



**Shoppers
MARKETS**

joins



Lucky's
DISCOUNT SUPERMARKETS

EVERYTHING YOU BUY...
YOU BUY FOR LESS

TO BRING YOU EVEN GREATER SAVINGS

**with... STORE-WIDE
DISCOUNT PRICES!**

**NOW... ENTIRE STOCK OF GROCERIES, MEATS, PRODUCE,
HOUSEWARES, SUNDRIES & BEAUTY AIDS ARE REDUCED!**

NEW LOW, LOW PRICES

Acclaimed! **PRE-TESTED
& ACCEPTED**

Shoppers Markets take pride in announcing their association with Lucky's Discount Supermarkets. Lucky's policy of lower prices have received the plaudits of homemakers throughout Southern California! Lucky believes, because food is an essential item, it should be sold at the lowest possible price every day, 365 days of the year! We too, have cut the expensive frills, the stamps, the yo-yoing of prices, the games and gimmicks that add to the expense of doing business. Store hours have been streamlined. Our retail price level has been drastically reduced in order to make it possible for our customers to shop EVERY DAY and ANY DAY in the week, with the knowledge that the prices paid are the very lowest possible.

Lucky's Discount pricing program has been pre-tested for the past three years and has received full customer acceptance. It has proved beyond doubt that the smart homemaker prefers LOWER PRICES to gimmicks, trading stamps and contests that add to the cost of food.

Lucky customers save from 1¢ to 15¢ and more on practically every item... and when you count the number of items you purchase each week... each month... the savings amount to hundreds of dollars each year!

Shoppers Markets are proud to be able to now offer this amazing saving to our customers!

*dairy products and fair trade items excepted

**NEW
STORE HOURS**

MONDAY thru FRIDAY
10^{AM} to 9^{PM}

SATURDAY & SUNDAY 10am to 7pm

**EVERYTHING YOU BUY...
YOU BUY FOR LESS
Everyday**

... SHOPPERS JOINS LUCKY TO BRING YOU BIGGER SAVINGS on

NAME BRAND GROCERIES!

Nationally advertised brands... Del Monte, Hunt's, Libby's, Krafts, Best Foods and many, many more. No need to wait for week-end sales... Shoppers New Low Discount Prices are in effect everyday 365 Sale Days a Year!

TOP-QUALITY BONDED MEATS!

All Lucky-Shoppers Bonded Meats are carefully selected by our expert meat buyers from only Top Quality Beef. Every cut is so good it carries Lucky Bond... your money-back guarantee of complete satisfaction. For High Quality Meats at a Lower Price... It's Lucky-Shoppers!

HOUSEWARES & SUNDRIES

A complete department of housewares, health and beauty aids, sundries... Nationally Advertised Brands at amazing savings! You'll find that Lucky-Shoppers New Everyday Low Discount Prices will take the bulge out of your budget!

FARM-FRESH FRUITS & VEGETABLES!

Always the finest, freshest fruits and vegetables... rushed by refrigerated trucks from fields and orchards. You can depend on Lucky-Shoppers for quality and selection... AND you'll like Lucky-Shoppers New Low Discount Prices!

EVERY ITEM IN STOCK HAS BEEN DISCOUNTED*

THE ONLY THINGS WE DON'T DISCOUNT ARE

QUALITY, COURTESY and SERVICE!

... PLEASE TURN THE PAGE FOR HUNDREDS OF EXAMPLES