAS 8-oz. Can 15¢
 - CREAM STYLE CORN 8-oz. Can 15¢
 - WHOLE KERNEL CORN 8-oz. Can 15¢

- Canned Meats**
- SWIFT'S PREM LUNCH MEAT 12-oz. Can 53¢
 - ROAST BEEF SWIFT—with Gravy 12-oz. Can 57¢
 - BEEF STEW DINTY MOORE 24-oz. Can 57¢
- Canned Fish**
- ALBACORE TUNA CARNATION 7-oz. Can 33¢
 - RED SALMON BUMBLE BEE 16-oz. Can 89¢
 - MINCED CLAMS SNOWS 7 1/2-oz. Can 33¢
- Flour & Mixes**
- PANCAKE MIX AUNT JEMIMA 2-lb. Box 43¢
 - CAKE MIX PILLSBURY Reg. Pkg. 32¢
 - BROWNIE MIX BETTY CROCKER 16-oz. Box 35¢
- Margarine & Milk**
- MARGARINE FLEISCHMANN 1-lb. Ctn. 37¢
 - PET MILK EVAPORATED Tall Can 16¢
 - DRY MILK CARNATION—NON-FAT 14-Quart Box 1.25
- Soups & Gelatins**
- CAMPBELL SOUP Vegetable Base 10 1/2-oz. Can 13¢
 - TOMATO SOUP HARVEST DAY 10 1/2-oz. Can 10¢
 - JELL-O GELATINE DESSERT 6-oz. Pkg. 19¢
- Olives & Pickles**
- RIPE OLIVES EARLY CALIFORNIA SELECT Tall Can 31¢
 - DILL PICKLES LADY'S CHOICE—KOSHER 25-oz. Jar 39¢
 - MA BROWN RELISH SWEET PICKLE 13-oz. Jar 31¢
- Salt - Sugar & Spice**
- SPRECKLES SUGAR 5-lb. Bag 56¢
 - MORTON SALT 26-oz. Box 12¢
 - BLACK PEPPER SCHILLING 4-oz. Can 39¢
- LUCKY'S LOWER EVERYDAY PRICE!**
- DEL MONTE PEACHES**
- CLING 2 1/2 Can 24¢



- ## Quality SLICED BACON
- LUCKY BRAND 1-Pound Package TENDER & LEAN 55¢ lb
 - LUCKY BRAND THICK SLICED BACON 2-lb. Pkg. 1 10
 - SLICED SWIFT PREMIUM BACON 1-lb. Pkg. 59¢
 - WILSON'S FESTIVAL BONELESS WHOLE HAM OR HALF 1 29
 - RATH BLACKHAWK 59¢
 - HORMEL DAIRY 59¢
 - FARMER JOHN 1-lb. Pkg. 59¢
 - REGULAR SLICED OSCAR MAYER BACON 1-lb. Pkg. 69¢
 - OSCAR MAYER THIN SLICED BACON 1-lb. Pkg. 79¢
 - FULLY COOKED HAM 1 29
 - CROSS RIB ROAST BONELESS 73¢ lb
 - STANDING RIB ROAST SMALL END 79¢ lb
 - CHUCK ROAST CENTER CUT 43¢ lb
 - GROUND CHUCK 55¢ lb
 - ROASTING CHICKEN CRESTVIEW 39¢ lb
 - HAM FARMER JOHN—FULLY COOKED FULL SHANK HALF 55¢ lb
 - SKINLESS LINKS FARMER JOHN 8-oz. Pkg. 29¢
 - SHOULDER LAMB CHOPS 89¢ lb
 - FRYERS USDA Grade A FRESH CHICKENS whole body 28¢ lb

- ## CHUCK ROAST
- USDA CHOICE or LUCKY BONDED 33¢ lb
- ## GROUND BEEF
- FRESH, LEAN and BONDED for TOP QUALITY 38¢ lb
- ## ROUND STEAK
- CENTER CUT—USDA CHOICE or LUCKY BONDED 68¢ lb
- ## RIB ROAST
- STANDING—LARGE END USDA CHOICE or LUCKY BONDED 69¢ lb
- RIB STEAK USDA CHOICE or LUCKY BONDED 79¢ lb
- LAMB ROAST 55¢ lb
- SHOULDER CUT—USDA CHOICE LAMB

- Sauces & Rice**
- TOMATO SAUCE HARVEST DAY 8-oz. Can 3 for 25¢
 - M-J-B RICE LONG GRAIN 28-oz. Box 41¢
 - HEINZ KETCHUP 20-oz. Bottle 29¢
- Pet Foods**
- CAT FOOD CHIC-E-All Chicken 6-oz. Can 13¢
 - TUNA CAT FOOD PURINA 6-oz. Can 14¢
 - LOLLI PUPS DOG CANDY 7-oz. Box 17¢
 - KAL KAN CHUNKS DOG FOOD M.P.S. 16-oz. Can 21¢
- Coffee & Tea**
- M-J-B COFFEE 1-lb. Can 69¢
 - M-J-B COFFEE 3-lb. Can 1.37
 - M-J-B COFFEE 3-lb. Can 2.04
 - M-J-B INSTANT COFFEE 10-oz. Jar 1.32
 - LIPTON TEA INSTANT 4-OZ. JAR 1.25
- Laundry Aids**
- DASH DETERGENT Jumbo Box 2.15
 - IVORY FLAKES Large Box 34¢
 - CASCADE DETERGENT Giant Box 69¢
 - SNOWY BLEACH 26-oz. Box 72¢
 - BUBBLE BATH MR. BUBBLE 12-oz. Box 35¢
 - PUREX BLEACH LIQUID 1/2-Gallon 36¢
 - VANO SPRAY STARCH 22-oz. Can 52¢
 - VANO LIQUID STARCH Qt. Btl. 29¢

