

ING CAN LEAD YOU ASTRAY... IN THE CONFUSION OUT OF FOOD COSTS

with "SINGLE-ITEM" PRICING



WHEN YOU SHOP AT LUCKY, YOU KNOW INSTANTLY HOW MUCH EACH ITEM COSTS... NOTHING IS HIDDEN! MULTIPLE-PRICING WAS CREATED TO PERSUADE THE SHOPPER TO BUY IN LARGER THAN NECESSARY QUANTITIES, OFTEN IN THE MISTAKEN BELIEF SHE WAS BUYING A BARGAIN... LUCKY SHOPPERS TAKE ADVANTAGE OF "SINGLE-ITEM" PRICING BY PURCHASING ONLY THE QUANTITY THEY NEED, THUS ENJOYING GREATER SAVINGS THROUGH LUCKY'S TRUE EVERYDAY DISCOUNT PRICES!

EVERYDAY DISCOUNT PRICES!

	CHUCK ROAST	BLADE CUT	38¢
	GROUND BEEF	FRESH LEAN	39¢
	ROUND STEAK	CENTER CUT	75¢
	T-BONE STEAK	TAILS OFF	\$1.09
	RIB ROAST	STANDING LARGE END	78¢
	CROSS RIB	BONELESS ROAST	79¢
	FRESH FRYERS	USDA GRADE A CHICKENS - WHOLE BODY	29¢
	CUT-UP FRYERS	USDA Grade A Frying Chicken	33¢
	STANDING RIB ROAST	Small End	88¢
	OSCAR MAYER LINKS	Sausage 1-lb. Pkg.	85¢
	FARMER JOHN HAM	Fully Cooked Full Shank 1/2	49¢
	PORK SHOULDER ROAST	PICNIC STYLE	39¢
	PORTERHOUSE STEAK	TAILS REMOVED	\$1.14

RIB STEAK
LUCKY BONDED FOR FLAVOR **89¢**

BEVERAGE SPIRITS

TAB BEVERAGE	81¢
6 PACK - 12 Ounce Cans	
CANADA DRY GINGERALE	30¢
32 Ounce Bottle	
LUCKY BRANDY	\$3.88
50 Proof - Fifth Bottle	
GOLD SEAL VODKA	\$2.99
Fifth Bottle	
SCOTCH WHISKY	\$3.99
Rare Scot - Fifth Bottle	

(Sorry, Liquor Not Available At All Stores)

CLUB STEAK	98¢
CUBE STEAK	98¢

DELICIOUS DELI SNACKS AT LOW EVERYDAY PRICES!

LUCKY LUNCH MEATS	29¢
Sliced - Boiled, Pim., Olive, Spiced, P.P.	
DELUXE SLICED CHEESE	43¢
8-oz. Pkg. Kraft American, Pimiento or Swiss	
BUTTER FLAKE ROLLS	33¢
8-oz. Pkg. PILLSBURY	
LONGHORN CHEESE	59¢
10-oz. Pkg. Miss Wisconsin Medium Sharp	
HARVEST-DAY BISCUITS	8¢
Buttermilk or Sweet Milk 8-oz. Tube	
SALAD DRESSING	47¢
ROD'S 10-oz. Jar Sour Cream, 1000 Island or Blue Cheese	
WILSON SLICED BOLOGNA	69¢
All Meat or All Beef 1-lb. Pkg.	

Our LOW Everyday Price!
LUCKY ALL MEAT FRANKS
1-Pound Pkg. **49¢**
12-OZ. PKG. **39¢**

ROQUEFORT DRESSING	67¢
ROD'S 10-oz. Jar	
SLICED COOKED HAM	67¢
Zwan brand 4 1/4-oz. Pkg.	

Compare LUCKY'S *Everyday*
LOW DISCOUNT PRICES ON TOP QUALITY SLICED BACON!

STORE LABEL BACON	56¢
SLICED - 1-Pound Package	..57c..70c
FARMER JOHN BACON	56¢
SLICED - 1-Pound Package	..59c..69c
HORMEL BACON	59¢
BLACK LABEL - Sliced 1-lb. Pkg.	..63c..73c
OSCAR MAYER	68¢
Regular SLICED BACON - 1-Pound Pkg.	..75c..79c
THIN SLICED BACON	79¢
OSCAR MAYER - 1-Pound Pkg.	..85c..98c
THICK SLICED BACON	118¢
HORMEL Range Brand - 2-lb. Pkg.	..119..139
DANOLA BACON	67¢
SLICED - 12-ounce Package	..77c..75c
RATH SLICED BACON	59¢
BLACKHAWK - 1-Pound Pkg.	..65c..73c

PRICE COMPARISON TESTS MADE THURSDAY, APRIL 11TH.

