

LUCKY TAKES THE CONFUSION

Out OF FOOD PRICING

4 for 65¢
3 for 49¢
12 for \$1.00

6 for 39¢

2 for 73¢

5 for 49¢

8 for 79¢



...With "SINGLE-ITEM" PRICING!

Multiple pricing (for example: 4 for 89¢) is a supermarket pricing practice used, as a means of stimulating shoppers to buy a greater quantity of a product. 4 for 89¢ looks like a bigger bargain than one item for 22¢ even though it's not! A majority of people needing only 2 or 3 of an item will purchase 4 rather than to take the time to mathematically figure the single-price. Lucky does not subscribe to this out-moded pricing policy. Lucky Stores support "TRUTH-IN-PRICING!" When you shop at Lucky you know at an instant exactly how much each item costs . . . and you know it's DISCOUNT PRICED! Lucky shoppers take advantage of "SINGLE-ITEM" pricing by purchasing only the quantity they need and ENJOY GREATER savings! Come in and shop Lucky today! Your budget will love it.

LUCKY RESOLVES IN 1968
to continue to bring you lower FOOD PRICES!

COPYRIGHT © 1968
Lucky Stores, Inc.
All Rights Reserved

TOP QUALITY U.S.D.A. CHOICE OR LUCKY BONDED MEATS... EVERYDAY PRICED!

FRYING CHICKEN 28¢ lb
U.S.D.A. GRADE A GOLDEN CROSS FRYERS - WHOLE BODY

CHUCK ROAST 35¢ lb
U.S.D.A. CHOICE LUCKY BONDED, BLADE CUT

ROUND STEAK 69¢ lb
U.S.D.A. CHOICE OR LUCKY BONDED, CENTER CUT

T-BONE STEAK \$1.09 lb
U.S.D.A. CHOICE OR LUCKY BONDED, TAILS OFF

GROUND BEEF 38¢ lb
FRESH AND BONDED FOR TOP QUALITY

R/B ROAST 79¢ lb
U.S.A. CHOICE OR LUCKY BONDED, STANDING LARGE END

CUP FRERS 31¢ lb
RI SEAK 88¢ lb
ROUND HUCK 59¢ lb

PORTERHOUSE \$1.14 lb
Tails Off

CHUCK ROAST 43¢ lb
Center Cut

CUBE STEAK 98¢ lb

SAUSAGE 28¢ lb
Skinless Links Farm John 8-oz. Pkg.

ITALIAN SAUSAGE 79¢ lb
Fresh 1-Pound Pkg.

CROSS RIB PAST 78¢ lb
Boneless

CORNER BEEF 89¢ lb
LUCKY BRAND Round or Brisket

HAM 49¢ lb
FARMER JOHN Fully Cooked Full Shank Half

PORK ROAST 39¢ lb
Fresh-Picnic Style Shoulder

SPARE RIBS 59¢ lb
Fresh Small Sizes

GROUND ROUND 69¢ lb

SLICED BACON 49¢ lb
LUCKY BRAND 1-lb. Pkg.

LUCKY THICK SLICED BACON 97¢ lb
1-POUND PACKAGE

RATH, SWIFT, HORMEL, WILSON 57¢ lb
OR FARMER JOHN SLICED BACON

OSCAR MAYER BACON 69¢ lb
Sliced

THIN BACON 79¢ lb
OSCAR MAYER Sliced - 1-lb. Pkg.

BORDEN'S AMER. CHEESE 3 lbs. \$1.99
SLICED

WILSON'S SLICED BOLOGNA 69¢ lb
ALL MEAT AND ALL BEEF 1-lb. Pkg.

LONGHORN CHEESE 59¢ lb
10-OZ. PKG. MISS WISCONSIN-MEDIUM SHARP

FROSTY CINNAMON ROLLS 33¢ lb
PILLSBURY BRAND 8-OZ. PKG.