- Dairy Foods**
- VELVEETA KRAFT CHEESE FOOD 2-lb. Carton 98¢
 - ORANGE JUICE VITA PAKT 4-oz. Bottle 45¢
 - ICE CREAM FOREMOST PREMIUM 1/2 Gallon Carton 79¢
- Vegetables & Juices**
- PORK & BEANS VAN CAMP 2 1/2 Can 23¢
 - NIBLETS CORN 12-oz. Can 21¢
 - GREEN BEANS HARVEST DAY 303 Can 17¢
 - POTATO BUDS BETTY CROCKER MASHED 16-oz. Box 69¢
 - LIBBY SAUERKRAUT 303 Can 17¢
 - LIBBY TOMATO JUICE 46-oz. Can 29¢
 - SLICED BEETS HARVEST DAY 303 Can 15¢

- Frozen Foods**
- FRUIT PIES SWISS MISS—Apple, Pumpkin, Mince 8-inch Pie 29¢
 - TUNA PIES STAR-KIST 8-oz. Pkg. 20¢
 - PECAN ROLLS SARA LEE—Cinnamon Nut Coffee Cake Reg. Pkg. 82¢
 - MEXICAN DINNER BANQUET 16-oz. Pkg. 38¢
 - WONG'S DINNERS Chinese Chicken & Fried Shrimp 12-oz. 61¢
 - ENCHILADAS XLNT Beef, Cheese, Tacoettes 8-oz. Pkg. 35¢
 - CHEESE CAKE JOHNSTON 11-oz. Pkg. 49¢
 - ORANGE JUICE CAL FAME 6-oz. Can 23¢
 - SIRLOIN TIPS KOLD KIST 14-oz. Pkg. 55¢
 - OH BOY SANDWICHES SUPER 15-oz. Pkg. 74¢
 - BREADED SHRIMP CERTI-FRESH 1 1/2-lb. Bag 1.95
 - SOLE FILLET CERTI-FRESH 1-lb. Pkg. 69¢
 - ONION RINGS CORONET 10-oz. Pkg. 45¢
- LUCKY'S LOWER EVERYDAY PRICE!**
- MAYONNAISE**
- LUCKY 24-oz. Jar 39¢

- Shortening & Oil**
- LUCKY SHORTENING 3-lb. Can 69¢
 - OLIVE OIL POMPEIAN Pint Can 79¢
 - PEANUT OIL PLANTER'S 24-oz. Btl. 58¢
- LUCKY'S LOWER EVERYDAY PRICE!**
- EGG NOG**
- FOREMOST Qt. Carton 49¢

- Delicatessen Department**
- ALL MEAT FRANKS Wilson, Farmer John or Hormel 1-lb. Pkg. 59¢
 - LUCKY SLICED LUNCH MEATS Bologna, Salami, P.P.P., Olive loaf 6-oz. Pkg. 29¢
 - SLICED COOKED HAM Lucky Brand 5-oz. Pkg. 49¢
 - LONGHORN CHEESE Miss Wisconsin—Medium Sharp 10-oz. Pkg. 59¢
 - WILSON SLICED BOLOGNA All Meat and All Beef 1-lb. Pkg. 69¢
 - CRESCENT ROLLS Pillsbury Brand 8-oz. Pkg. 33¢
 - SLICED PASTRAMI McCoy's Brand 4-oz. Pkg. 57¢
 - SLICED CORNED BEEF McCoy's Brand 4-oz. Pkg. 69¢

DECORATIVE BOWLS & JARS

Lovely glass pieces to decorate your home. Aztec bowl with two handles, Candy Jar with Lid, and lovely Wedding Jar; All in assorted colors.

YOUR CHOICE 76¢

3-PC. CHIP & DIP SET

Stunning Swedish modern design glass by Anchor Hocking. Assorted colors.

78¢

ATTRACTIVE DESIGN T.V. TRAYS

Handy for snacking while watching T.V. Lovely marble effect & Golden Rose design.

76¢

STRIPE TOOTH PASTE

Large Giant Size tube... Kids will love this toothpaste with the red stripe.

53¢

PEPSODENT TOOTH PASTE

Large, generous King-size tube. Gets teeth sparkling white.

79¢ VALUE 66¢

CHIQUITA BANANAS

CHIQUITA BRAND Central America's Finest Quality 10¢ lb

RUSSET POTATOES

U. S. NO. 1 ALL-PURPOSE Nice Selection of Sizes 10 LB. CELLO BAG 48¢

STORE HOURS

MONDAY thru FRIDAY 10 A.M. to 9 P.M.

SATURDAY and SUNDAY 10 A.M. to 7 P.M.

*Dairy products and fair trade items excepted 12/1/66



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