BANANAS



100% CHIUQITA BRAND
Central America's Finest Golden Ripe - Excellent for Dessert or With Cereal.
11¢
U.S. NO. 1
RUSSET POTATOES
Nice Selection of Sizes
10 Pound Cello Bag **37¢**

COMPARE LUCKY LOW EVERYDAY PRICES ON JAPANESE FOODS

DAIMARU SOMEN	25¢	MEMMI SAUCE	59¢	MUSUBI NORI	31¢
1-LB.		12-OZ. KIKKOMAN		3/4-OZ.	
TEMPURA MIX	35¢	GENMAI TEA	59¢	SHRIMP CHIPS	36¢
HIME 12-OZ.		DAIMARU 12-OZ.		4 1/4-OZ.	



STORE HOURS
MONDAY thru FRIDAY 10 A.M. to 9 P.M.
SATURDAY and SUNDAY 10 A.M. to 7 P.M.

TORRANCE: Torrance Blvd. at Crenshaw
2750 Pacific Coast Hwy.
Sepulveda Blvd. at Hawthorne
1820 W. 182nd St. at Western
CARSON: 110 East Carson Ave.
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.

The Mail Ego

By Terrence O'Flaherty

"Most teen stars like Annette Funicello and Tommy Sands disappear for a while in their 20's. Where do they go?"

Acting school.

"I have just finished watching an old movie on TV which was interrupted with 47 commercials, all of which aggravated rather than sold me. From the viewer's standpoint, is there anything good about commercials?"

Yes. They're the only thing you can watch on TV that you can be sure won't be interrupted.

"What has happened to the TV special that was supposed to star Mae West?"

It is being planned for 1969 under the supervision of Robert Wise. After directing "West Side Story," "The Sound of Music" and "Sand Pebbles," he wanted to tackle something really big.

"Has any motion picture ever won both a movie Oscar and a television Emmy?"

No. There's no Emmy category for "Best Old Movie Shown on TV." The closest thing to it was when Maximilian Schell won an Oscar for his acting in "Judgment at Nuremberg" as well as an Emmy for the TV version on "Playhouse 90."

"The plots for television shows are beginning to look awfully familiar. Are they

newly written anymo- or dug up somewhere?"

Despite considerable evidence to the contrary, there is no Forest Lawn for old television scripts. A small circle of specialized writers are responsible for most of them. First they submit an idea for a plot. If acceptable the producer pays for it and authorizes a rough script for another fee. If it still looks good he is paid for a final script. Just where he got the idea in the first place is anyone's guess.

"The other night in 'Cimarron Strip'—or maybe it was 'Daniel Boone'—I saw what was supposed to be a tribe of American Indians from the Plains but they didn't look like any Indians I have ever seen. Are they breeding a new kind out West today?"

Last season the scriptwriters demanded so many Indians on the plains of Hollywood that they ran out of Indian actors and casting directors had to run in Mexicans instead. Ever since blue-eyed Jeff Chandler played Cochise in "Broken Arrow"—and got away with it—anything is acceptable. The cancellation of "Cimarron Strip" and "Custer" has cut down on the slaughter of the Hollywood Red Man this year. The Mexicans were the first to complain.

"I used to enjoy James Garner in 'Maverick' but lost track of him since then. He still alive?"

He was as of a week ago Saturday when he celebrated his 40th birthday. Since "Maverick" he has been in 15 major movies. Garner, Steve McQueen and Charlton Heston are among the few actors who successfully made the jump from TV to films.

"Is it possible for a freelance writer to write a script for a television show and if so where do I send it?"

Unsolicited scripts are not welcomed with much enthusiasm by most TV producers largely because they're afraid of being sued by a writer whose story might be similar to one they have been planning by themselves. As a consequence, they require a waiver before opening an unsolicited script. If you have a literary agent this can be avoided. Writers' trade magazines can provide a list. An unknown writer should first contact the show's producer care of the studio where the series is filmed.

Turn Foremen To Staff New Steel Facility

Appointment of three turn foremen for the new continuous casting facility at U.S. Steel's Torrance Works has been announced by Robert J. Prout, superintendent, open hearth department. They are Dale L. Cullum, Donald G. Larsen, and Eugene J. Mack.

ALL NEW CHILDREN'S PIANO CLASS

- Revolutionary New Electronic Piano Laboratory
- Class Starts Tuesday, April 23
- Classes Limited to 6 Students Per Class

Call FR 0-4511 for Early Enrollment & Additional Information

Wallichs Music City/Mannings

Hawthorne at Artesia • FR 0-4511
TORRANCE