



NEW LANDMARK . . . A new sign to mark the site of Lucky Stores market at Torrance Boulevard and Crenshaw has been erected to coincide with today's reopening of the market as a discount food retailer. Nothing has been changed in the store but the prices, market officials report.

Food Dollars Going Farther Now at Luckys

Lucky Stores, Inc., today made news with the announcement of their new discount pricing plan. This new policy, which offers lower prices on an everyday basis on every item in the store (with the exception of fair-traded merchandise), means that the homemaker can shop any day of the week, without having to wait for weekend specials, and be assured of receiving the best buys possible.

Management of Lucky Stores stated that they had been experimenting with discount pricing for the past two years to check public acceptance and to see if it was feasible to operate in this manner. In Phoenix, Orange County and Torrance, which were used as test centers, the response and success was immediate.

Wayne H. Fisher, vice president and general manager, said:

"Food is an essential product, we believe it should be made available to the public at the very lowest possible price. All we at Lucky have done is eliminated the expensive frills that markets today are adding to their cost of operation. We've discontinued the gimmicks, the give-aways, the trading stamps, that you, the consumer, must ultimately pay for in cost of operation. We have streamlined our store hours and reduced the cost of operation and we are passing these and other savings on to our customers . . . and the savings are considerable! We've been able to reduce prices on every item that the law allows. Every item shows a saving of 1 cent to 15 cents. When you consider the number of items the average shopper purchases each week the savings total a substantial amount!"

Store managers, when questioned, reported that the same high quality merchandise is available as always. There will be no change in the quality of the merchandise in spite of the reductions in pricing. All the nationally advertised brands of groceries are available. The same high quality meats sold with the same money-back guarantee of complete satisfaction. Lucky's farm-fresh produce will continue to be featured. As Bill Wurzer, manager of the Lucky market at 2515 Torrance Blvd., so aptly put it; "Everything remains the same, only the prices have been lowered."

This reporter noticed that the savings, which are clearly shown on shelf markers, seemed to be even greater than those expressed by the Lucky management. I was particularly impressed by large savings in the health and beauty aids and housewares departments. Many of the items showed a saving ranging from 20 cents to 30 cents on each item.

Les Corbett, operations manager for Lucky Stores, commenting on the new discount pricing, said:

"These low prices will not change, they will be in effect every day, 365 days a year. For example, you can buy Swanson's TV Dinners, which normally sell for 65 cents each, today, tomorrow, or next week for the same low price of 49 cents each at Lucky. The only time our price will change is if the wholesale cost changes. If it goes down, our prices will be lowered accordingly. This will give our customers price protection at all times."

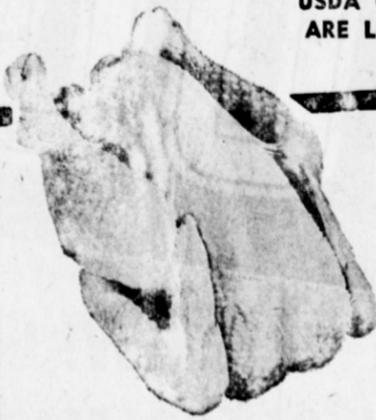
Homemakers, who were interviewed at other Lucky Discount Stores, had only the highest praise for this innovation in Supermarket merchandising.

As one shopper said; "I like it, my family is eating better for less!"

WE'VE REDUCED everything you buy.

WE'VE REDUCED PRICES ON EVERY ITEM! . . . the same Nationally Advertised Brands. The same . . . the same guarantee of satisfaction . . . only the prices have been lowered . . . A change that savings of hundreds of dollars yearly for you! A drastic store-wide sweep of lower prices on groceries

USDA CHOICE or BONDED MEATS ARE LOWER PRICED EVERY DAY!



FRYERS
FRESH USDA GRADE A FRYING CHICKEN WHOLE BODY **29^c lb.**
FRYING CHICKEN BREAST . . . 58^{lb}
LEGS and THIGHS FRYING CHICKEN . . . 52^{lb}
FRYING CHICKEN WINGS . . . 22^{lb}
STEWING CHICKEN CUT UP . . . 24^{lb}

RIB ROAST

USDA CHOICE or BONDED Large End **69^c lb.**

CHUCK STEAK . . . 49^{lb}
E-Z CUT CUBE STEAK . . . 98^{lb}
TOP ROUND STEAK . . . 89^{lb}
SIRLOIN TIP STEAK . . . 89^{lb}

ROUND STEAK

USDA CHOICE or BONDED **69^c lb.**

SIRLOIN STEAK . . . 89^{lb}
RIB STEAK . . . 79^{lb}
TOP SIRLOIN BONELESS . . . 1.39^{lb}
BONELESS ROUND STEAK . . . 79^{lb}

