

SAVINGS ARE GREATER 7-DAYS A WEEK AT LUCKY!

*Except those items where law prohibits price reduction.

**Lucky Bonded
BEEF STEAK**

Perfect, succulent tenderness.

**57^c
lb.**



**STANDING
RIB ROAST**

USDA CHOICE or Lucky Bonded

**69^c
lb.**

**ROAST
TENDER BEEF**

BONELESS
USDA CHOICE OR
LUCKY BONDED

**65^c
lb.**

LEAN
GROUND
HOURLY

**35^c
lb.**

**RIB FILET STEAK
RIB STEAKS**

BONELESS SPENCER
USDA CHOICE OR LUCKY BONDED

**\$139
LB.**

USDA Choice or
Lucky Bonded

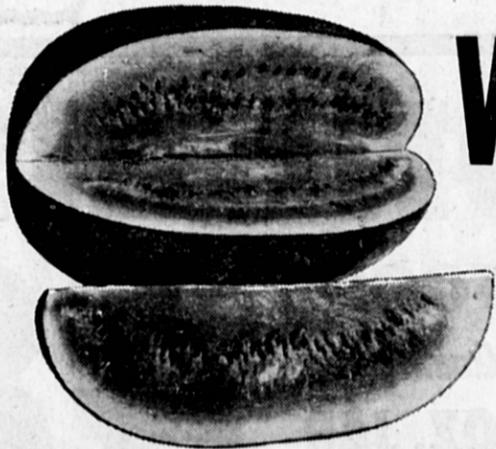
**75^c
lb.**

delicatessen department specials

- LEO'S BEEF THINS** 3 1/2-Oz. Pkg. **35c**
Chipped Beef, Chipped Ham, Dark Meat Turkey (White Meat Turkey 45c)
- DANOLA SLICED COOKED HAM** 5 1/4-oz. Pkg. **59c**
- LUCKY SLICED AMERICAN CHEESE** 12-oz. Pkg. **49c**
- RATH FRESH LIVER SAUSAGE** 10-oz. Pkg. **39c**

- ENGLISH CUT SHORT RIBS** 39¢
USDA CHOICE or Lucky Bonded
- BONELESS STEWING BEEF** 69¢
USDA CHOICE or Lucky Bonded
- GROUND CHUCK** 49¢
Very Lean, very fresh!
- FLANK STEAK** 79¢
USDA CHOICE or Lucky Bonded
- SMOKED CENTER CUT PORK CHOPS** 79¢
Hickory smoked and cured like ham.
- SKINLESS LINK SAUSAGE** 1/2-lb. Pkg. **4 for \$1**
FARMER JOHN
- FRESH FILLET OF SOLE** 79¢
Just caught and rushed fresh to our stores
- LUCKY SLICED BACON** 1-lb. Pkg. **55c**
Thick sliced 2 lb. Pkg. 1.09

... terrific savings on every item 7 full days!



WATERMELON

Sweet, red, ripe . . . each and every melon unconditionally guaranteed . . . Treat the family to the finest melons of the season.

**3^c
LB.**

whole

delicatessen department specials

**KING
SIZE
T.V.
TRAYS**

ROYALTY value
high and the very latest styles.
are sturdy 3/8 inch tubular
knocked enamel finish . . . the tables,
trays, and are extra large (20%
they hold a full meal, they are

6^c

**ONE SALE!
LOTION Special 91c
LOTION Special 52c**

FULL DAYS

Highway, Long Beach
all taxable items.

**RINSCBLUE
DETERGENT
Giant Box
6^c**

Price includes 10c off.

**VIM DETERGENT
TABLETS
Giant Box
59c**

Price includes 10c off.

**LUX LIQUID
DETERGENT
22-oz. Bottle
65c**

65c

**SWAN PINK LIQUID
DETERGENT
22-oz. Bottle
65c**

65c

**WISK LIQUID
DETERGENT
Quart Bottle
63c**

Price includes 6c off.

**HILLS BROS.
COFFEE
1-lb. Can
63c**

2-lb. Can 1.25

Santa Rosa variety
PLUMS

Large
Size **19^c
lb**

. . . sweet, thick-meat.

AVOCADOS

Hass variety . . . for tasty salads and sandwiches.

LARGE
SIZE **2 FOR 29^c**

CANTALOUPE

Sweet, ripe . . . so delicious in fresh, fruit salads.

