

# WHAT ARE YOU PAYING FOR CEREAL?



ARE YOU PAYING TOO MUCH FOR CEREAL? . . . NOT IF YOU SHOP AT LUCKY! COMPARE THE PRICE OF CEREAL . . . PROOF THAT LUCKY IS THE LEADER IN LOW DISCOUNT FOOD PRICING! WE'VE SHOPPED OUR COMPETITORS AND THE SAVINGS AT LUCKY ARE TERRIFIC! . . . LOOK FOR YOURSELF . . . AND THE BEST PART OF LUCKY'S DISCOUNT PRICING IS THAT SAVINGS LIKE THESE ARE AVAILABLE IN OTHER DEPARTMENTS . . . GOOD REASON TO DEPEND ON LUCKY, EVERY DAY, FOR GREATER SAVINGS . . . 365 DAYS A YEAR!



**FRYERS**  
FRESH U.S.D.A. GRADE A CHICKENS WHOLE BODY **29¢ lb**

HAM FARMER JOHN — FULLY COOKED 49¢  
FULL SHANK HALF

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

**GROUND BEEF** FRESH, LEAN BONDED FOR TOP QUALITY **39¢ lb**

**RIB ROAST** STANDING — LARGE END U.S.D.A. CHOICE OR LUCKY BONDED **73¢ lb**

**RIB STEAK** U.S.D.A. CHOICE OR LUCKY BONDED **88¢ lb**

**SWISS STEAK** **69¢ lb**

**SMOKED PICNIC** SHOULDER FARMER JOHN **45¢ lb**

**LINK SAUSAGE** OSCAR MAYER **77¢ lb**

**PORK ROAST** SHOULDER **43¢ lb**

**PORK TENDERLOIN** BONELESS **51¢ lb**

**SPARE RIBS** FARMER STYLE **67¢ lb**

**HAM** FULLY COOKED WILSON FESTIVAL, CURE #1 — BONELESS **51¢ lb**

**BLADE CUT PORK CHOPS** **69¢ lb**

**SAUSAGE** NORMEL BROWN 'N SERVE — 8-oz. Pkg. **55¢**

**CROSS RIB ROAST** BONELESS U.S.D.A. CHOICE OR LUCKY BONDED **73¢ lb**

**ROASTING CHICKENS** CRESTVIEW **39¢ lb**

**HALIBUT STEAKS** SLICED NORTHERN **69¢ lb**

**YOUNG HEN** **39¢ lb**

**TURKEYS** U.S.D.A. GRADE "A" **39¢ lb**

**CHUCK STEAK** U.S.D.A. CHOICE OR LUCKY BONDED **48¢ lb**

**OSCAR MAYER SLICED BACON** 1-lb. Pkg. **75¢**

**WAFER THIN BACON** OSCAR MAYER SLICED 1-lb. Pkg. **83¢**

**Compare**

... FAMOUS NAME CEREALS!  
Proof That Lucky's Everyday Discount Pricing Means Greater Everyday Savings For You!

Brand	Quantity	Regular Price	Lucky Price
GENERAL MILLS CHEERIOS	15-Ounce Box	49¢	45¢
TOTAL	12-Ounce Box	57¢	47¢
WHEATIES	18-Ounce Box	49¢	45¢
KELLOGG'S BRAND ALL BRAN	16-Ounce Box	39¢	34¢
CONCENTRATE	6-Ounce Box	49¢	43¢
CORN FLAKES	18-Ounce Box	41¢	39¢
PRODUCT 19	7-Ounce Box	37¢	31¢
RICE KRISPIES	12-Ounce Box	49¢	44¢
SPECIAL "K"	6 1/2-Ounce Box	35¢	30¢
SUGAR CORN POPS	12-Ounce Box	49¢	42¢
SUGAR FROSTED FLAKES	15-Ounce Box	49¢	44¢
VARIETY PACK	10-Count Package	47¢	42¢
NATIONAL BISCUIT SHREDDED WHEAT	10 1/2-Ounce Box	31¢	27¢
TEAM FLAKES	16-Ounce Box	49¢	43¢
100% BRAN	16-Ounce Box	39¢	34¢
CREAM OF WHEAT MIX 'N EAT	10-Ounce Box	43¢	37¢
CREAM OF WHEAT INSTANT	28-Ounce Box	45¢	43¢
POST BRAND RAISIN BRAN	14-Ounce Box	41¢	35¢
GRAPENUTS	16-Ounce Box	47¢	41¢
SUGAR CRISP	14-Ounce Box	49¢	42¢
PUFFED CORN FLAKES	13-Ounce Box	43¢	36¢
CORN FLAKES & STRAWBERRIES	8-Ounce Box	59¢	50¢
ALPHA BITS	13-Ounce Box	49¢	45¢
QUAKER BRAND OATS	42-Ounce Box	49¢	47¢
INSTANT OATS	10-Ounce Box	39¢	33¢
QUISP & QUAKE	8-Ounce Box	39¢	34¢
RALSTON RICE CHEX	13-Ounce Box	49¢	45¢
WHEAT CHEX	15-Ounce Box	41¢	36¢



