

Lucky... the LEADER

DISCOUNT SUPERMARKETS

IN LOWER FOOD PRICES SINCE 1963

- BABY FOODS**
- BEECH-NUT STRAINED BABY FOOD 4 1/2-oz. Jar 9¢
 - MODILAC GERBER'S LIQUID BABY FORMULA 13-oz. Can 25¢
- CRACKERS & COOKIES**
- CRACKERS PACIFIC THIN FLAKE 1-lb. Box 31¢
 - WHISTLES-DAISYS General Mills Snacks, Reg. Pkg. 36¢
- CANNED FISH**
- CHICKEN O' SEA CHUNK L.M. TUNA 31¢
 - RED SALMON LIBBY 16-oz. Can 89¢
 - CRAB MEAT ICY CAPE-CHUNK 7 1/2-oz. Can 75¢
- CEREAL**
- QUISP or QUAKE QUAKER 8-oz. Box 35¢
 - TEAM FLAKES NABISCO 16-oz. Box 47¢
 - CREAM OF WHEAT MIX & EAT 10-oz. Pkg. 39¢

Key Buy!

GOLDEN GRAIN RICE-A-RONI
CHICKEN, BEEF, and SPANISH

REGULAR PKG. **29¢**

- FROZEN FOODS**
- FRUIT PIES PET RITZ (Except Cherry) 8-inch Pie 35¢
 - CHILI & BEANS KOLD KIST 14-oz. Pkg. 36¢
 - WONG'S DINNERS 12-oz. Pkg. 59¢
 - CHEESE PIE 16-oz. Pie 65¢
 - RAL MEX TAQUITOS 14-oz. Pkg. 52¢
 - CHEESE CAKE SARA LEE CHERRY 20-oz. Pkg. 82¢
 - FISHSTICKS CERTI-FRESH 8-oz. Pkg. 39¢
 - PERCH FILLET CERTI-FRESH 16-oz. Pkg. 58¢
 - TURKEY SLICES HONEY-SUCKLE-with Gravy 2-lb. Pkg. 1.69
 - ROAST BEEF CORONET SLICED 2-lb. Pkg. 1.79
 - CHICKEN WITH GRAVY-FREEZER QUEEN 2-lb. Pkg. 1.69
 - BEEF WITH GRAVY FREEZER QUEEN Sliced 2-lb. Pkg. 1.59
 - BIRDSEYE PEAS 10-oz. Pkg. 19¢
 - ORANGE JUICE TREESWEET 12-oz. Can 37¢
 - MEAT PIES BETTY BAKER 7-oz. Pkg. 6 for \$1

Key Buy!

EARLY GARDEN DEL MONTE PEAS

303 CAN **22¢**

- OTHER ITEMS**
- CIGARETTES FILTER AND KING (Reg. \$2.12 Can) Plus Tax 2.15
 - SPAGHETTI ANTHONY 2-lb. Pkg. 39¢
 - CHIFFON MARGARINE 1-lb. Pkg. 42¢
 - SPLIT PEA SOUP ANDERSEN 303 Can 19¢
 - MAZOLA CORN OIL 48-oz. Bottle 1.02
 - SPANISH PEANUTS PLANTER'S 9-oz. Jar 47¢
 - POWDERED SUGAR Speckels 1-lb. Box 16¢
 - GARLIC SALT SCHILLING 6-oz. Bottle 35¢
 - LESLIE SALT 26-oz. Box 11¢
 - MAPLE SYRUP CARY'S 8-oz. Bottle 61¢
 - PEANUT BUTTER PETER PAN 28-oz. Jar 88¢
 - MARMALADE CROSSE & BLACKWELL ORANGE 16-oz. Jar 37¢

- FRUITS & JUICES**
- HARVEST DAY PEARS 2 1/2 Can 31¢
 - HUNT'S PEACHES CLING 2 1/2 Can 25¢
 - APPLESAUCE APPLELAND 300 Jar 22¢
 - DELUXE PLUMS LIBBY 2 1/2 Can 33¢
 - PEACHES GLORIETTA FREESTONE 303 Can 26¢
 - FRUIT COCKTAIL DOLE 2 1/2 Can 36¢
 - DRINKS HARVEST DAY-GRAPE or FRUIT PUNCH 46-oz. Can 25¢
 - APPLE JUICE TREE-TOP 1/2-Gal. Bl. 57¢
 - ORANGE JUICE TREESWEET 46-oz. Can 39¢