LARGE
SIZE **4 FOR \$1⁰⁰**

**PRICES EFFECTIVE
Thurs. thru Wed.
July 4 - July 10**



a lower
total
at Lucky

**Lucky
STORES**

REDONDO BEACH
Pacific Coast Hwy., S. Redondo
HERMOSA BEACH
Pacific Coast Hwy. & Gould Lane

LOMITA
Western at Lomita
LENNOX
Prairie & Lennox

TORRANCE
Crenshaw & Torrance
INGLEWOOD
LaBrea & Hardy

TV CANDIDS

by
Terrence O'Flaherty

What your best friend wouldn't tell you when I was a boy is now being told on television commercials by complete but candid strangers. And told over and over again.

Have you made the acquaintance of the woman who discusses the perspiration stains on her favorite dress? Quite likely. She has been seen by more people during the past month than the President of the United States.

Have you heard the woman who eagerly discusses her husband's soiled underwear with anyone who happens to drop by the house with a camera, photographer, lights and a microphone?

Most women wouldn't care to discuss these matters with their husbands even after being married to them for 20 years.

How are these lovely armpit queens selected? I envision the following scene:

It is 10 o'clock in the morning in the Bronx. The kids are in school and daddy is at the office. The doorbell rings.

Is it Avon calling? No, it is a woman from the advertising agency. With her are two cameramen, two lighting technicians, a soundman with an overhead microphone on the end of a 10-foot pole. A sixth man carries several yards of electric cable. The seventh is a lawyer with a release form, eight carbon copies, and a male secretary.

AD LADY: "Do you have any perspiration problems that you would care to discuss with 20 million people in prime time?"

As a matter of fact, she does. The sight of nine strangers standing on her doorstep has made the housewife perspire freely.

HOUSEWIFE: "What sort of thing are you looking for? I have several funny little anecdotes about perspiration that amuse my friends. Of course my husband perspires a lot. Then I had a problem with my favorite dress that I like to talk about. I almost sweated right through it before I started using—what did you say the name of your product is? Honest, it's amazing that we have any friends at all. Which camera is the one I'm not supposed to know is there?"

AD LADY: "We try not to make things smell too bad, madam. We want people to go away remembering the product, not the problem. Now if you will just sign these release papers giving us the use of your name, picture and opinions."

HOUSEWIFE: "I'd also be happy to release my husband."

AD LADY: "After what you've just told us I don't blame you."

HOUSEWIFE: "When do we make the film where I tell about how bad my husband . . ."

AD LADY: "We just did, madam. Thank you and good day."

One of the best publicized problems of television producers is how to "write-out" a character in a series when the actor decides to leave the show.

The radio soap operas devised all sorts of dramatic tricks from marriage to violent death—depending on the degree of hard feelings between the actor and the producer.

Earlier this year when Terry Moore departed "Empire" the writers married her off to some guy in another town. There is still a question whether she was dropped or resigned. I've heard both versions. A look at her acting in some of the re-runs may provide the answer.

The next forced marriage probably will be performed on "Bonanza" if actor Pernel Roberts has his way. Roberts plays one of the half-brothers in the series—not the fat one or the cute one but the OTHER ONE.

He told the press recently that he's "frustrated watching life go by contributing nothing but mediocrity." This would seem to be an occupational frustration in the acting game. However, the NBC brass is said to have been discussing a means of writing him out—and off. The gimmick most likely to win is marriage.

This seems to be a ridiculous sort of worry. Why do they bother to write them out anyway. The show's publicists advertise the disappearance for weeks in advance.

One of the minor mysteries of the TV game is why they don't merely drop these performers and forget them. They just don't show up in next week's drama. The writers leave enough plot strings untied at the end of a show as it is to accustom the viewers to loopholes. Besides that the public isn't that dumb.

NBC passed up an awfully good bet by not marrying Miss Moore to Mr. Roberts and letting them ride away into the celluloid sunset together. Now THAT would make some sense.

DAY SCHOOL

**NOW REGISTERING FOR FALL TERM
— REASONABLE RATES —**

KINDERGARTEN THROUGH EIGHTH GRADE
TEACHING THE THREE R'S WITH PHONICS
Classes All Day With Complete Bus Service

**HAWTHORNE
CHRISTIAN SCHOOL**

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