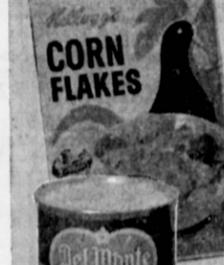


PRICES SLASHED



Lucky goes
STORES

DISCOUNT



NOW! GREATER SAVINGS!

LUCKY'S ENTIRE STOCK* OF GROCERIES, MEATS, PRODUCE, HOUSEWARES, BEAUTY AIDS and SUNDRIES are MARKED DOWN TO

NEW LOW, LOW PRICES

LOWER GROCERY PRICES!

Lucky's prices on all groceries* have been reduced to a new low: . . . you'll save like never before—365 days a year! AND you'll still find all your favorite nationally advertised brands that you know and trust.

LOWER MEAT PRICES!

All Lucky's meat prices have been reduced BUT the HIGH QUALITY remains . . . Lucky's will continue to handle only fine quality U.S.D.A. CHOICE or Lucky's Bonded meats. Lucky's guarantee of "complete satisfaction or your money back" is still our policy.

LOWER PRODUCE PRICES!

Lucky's has lowered the prices on all fruits and vegetables . . . EVERY DAY OF THE WEEK! Lucky's still sells only the finest, freshest fruits and vegetables—the only difference is the price!

LOWER HOUSEWARES PRICES!

Yes, even housewares, health and beauty aids have been slashed* to new low DISCOUNT PRICES! You'll be amazed at the amount of money you'll actually save on these items alone!

EVERY ITEM IN STOCK HAS BEEN DISCOUNTED...

THE ONLY THINGS WE DON'T DISCOUNT ARE QUALITY, COURTESY AND SERVICE!

* Dairy products and fair trade items excepted

Acclaimed! **PRE-TESTED & ACCEPTED**

Lucky's new lower price policy is the way we believe Supermarkets should operate. Food is an essential item and therefore should be available at the lowest possible price! All we at Lucky have done is to cut-out the expensive frills . . . the gimmicks, which you, the customer, must ultimately pay for. We have streamlined our store hours and have reduced our price level margin. We have made it possible for the homemaker to shop EVERY DAY, or ANY DAY in the week, with the knowledge that the prices she pays are the very lowest possible.

Lucky pre-tested its discount pricing policy in the Big Bear Foods in Torrance to gauge customer acceptance. It proved beyond doubt our belief that shoppers prefer LOWER PRICES to gimmicks, trading stamps and contests that add to the cost of food.

You'll find savings of from 1c to 15c and more on practically every item . . . and when you consider the number of items you purchase each week . . . each month . . . the savings will amaze you! You'll actually save hundreds of dollars yearly!

EVERYTHING YOU BUY . . . YOU BUY FOR LESS

Everyday

AT LUCKY!



TURN THE PAGE . . . CHECK OUR NEW LOW *Everyday* PRICES!