LAMB ROAST 39¢ lb
SQUARE SHOULDER CUT
USDA CHOICE TENDER LAMB-You'll love the flavor

- LAMB CHOPS SHOULDER CUT 69¢ lb
- LEG O' LAMB 69¢ lb
- LAMB RIB CHOPS 98¢ lb
- LOIN CHOPS SMALL 129¢ lb
- CHUCK ROAST 37¢ lb
- ROUND STEAK 68¢ lb
- GROUND BEEF 38¢ lb
- RIB ROAST 69¢ lb
- RIB STEAK 79¢ lb
- FRESH FRYERS 29¢ lb

SLICED BACON

- LUCKY BRAND 1-Pound Pkg. **53¢**
- HORMEL DAIRY • FARMER JOHN • RATH BLACKHAWK • SWIFT PREMIUM-1-Pound Pkg. **57¢**
- OSCAR MAYER SLICED-1-Pound Pkg. (WAFER SLICED-1-lb. Pkg. 83¢) **69¢**

Key Buy!

INSTANT YUBAN COFFEE

9-OZ. JAR **\$1.25**

- LAUNDRY AIDS**
- BOLD DETERGENT Giant Box 78¢
 - DREFT Large Box 34¢
 - JOY LIQUID DETERGENT 22-oz. Bottle 58¢
 - SPOTZ-A-WAY AEROSOL DRY CLEANER 10-oz. Can 1.59
 - NU SOFT RINSE LIQUID Qt. Bottle 79¢
 - SPIC & SPAN 1-lb. Box 29¢
 - PERSONAL IVORY TOILET SOAP Reg. Bar 4 for 28¢
 - GOODWIN AMMONIA 1/2-Gal. Bl. 45¢
 - SNO BOL BOWL CLEANER 16-oz. Can 27¢
- SAUCE & RICE**
- SPAGHETTISAUCE Schilling Mix 1 1/2-oz. Pkg. 19¢
 - WATERMAID RICE 1-lb. Pkg. 19¢

SUAVE HAIR SPRAY

Your choice of regular or hard to hold tint formulas. 99¢ Value! Our Low Price **73¢**

CREST FAMILY SIZE TOOTHPASTE

Helps prevent cavities with regular brushing after meals. 95¢ VALUE

Our Everyday Low, Low Price **76¢**

LENTEN SUGGESTIONS!

- FRESH SEA BASS FILLET 79¢ lb
- FLAVORFUL HALIBUT STEAKS 77¢ lb
- BLUE DIAMOND-1 1/2-lb. Pkg. \$1.97
- BREADED SHRIMP BLUE DIAMOND-1 1/2-lb. Pkg. \$1.45
- BREADED SCALLOPS \$1.45

- T-BONE STEAK** 98¢ lb
- CROSS RIB ROAST BONELESS-USDA CHOICE or BONDED 73¢ lb
 - PORTERHOUSE STEAK TAILS OFF-USDA CHOICE or BONDED 1.05 lb
 - PORK CHOPS BLADE CUT 55¢ lb
 - PORK SPARE RIBS SMALL SIZES 58¢ lb
 - RIB PORK CHOPS LEAN and MEATY 75¢ lb

- PAPER ITEMS**
- M-D TOILET TISSUE 4-Roll Pkg. 36¢
 - REYNOLDS WRAP ALUMINUM FOIL 25-Ft. Roll 29¢
 - KLEENEX NAPKINS 50-Ct. Pkg. 25¢
 - LADY SCOTT FACIAL TISSUE 200 Two-ply Box 27¢
 - ZEE TOILET TISSUE 4-Roll Pkg. 36¢

Key Buy!

PILLSBURY MASHED POTATOES

16-OZ. BOX **65¢**

EVERYDAY LOWER PRICED HOUSEWARES, HEALTH and BEAUTY AIDS!

HURRICANE LAMP

Decorative lamp for living room or den. Old time design... Ideal for maple decor. **77¢**

SECRET SPRAY DEODORANT

Family size aerosol spray can. Keeps you cool and refreshing. \$1.49 VALUE! Our Low Everyday Price **\$1.23**

PRELL SHAMPOO 76¢

\$1.00 VALUE. The concentrated shampoo. Ideal for shower or bath use. Leaves your hair soft and clean.

facts YOU SHOULD KNOW ABOUT SUPERMARKET PRICING!