\*Government Controlled and Fair Trade Products Excepted 1/1/67

**FROZEN FOODS**

CREAM PIES	PET RITZ 5" Pie	29¢
ENCHILADAS	ELMNT - Beef & Cheese 7-oz. Pkg.	35¢
BURRITOS	ROSARITA - Red & Green 7 1/2-oz. Pkg.	45¢
BEAN BURRITOS	ROSARITA 8-oz. Pkg.	35¢
CHEESE CAKE	Johnson Bros Royal 11-oz. Pkg.	49¢
POUND CAKE	SARA LEE 12-oz. Pkg.	79¢
MACARONI & CHEESE	MORTON 8-oz. Pkg.	22¢
CARROTS	Mortiburn Farms Crinkle Cut - 1 1/2-lb. Pkg.	29¢

**Key Buy!**

**MAXWELL HOUSE COFFEE**

**\$1.89**

3-LB. CAN

CHOPPED CHIVES	ARMANINO 2-oz. Pkg.	45¢
CHICKEN PIES	VAN DE KAMP'S 10 1/2-oz. Pkg.	39¢
FRIED HALIBUT	VAN DE KAMP'S 8-oz. Pkg.	75¢
SOLE FILLET	CERTI-FRESH 16-oz. Pkg.	69¢
BREADED SHRIMP	Certi-Fresh 1 1/2-lb. Pkg.	1.99
SPARE RIBS	CORONET 800 2-lb. Pkg.	2.09
STEAKS	GOLD RIB - Bag of 10 1 1/4-oz.	1.18
TREESWEET		
ORANGE JUICE	(12-oz. Can 36¢) 6-oz. Can	18¢

**HOUSEHOLD ITEMS**

LUCKY FACIAL TISSUE	200 - 2-ply Box	19¢
KLEENEX NAPKINS	50-Ct. Pkg.	25¢
LADY SCOTT TISSUE	Petal Toller 2-Roll Pkg.	27¢
LADY SCOTT TISSUE	Petal Toller 2-Roll Pkg.	27¢
SARAN WRAP	50-foot Roll	32¢
TIDE DETERGENT	Giant Box	78¢

**Key Buy!**

**LIBBY'S FRUIT COCKTAIL**

**20¢**

303 CAN

MIRACLE WHITE	Super Cleaner Quart Bottle	83¢
OXYDOL	Giant Box	81¢
IVORY FLAKES	Large Box	34¢
CHEER	Giant Box	78¢
SALVO PELLETS	DETERGENT Giant Box	74¢
DOWNY SOFTENER	FABRIC 22-oz. Btl.	79¢
JOY LIQUID	DETERGENT 22-oz. Btl.	58¢

**NEW LOW EVERYDAY CHEESE PRICES!**

KRAFT DELUXE CHEESE	SLICED AMERICAN, PIMENTO OR SWISS - 8-oz. Pkg.	39¢
KRAFT NATURAL CHEESE	SLICED MUENSTER, BRICK, MELLOW, CARAWAY, SWISS OR MONTEREY JACK. 6-oz. PKG.	39¢
KRAFT SLICED AMERICAN CHEESE	12-oz. PKG.	59¢
BORDEN'S SLICED AMERICAN CHEESE	3 lbs.	\$1.99
ALL MEAT FRANKS	LUCKY 1-lb. Pkg. (ALL MEAT, 12-oz. Pkg. 41¢)	49¢
WILSON SLICED BOLOGNA	FRESH 1-lb. Pkg.	69¢
LUCKY LUNCH MEATS	6-oz. Pkg. SLICED BOLOGNA, SALAMI, OLIVE, P.P.	29¢
BOB'S SALAD DRESSING	100 ISLAND, SOUR CREAM, TARTAR SAUCE, SHRIMP, COCKTAIL	37¢
CANADIAN STYLE BACON	ZWAN 3-lb. CANNED HAM OSCAR MAYER	\$3.08 \$2.98

