

Super MARKET Super MARKET Super MARKET Super MARKET Super MARKET

WHICH ONE IS THE *Real* DISCOUNT SUPERMARKET?

...MANY MAKE CONFUSING CLAIMS OF "LOWER PRICES"... BUT THE PROOF IS ON THE PRICE TAGS! WE INVITE YOU TO SHOP AND COMPARE THE LOW *Everyday* PRICES AT LUCKY...

CALIFORNIA'S #1 DISCOUNT SUPERMARKET!



LUCKY WAS THE FIRST TO BRING TOTAL STORE-WIDE DISCOUNT PRICING TO SOUTHERN CALIFORNIA HOMEMAKERS WAY BACK IN 1963... Our growth from twenty-two stores in 1963 to fifty-nine Discount Supermarkets today, proves your outstanding acceptance of the GREATER SAVINGS that Lucky brings you! Now, others are attempting to emulate Lucky with confusing claims of "lower prices" and "discount", and others using "loss leader" items as a misleading price comparative... We know that this is perplexing to shoppers who have not yet experienced TRUE TOTAL STORE-WIDE DISCOUNT PRICING, which is what Lucky offers you everyday of the week — 365 days a year!... We invite you to shop and compare prices... compare quality... compare Lucky's well-stocked shelves... COMPARE THE GREATER SAVINGS! You'll soon be a regular Lucky customer, because for the lowest prices, the biggest savings — Lucky is the REAL DISCOUNT SUPERMARKET, where EVERYTHING YOU BUY... YOU BUY FOR LESS, EVERYDAY!*

- BABY FOOD**
- BEECH-NUT STRAINED BABY FOOD... 4 1/2 oz. Jar 9c
 - STRAINED JUICE BEECH-NUT... 4 oz. Can 9c
 - SWIFT BABY MEATS... 3 1/2 oz. Jar 24c

- CRACKERS & COOKIES**
- PACIFIC TREATS CRACKERS... 1 lb. Box 33c
 - VANILLA WAFERS NABISCO... 12 oz. Box 36c

Key Buy!

CARNATION CHUNK TUNA

LIGHT MEAT
6 1/2 oz. CAN

27c

- CANNED FISH**
- BUMBLE BEE SALMON... 16 oz. Can 89c
 - TINY TOT SARDINES... 3 oz. Can 32c

- FLOUR & MIXES**
- FISHER BISQUIT MIX... 40 oz. Box 38c
 - TOAST 'EM POP UPS... 10 oz. Pkg. 43c
 - PANCAKE MIX AUNT JEMIMA... 2 lb. Box 43c

- PET FOODS**
- GAINES DOG MEAL... 25 lb. Bag 2.95
 - CHIC-E ALL CAT FOOD... 9 oz. Can 13c
 - JONNY CAT LITTER... 10 lb. Bag 59c

- FROZEN FOODS**
- FRUIT PIES JOHNSTON—Apricot—Apple... 9" Pie 59c
 - SCALLOPS CERTI-FRESH... 7 oz. Pkg. 59c
 - FISHSTICKS CERTI-FRESH... 14 oz. Pkg. 65c
 - VEGETABLES PICTSWEET—Cut Green Beans... 37c
 - PICTSWEET CORN ON COB... 4 Ear Pkg. 45c
 - BEEF STEW KOLD MIST... 14 oz. Pkg. 46c
 - OH BOY CHEESE PIZZA... 9 1/2 oz. Pkg. 45c
 - CORONET ROAST BEEF... 2 lb. Pkg. 1.79
 - ORANGE JUICE SNOW CROP... 6 oz. Can 21c
 - CHICKEN DINNERS SWANSON T.V... 12 oz. Pkg. 48c
 - FRIED HALIBUT VAN DE KAMP... 8 oz. Pkg. 75c

Key Buy!

BURRY'S SCOOTER PIES

14 oz. BOX

39c

- PICKLES & OLIVES**
- C-H-B PICKLES CUCUMBER SLICE... 48 oz. Jar 59c
 - DILL PICKLES LADY CHOICE KOSHER... 25 oz. Jar 39c
 - STUFFED OLIVES EARLY CALIFORNIA... 8 oz. Btl. 59c

- DISTILLED SPIRITS**
- TEQUILA CHIQUITA... 5th Btl. 3.99
 - LUCKY WHISKEY BLENDED—86 Proof... 5th Btl. 3.88
 - GOLD SEAL GIN 80 PROOF... 5th Btl. 2.99
- (NOT AVAILABLE AT ALL STORES)

- SOUP & GELATINE**
- OYSTER STEW WILLAPPOINT... 10 oz. Can 35c
 - CAMPBELL SOUP VEGETABLE BASE... 10 1/2 oz. Can 14c
 - JELL-O GELATINE DESSERT... 3 oz. Pkg. 3/29c