T-BONE STEAK

USDA CHOICE or BONDED **94^c lb.**

RIB FILET STEAK . . . 1.49^{lb}
CROSS RIB ROAST BONELESS . . . 79^{lb}
RUMP ROAST . . . 69^{lb}
CHUCK ROAST BLADE CUT . . . 39^{lb}

GROUND BEEF

BONDED, LEAN, FRESH GROUND **33^c lb.**

GROUND CHUCK . . . 49^{lb}
GROUND ROUND . . . 69^{lb}
NEW YORK CUT STEAK . . . 1.68^{lb}
RIB BOILING BEEF . . . 9^{lb}

SMOKED HAM

SHANK PORTION **39^c lb.**

SLICED BACON BATH BLACKHAWK . . . 52^{lb}
THICK SLICED BACON LUCKY . . . 88^{lb}
FARMER JOHN BACON SLICED . . . 49^{lb}
LUCKY SLICED BACON . . . 44^{lb}

LAMB ROAST

USDA CHOICE SHOULDER CUT **38^c lb.**

RIB LAMB CHOPS . . . 98^{lb}
SMALL LOIN LAMB CHOPS . . . 1.29^{lb}
LARGE LOIN LAMB CHOPS . . . 69^{lb}
BREAST OF LAMB . . . 9^{lb}

delicatessen department
DUBUQUE CANNED PICNICS 4 1/2 lb. can **\$2.69**

RODS DIPS Clam, Onion, Garlic & Bleu-7 1/2-oz. **39^{lb}**
GOUDA & EDAM MAY BUD SLICED . . . 6-oz. **35^{lb}**
CREAM CHEESE PHILADELPHIA . . . 8-oz. Pkg. **35^{lb}**

USDA GRADE A . . . YOUNG HEN TURKEYS.. **39^c lb.**

PORK SHOULDER ROAST . . . 35^{lb}
PORK SPARE RIBS . . . 45^{lb}
CENTER CUT PORK CHOPS . . . 79^{lb}
PORK CHOPS BLADE CUT . . . 49^{lb}

BONDED MEAT GUARANTEE!

All meat sold is carefully selected from the finest USDA GRADES OF MEAT . . . to assure you the utmost in flavor and tenderness . . . if for any reason you are not completely satisfied, simply return the BOND to the package and your money will be cheerfully refunded.

* DAIRY PRODUCTS AND FAIR TRADED ITEMS EXCEPTED

BABY FOOD

HEINZ Strained 4 FOR **39^c**
1 1/2-oz. Jar

SWIFT'S DINNERS HIGH MEAT 2 for **35^c**
PABLUM MIXED CEREAL 16-oz. Box **39^c**
CRACKERS SUNSHINE KRISPY 1-lb. Box **27^c**
NABISCO CRACKERS PREMIUM 1-lb. Box **27^c**
HONEY TREAT GRAHAMS 1-lb. Box **31^c**
NABISCO RITZ 1-lb. Box **39^c**
COOKIES LANGENDORF Choc. Fudge 1-lb. Pkg. **43^c**
OREO SANDWICH NABISCO 11-oz. Pkg. **36^c**
SANKA INST. COFFEE 5-oz. Jar **1.05**

COFFEE

Maxwell House or Folgers 1-lb. Can **65^c**

FOLGER'S COFFEE 3-lb. Can 2-lb. Can **1.29**
LIPTON TEA BAGS 48-ct. Box **59^c**
LIPTON INSTANT TEA 3-oz. Jar **85^c**
BEVERAGES SHASTA LOW CALORIE 12-oz. Can **12 for \$1**
FALSTAFF BEER LIFT TAB 11-oz. Can **6 for 1.14**
PEPSI-COLA 12-oz. Bottle **6 for 59^c**
GOLDEN CROWN BEER Case of 24 12-oz. Cans **2.99**
CHEERIOS 15-oz. Box **42^c**
SHREDDED WHEAT NABISCO 15 1/2-oz. Box **35^c**

CATSUP

HUNT'S 14-oz. Bottle **16^c**

QUAKER OATS 42-oz. Box **48^c**
CRISPY CRITTERS POST 8-oz. Box **32^c**
BUTTER FOREMOST 1st QUALITY GRADE AA 1-lb. Ctn. **68^c**
VELVEETA CHEESE FOOD 2-lb. Ctn. **89^c**
COTTAGE CHEESE FOREMOST PINT Ctn. **25^c**
ICE CREAM FOREMOST FAMILY STYLE 1/2-gal. Ctn. **49^c**
DOG FOOD CALO 15-oz. Can 2 for **29^c**

LOWER PRICED PRODUCE

We have lowered the prices on all Fruits and Vegetables . . . now you can enjoy lower prices every day!



We still sell only the best Fruits and Vegetables. The difference is in the price.

Our Produce is available every day.

2510 at G