1. Imitators have, and will, endeavor to emulate Lucky's Discount program with large ads claiming "Discount Prices!"... but after a few weeks operation, to bring you LOWER EVERYDAY DISCOUNT PRICES!
 2. Some markets, to confuse the buyer, shout "Discount" and lower prices on only a few items. Others offer double-stamps, premiums and EVERYDAY... At Lucky you are assured of the LOWEST POSSIBLE PRICES.
 3. In 1963, Lucky had twenty-two food stores in Southern California. Today, Lucky operates fifty-nine Discount Supermarkets to serve you. Proof... that budget-minded homemakers prefer Lucky's LOWER PRICES...
 4. Lucky is the only supermarket offering "KEY BUYS"... Extra savings made possible by manufacturer's promotional allowances. While most markets do not reflect these allowances, Lucky passes the savings on to their customers.
- LUCKY DRASTICALLY REDUCES PRICES ON EVERY ITEM THE LAW WILL ALLOW... LOW DISCOUNT PRICES ON FAMOUS BRANDS, TOP QUALITY MEATS, FRESH PRODUCE, HOUSEWARES, HEALTH & BEAUTY AIDS, BRINGING YOU TOTAL STORE-WIDE DISCOUNT PRICES!

Key Buy!

HARVEST DAY VEGETABLE SOUP

10 1/2-OZ. CAN **11¢**

- DISTILLED SPIRITS**
- BOURBON WHISKEY FAIR OAKS 10-Yr. QUART 4.99
 - SCOTCH WHISKY RARE SCOT FIFTH BOTTLE 3.99
 - GOLD SEAL VODKA 80 PROOF QUART BTL. 3.55
- (NOT AVAILABLE AT ALL STORES)

Key Buy!

BERRY FLAVORED SMUCKER'S SYRUPS

12-OZ. BOTTLE **39¢**

- VEGETABLES & JUICES**
- GREEN BEANS HARVEST DAY French Style 303 Can 19¢
 - SAUERKRAUT LIBBY 303 Can 18¢
 - NIBLETS CORN 12-oz. Can 21¢
 - GREEN BEANS DIAMOND A CUT 303 Can 23¢
 - B&M BAKED BEANS 28-oz. Can 35¢
 - TOMATOES HARVEST DAY 303 Can 17¢
 - MUSHROOMS LE SUER 2 1/2-oz. Jar 29¢
 - V-8 JUICE VEGETABLE 46-oz. Can 38¢

Delicatessen Department!

- ALL MEAT FRANKS 59¢
- WILSON, FARMER JOHN 1-lb. Pkg.
- CHUNK SWISS CHEESE 89¢ lb
- LUCKY BRAND
- BRAUNSCHWEIGER CHUBS 38¢
- (Sandwich Spread 8-oz. 43¢) 8-oz. Pkg.
- KRAFT MOZZARELLA CHEESE 48¢
- SLICED 6-oz. Pkg.
- ROD'S SALAD DRESSINGS 58¢
- BLUE CHEESE, 1000 ISLAND 16-oz. Jar
- XLNT BEEF TAMALES 8 Pkg. 93¢
- (XLNT CHILI 8-oz. Pkg. 47¢)

COFFEE & TEA

- YUBAN COFFEE 1-lb. Can 75¢
- YUBAN COFFEE 2-lb. Can 1.49
- MAXWELL HOUSE COFFEE 1-lb. Can 69¢
- MAXWELL HOUSE COFFEE 2-lb. Can 1.37
- MAXWELL HOUSE COFFEE 3-lb. Can 2.04
- MAXWELL HOUSE INSTANT COFFEE 10-oz. Jar 1.32
- DE CAF INSTANT 8-oz. Jar 1.52
- LIPTON TEA BAGS 48-Ct. Box 65¢

- OLIVES & PICKLES**
- LARGE OLIVES EARLY CALIF. PITTED Tall Can 33¢
 - SWEET PICKLES LADY'S CHOICE WHOLE 22-oz. Jar 55¢
 - DILL PICKLES C-H-B 22-oz. Jar 35¢

- PET FOODS**
- VET'S DOG FOOD 16-oz. Can 9¢
 - ALPO BEEF CHUNKS 14 1/2-oz. Can 29¢
 - DOG BURGERS GAINES 36-oz. Pkg. 91¢

NOT ORDINARY BANANAS—THESE ARE CHIQUITA BRAND BANANAS

Central America's Finest Quality

10¢ lb

RUSSET POTATOES

U.S. No. 1 All-Purpose 10-lb. Bag 49¢

Nice Selection of Sizes

STORE HOURS

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

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

*Government controlled & fair trade items excepted 2/23/67