- PAPER ITEMS**
- COLORTEX NAPKINS... 60 ct. Pkg. 8c
 - LADY SCOTT FACIAL TISSUE... 200 2 ply Box 27c
 - KLEENEX TOWELS DECORATOR... Gt. Roll 31c
 - LUCKY FOIL ALUMINUM... 25' Roll 24c
 - LUCKY TISSUE TOILET... 4 Roll Pkg. 32c
 - ZEE LUNCH BAGS... 50 ct. Pkg. 25c
 - LADY SCOTT TISSUE TOILET... 2 Roll Pkg. 27c

- SUGAR - SALT - SPICE**
- C & H SUGAR POWDERED & BROWN... 1 lb. Box 16c
 - LAWRY SEASON SALT... 7 oz. Btl. 47c
 - CHILI POWDER SCHILLING... 4 oz. Can 52c

Key Buy!

DELICIOUS ANTHONY NOODLES

1 lb. PKG.

33c

- SHORTENING & OIL**
- CRISCO SHORTENING... 3 lb. Can 88c
 - MAZOLA CORN OIL... Gt. Btl. 66c
 - LUCKY SALAD OIL... 38 oz. Btl. 59c

- DAIRY FOOD**
- COTTAGE CHEESE FOREMOST... Pt. Can. 29c
 - LADY LEE ICE CREAM... 1/2 Gal. End. Can. 59c
 - FOREMOST BUTTER 1st QUALITY... 1 lb. Can. 79c

- SAUCE & RICE**
- CATSUP HARVEST DAY... 12 oz. Btl. 17c
 - TOMATO SAUCE DEL MONTE... 8 oz. Can 3/29c
 - MINUTE RICE... 28 oz. Box 83c

- COFFEE & TEA**
- HILLS BROS COFFEE... 1 lb. Can 69c
 - HILLS BROS COFFEE... 2 lb. Can 1.37
 - HILLS BROS COFFEE... 3 lb. Can 2.04
 - HILLS BROS INSTANT COFFEE... 10 oz. Jar 1.32
 - NESTLE INSTANT TEA... 1 1/2 oz. Jar 85c
 - INSTANT COFFEE MAXWELL HOUSE... 10 oz. Jar 1.32

PURE IRONSTONE OVEN-PROOF SIZZLING STEAK PLATTER

WITH STAND

Our Low Everyday Price!

76c

Simply pre-heat this platter in the oven, will keep steaks and other food sizzling hot. Has gravy well and is seasoned. Complete w/stand.

BEE BRAND INSULATED FOOD JAR

Keeps food cold and fresh hours longer. Ideal for lunch kits, picnics, etc. Rigid, rustproof, unbreakable, leakproof cap. Holds 3 1/2 ounces.

72c

Key Buy!

DOLE PINEAPPLE JUICE

46 oz. CAN

25c

- OTHER ITEMS**
- INSTANT COCOA HERSHEY... 2 lb. Can 69c
 - ALLSWEET MARGARINE SOFT... 1 lb. Can 42c
 - DREAM WHIP... 4 oz. Pkg. 42c
 - VANILLA EXTRACT SCHILLING... 2 oz. Btl. 43c
 - BAKERS COCONUT... 16 oz. Pkg. 57c
 - PINTO BEANS GOLDEN GRAIN... 2 lb. Bag 27c
 - CIGARETTES FILTER & KING SIZE... Ctn. (Plus Tax) 2.15

- LAUNDRY AIDS**
- PUREX BLEACH LIQUID... 1/2 Gal. Btl. 36c
 - TREND DETERGENT... 22 oz. Btl. 43c
 - VANO LIQUID STARCH... Gt. Btl. 29c
 - SPRAY CLEANER AJAX WINDOW... 15 oz. Can 45c
 - CALGON WATER SOFTENER... 40 oz. Box 73c
 - BOLD DETERGENT... 22 oz. Btl. 78c
 - JOY LIQUID DETERGENT... 22 oz. Btl. 58c
 - IVORY FLAKES... Large Box 34c
 - CASCADE DETERGENT... Gt. Btl. 69c

- FRUITS & JUICES**
- DOLE PINEAPPLE SLICED... 1 1/2 Can 22c
 - MOTT'S APPLE SAUCE... 25 oz. Jar 33c
 - FRUIT COCKTAIL DOLE... 28 oz. Can 23c
 - GRAPEFRUIT DEL MONTE SECTIONS... 303 Can 27c
 - HUNT'S CLING PEACHES... 2 1/2 Can 25c
 - HARVEST DAY PEARS... 303 Can 23c
 - CRANBERRY JUICE OCEAN SPRAY... 48 oz. Btl. 75c
 - HARVEST DAY DRINK... PINEAPPLE GRAPEFRUIT... 46 oz. Btl. 25c

Key Buy!