HARVEST DAY BISCUITS 8¢ lb
BUTTERMILK OR SWEET MILK 8-OZ. TUBE

X.L.N.T. BEEF TAMALES 27¢ lb
ENALLEY'S CHILI CON CARNE 1-lb. Pkg. (87¢)

BEECH-NUT 8¢
4 1/2-oz. Jar Strained Baby Food

STRAINED JUICE 8¢
4-oz. Can BEECH-NUT

JUNIOR FOOD 14¢
7 1/4-oz. Jar BEECH-NUT

LIBBY'S PEARS 35¢
303 Can

CLING PEACHES 25¢
Harvest Day 10-oz. Jar

FRUIT COCKTAIL 26¢
DEL MONTE 303 Can

APPLESAUCE 21¢
STOKELY 303 Can

M.J.B. COFFEE 69¢
1-lb. Can

M.J.B. COFFEE 1.37
2-lb. Can

M.J.B. COFFEE 1.99
3-lb. Can

M.J.B. INSTANT 1.29
10-OZ. JAR, COFFEE

NESTEA INSTANT 1.25
3-OZ. CAN, TEA

DOLE PINEAPPLE 33¢
Crushed No. 2 Can

APPLE CIDER 50¢
1/2 Gal. Bl. TREE TOP

PRUNE JUICE 47¢
SUNSWET Qt. Bl.

APRICOTS 33¢
303 Can GLORIETTA Whole Peeled

CHILI BEANS 17¢
300 Can RANCH STYLE

PORK & BEANS 23¢
2 1/2 Can VAN CAMPS

VEGETABLES 22¢
DEL MONTE... Cut Green Beans, Golden Corn, Sweet Peas - 303 Can

LIBBY'S CUT BEETS 17¢
303 Can

DEL MONTE SPINACH 19¢
303 Can

TOMATOES 27¢
303 Can DEL MONTE STEWED

V-8 JUICE 42¢
46-oz. Can VEGETABLE

REFRIED BEANS 27¢
2 1/2 Can ROSARITA

STAR-KIST TUNA 29¢
6 1/2-oz. Can CHUNK L.M.

TINY TOT SARDINES 32¢
3-oz. Can X Pack

LIBBY'S BEEF STEW 57¢
24-oz. Can

FRUIT PUNCH or WELCHADE 33¢
46-OUNCE CAN

DENNISON CHILI 79¢
40-oz. Can W/BEANS

SYRUP 66¢
24-oz. Bottle AUNT JEMIMA

PEANUT BUTTER 1.21
3-lb. Jar LUCKY

SOUP 16¢
18 1/2-oz. Can CAMPBELL'S Cream of Mushroom

BOUILLON CUBES 22¢
15-ct. Pkg. WYLER BEEF

BLACK PEPPER 39¢
4-oz. Can SCHILLING

FRENCH DRESSING 47¢
Plat Bl. KRAFT

LUCKY MAYONNAISE 39¢
Jar 24-oz.

BREAKFAST 72¢
6-pk. Pkg. CARNATION INSTANT

M.J.B. RICE 41¢
28-oz. Box LONG GRAIN

ANTHONY SPAGHETTI 43¢
2-lb. Pkg.

FROZEN FOODS

BANQUET DINNERS 38¢
Reg. Pkg. GINO'S

SAUSAGE PIZZA 75¢
19-oz. Pkg. AUNT JEMIMA

WAFFLES 36¢
12-ct. Pkg.

RAL-MEX TAQUITOS 52¢
14-oz. Pkg.

PINEAPPLE-GRAPEFRUIT DRINK 27¢
DEL MONTE - 46-oz. CAN

FREEZER QUEEN 1.39
Beef or Chicken w/ Gravy-2-lb. Pkg.

SANDWICH 74¢
LARRY'S POOR BOY 2-Pk. Pkg.

FRIED HALIBUT 75¢
CERTI-FRESH 9 1/2-oz. Pkg.

FISH STICKS 63¢
CERTI-FRESH 14-oz. Pkg.

PEAS - CUT CORN - MIXED VEGETABLES 37¢
24-oz. Pkg. PICTSWEET

ORANGE JUICE 43¢
MINUTE MAID 12-oz. Can

GRAPE JUICE 37¢
WELCH'S 12-oz. Can

MEAT PIES 25¢
8-oz. Pkg. SWANSON

STEAKS 89¢
8 Pack - 1 1/4-oz. KOLD KIST - Bagged

APPLE PIE 57¢
9-inch Pie SIMPLE SIMON

DAIRY PRODUCTS

ICE CREAM 79¢
FOREMOST PREMIUM 1/2-Gal. Rnd. Ctn.

DITTO MILK 36¢
FOREMOST Imitation 1/2-Gal. Ctn.

VELVEETA 98¢
2-lb. Ctn. KRAFT CHEESE FOOD

BUTTER 79¢
FOREMOST 1ST QUALITY 1-lb. Ctn.

STRAWBERRY JAM 49¢
MARY ELLEN - 20-oz. JAR

PACKAGED GOODS

STA-CRISP CRACKERS 27¢
1-lb. Box

COOKIES 47¢
NABISCO OREO CREME SANDWICH, 1-lb. Pkg.