TREE TOP APPLE JUICE

1/2 BOTTLE

55c

ALWAYS LOWER PRICES ON HOUSEWARES, HEALTH & BEAUTY AIDS AT LUCKY!

4 PACK PLAY DOH

They'll have hours of creative fun with this colorful, soft, non-toxic molding clay. Dries hard for items that you want permanent.

Our Low Everyday Price!

59c

DEP STYLING GEL

After applying, comb your hair into your desired style. Adds body and holds set from shampoo to shampoo. Regular or Super formulas are available.

REG. 1 lb. 98c VALUE! SUPER 1 lb. \$1.39 VALUE!

76c 99c

... COMPARE LUCKY'S TOP QUALITY MEATS ... GREATER SAVINGS!

ROUND STEAK CENTER CUT 68c lb.

USDA CHOICE OR LUCKY BONDED FOR FLAVOR

RIB ROAST STANDING LARGE END 69c lb.

USDA CHOICE OR LUCKY BONDED

CHUCK ROAST BLADE CUT 35c lb.

USDA CHOICE OR LUCKY BONDED

RIB STEAK 78c lb.

USDA CHOICE OF LUCKY BONDED

FRESH FRYERS 29c lb.

USDA GRADE A FRYING CHICKEN — WHOLE BODY

SLICED BACON 53c

LUCKY BRAND... 1-POUND PKG.

- HORMEL DAIRY... 1 lb. Pkg. 57c
- FARMER JOHN... 1 lb. Pkg. 57c
- OSCAR MAYER BACON Regular Slices... 1 lb. Pkg. 67c
- OSCAR MAYER BACON... 1 lb. Pkg. 79c

- LAMB SHOULDER ROAST** 45c lb.
- SHOULDER LAMB CHOPS** 69c lb.
- SMALL LOIN CHOPS LAMB** \$1.29 lb.

LENTEN SUGGESTIONS

- FRESH SEA BASS FILLET... 79c lb.
- FLAVORFUL HALIBUT STEAKS... 77c lb.
- GREENLAND HALIBUT FILLET... 59c lb.
- TENDER SWORDFISH STEAKS... 77c lb.

- VEGETABLES & JUICES**
- NIBLETS CORN... 12 oz. Can 21c
 - HARVEST DAY PEAS... 303 Can 16c
 - GREEN BEANS DEL MONTE CUT... 303 Can 23c
 - B & M BAKED BEANS... 28 oz. Can 35c
 - PORK & BEANS VAN CAMP'S... 2 1/2 Can 23c
 - TOMATOES HARVEST DAY... 2 1/2 Can 25c
 - TOMATO JUICE LIBBY... 46 oz. Can 29c
 - LIBBY SAUERKRAUT... 2 1/2 Can 25c
 - POTATOES BETTY CROCKER SCALLOPED... 3 1/2 oz. Box 42c
 - KIDNEY BEANS HARVEST DAY... 300 Can 2/25c

LAVORIS MOUTHWASH 49c

8 OZ. BOTTLE. Kills germs quickly, keeps your mouth pleasing fresh. 65c VALUE! Our Low Everyday Price...

LILT HOME PERMANENT \$1.18

The easy and economical way to give yourself a permanent... works on any type hair... \$1.49 VALUE! Our Low Everyday Price...

CREST TOOTHPASTE 66c

EXTRA LARGE SIZE TUBE. Prevents cavities with regular brushing. 79c VALUE! Our Low Everyday Price...

- GROUND BEEF** 37c lb.
- CROSS RIB ROAST** 73c lb.
- T-BONE STEAK** 98c lb.
- PORTERHOUSE STEAK** \$1.05 lb.
- HEN TURKEYS** 49c lb.
- RIB PORK CHOPS** 75c lb.
- CHICKEN ROAST** \$2.39
- LINK SAUSAGE** 77c

- EVERYDAY PRICED DELI. ITEMS!**
- OSCAR MAYER FRANKS... 69c
 - OSCAR MAYER BOLOGNA... 69c
 - CANNED HAM... 3 lb. \$3.69
 - CRACKER BARREL CHEESE... 73c
 - BORDEN'S AMERICAN CHEESE... 79c
 - MOZZARELLA CHEESE... 65c

EVERYDAY PRICED PRODUCE!

BANANAS

These are not ordinary bananas. They are CHIQUITA BRAND.

CENTRAL AMERICA'S FINEST QUALITY

11c lb.

RUSSET POTATOES 10 lb. 49c

U.S. NO. 1 ALL PURPOSE NICE SELECTION OF SIZES

*Government controlled and Fair Trade items excepted 3-9-67.