GRAHAMS 38¢
CRACKERS - SUNSHINE 1-lb. Box

BREAD 33¢
HARVEST DAY CHUCK WAGON 22 1/2-oz. Loaf

CREAM OF WHEAT 43¢
28-oz. Box

BEVERAGE - SPIRITS

SHASTA BEVERAGES 15¢
NO RETURN - 28-oz. Bottles

DIET RITE COLA 53¢
4-12-oz. Bottles

LUCKY VODKA 2.99
50 PROOF - 25th Bottle (Sorry, Not Available at All Stores)

AURORA TOILET TISSUE 23¢
2 ROLL PKG.



OTHER ITEMS

PINTO BEANS 33¢
2-lb. Bag GOLDEN GRAIN

NOODLES 27¢
2 1/2 Can JAN-U-WINE CHOW MEIN

OVALTINE 66¢
12-oz. Can SWISS CHOCOLATE

PIZZA MIX 68¢
Pepperoni, 17-oz. Box CHEF BOY-AR-DEE

CIGARETTES 2.91
Canton... (Plus Tax) KING SIZE

VETS' DOG FOOD 9¢
16-oz. Can

PURINA DOG CHOW 1.29
10-lb. Bag

TABBY TREATS 15¢
6 1/2-oz. Can CAT FOOD

DEL MONTE CATSUP 29¢
20-OUNCE BOTTLE

ZEE TOWELS 30¢
DECORATED Jumbo Roll

ZEE TOILET TISSUE 36¢
4-Roll

ZEE SANDWICH BAGS 19¢
75-Ct. Pkg.

DIXIE DISPENSER 69¢
50-Ct. Pk. BATH

LUCKY FACIAL TISSUE 19¢
200-Ct. Box

OXYDOL 81¢
Giant Box

BOLD DETERGENT 78¢
Giant Box

CASCADE 41¢
20-Oz. Box

LAVA SOAP 13¢
Regular Bar

TOP JOB CLEANER 68¢
LIQUID 28-Oz. Btl.

SNO-BOL CLEANER 27¢
16-Oz. Btl.

COUNTRY STYLE POTATOES 59¢
FRENCH'S - 16-oz. BOX

U.S. No. 1 RUSSET POTATOES 35¢
10 Pound Cello Bag

CHIQUITA BANANAS 8¢ lb
Central America's Finest Quality

...TAS SANDWICH FIXIN'S AT LOW EVERYDAY DISCOUNT PRICES!

Our Low Everyday Price!

LUCKY ALL MEAT FRANKS 49¢
12-oz. Pkg. 1-POUND PKG.

LUCKY LUCH MEATS SLICED BOLOGNA, OL., P.F., SPICED 29¢

LOW DISCOUNT PRICES ON HEALTH AND BEAUTY AIDS

VICK'S FORMULA "44" COUGH SYRUP 81¢
Delicious Wild-Cherry flavor cough syrup that calms and quiets coughs of colds and flu. 3 1/4-ounce Bottle.

VICK'S SINEX NASAL SPRAY 99¢
Decongestant nasal spray for fast relief from congestion of head colds, hay fever. Helps decongest cold-blocked sinus openings. 15cc size.

ALKA SELTZER 55¢
Bottle of tablets. Excellent for aches and pains of flu and cold.

LISTERINE \$1.08
ANTISEPTIC. Keeps your mouth fresh and clean. Daily gargle helps to prevent colds and flu. Large 20-ounce bottle.

VICK VAPORUB 47¢
Gives your relief. 1 1/2-ounce Jar

SHONTEX HAIR SPRAY 78¢
Reg. or Hard-To-Hold Formula. Lge. 17-oz. Can

LIFLOTION \$1.15
Hair softening lotion. Large Size.

BRYLCREAM 67¢
Keeps hair groomed all day. Large Tube.

IGLEWOOD: 1035 S. La Brea Ave.
825 W. Arbor Vitae
10801 Prairie Ave.

TORRANCE: Torrance Blvd. at Crenshaw
Sepulveda Blvd. at Hawthorne
110 East Carson Ave.
2750 Pacific Coast Hwy.

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.

STORE HOURS
MONDAY thru FRIDAY 10 A.M. TO 9 P.M.
SATURDAY AND SUNDAY 10 A.M. TO 7 P.M.
LOMITA Mon. Thru. Sat. 10 a.m.-10 p.m.