**COMPARE THE DISCOUNT PRICES . . . TOP QUALITY PRODUCE!**

**CHIQUITA BANANAS** These are not ordinary bananas, they are Central America's Finest Quality. Golden Ripe **10¢ lb**

**POTATOES** U.S. NO. 1 WHITE ROSE OR RUSSET **10 POUND CELLO BAG 38¢**

CANNED FOODS	CANNED FOODS
BEECH-NUT STRAINED BABY FOOD 4 1/2-oz. Jar <b>8¢</b>	0-oz POTATOES Idaho Instant Flakes, 6 1/2-oz. Pkg. <b>25¢</b>
JUNIOR FOOD BEECH-NUT 7 1/2-oz. Jar <b>14¢</b>	PORK & BEANS HUNT'S 2 1/2 Can <b>23¢</b>
GERBER'S CEREAL BABY 8-oz. Box <b>18¢</b>	TOMATOES HUNT'S STEWED 300 Can <b>23¢</b>
MAXWELL HOUSE INSTANT COFFEE CARAFE PK. 5 10-oz. Jar <b>1.52</b>	TOMATO JUICE HARVEST DAY 46-oz. Can <b>29¢</b>
MJB COFFEE 1-lb. Can <b>67¢</b>	PINEAPPLE HARVEST DAY SLICED 1 1/4 Can <b>20¢</b>
MJB COFFEE 3-lb. Can <b>\$1.33</b>	PEACHES OLORIETTA FREESTONE 303 Can <b>26¢</b>
MJB COFFEE 2-lb. Can <b>\$1.98</b>	ORANGES DEL MONTE MANDARIN 11-oz. Can <b>25¢</b>
MJB INSTANT COFFEE 10-oz. Jar <b>\$1.19</b>	GRAPEFRUIT BORDO SECTIONS 303 Can <b>27¢</b>
SPAM LUNCHEON MEAT 12-oz. Can <b>54¢</b>	APPLESAUCE HARVEST DAY 303 Can <b>14¢</b>
LIBBY BEEF STEW 24-oz. Can <b>57¢</b>	DEL MONTE PEARS 2 1/2 Can <b>43¢</b>
CHILI W/BEANS GEBHARDT'S 300 Can <b>37¢</b>	CRANBERRY JUICE Ocean Spray 48-oz. Btl. <b>75¢</b>
BAKED BEANS S & W 28-oz. Can <b>33¢</b>	DRINK CAL-FAME PINEAPPLE GRAPEFRUIT - 46-oz. Can <b>27¢</b>
CREAM CORN Green Giant Golden 303 Can <b>22¢</b>	CUCUMBER CHIPS S & W 22-oz. <b>39¢</b>
GREEN BEANS DEL MONTE CUT 303 Can <b>27¢</b>	RIPE OLIVES Early California Select Toll Can <b>31¢</b>
HARVEST DAY PEAS 303 Can <b>16¢</b>	PEANUT BUTTER PETER PAN 28-oz. Jar <b>88¢</b>
SAUERKRAUT LIBBY'S 303 Can <b>18¢</b>	

**LOW DISCOUNT PRICES ON HOUSEWARES & BEAUTY AIDS**

<b>SECTIONAL PLASTIC PLATES</b> 12" PLASTIC, DIVIDED FOR SERVINGS, ASSORTED COLORS, UNBREAKABLE. <b>23¢</b>	<b>PLASTIC STEAK PLATE</b> DISHWASHER-SAFE, IDEAL FOR BAR-B-CUE, PATIO PARTIES or PICNIC. <b>33¢</b>
<b>PLASTIC PICNIC SET</b> Service for 4. DELUXE SET, OVAL SHAPED SECTIONAL PLATES, MUGS, KNIVES, SPOONS and FORKS <b>77¢</b>	<b>BEE INSULATED FOOD JAR</b> Keeps food cold and fresh hours longer. Leakproof, holds 5 1/2-oz. Rust proof, unbreakable. <b>66¢</b>
<b>3-PIECE CHIP and DIP SET</b> STUNNING SWEDISH MODERN DESIGN GLASS by ANCHOR HOCKING, COLORS <b>88¢</b>	<b>SHAVE CREAM</b> WILKINSON BRAND - AEROSOL CAN <b>88¢</b>
	<b>PEPSODENT TOOTHPASTE</b> KING SIZE TUBE <b>66¢</b>
	<b>BUFFERIN TABLETS</b> BOTTLE OF 100 <b>\$1.04</b>
	<b>GILLETTE SUPER STAINLESS PACKAGE OF TEN</b> <b>\$1.19</b>
	<b>OLD SPICE</b> AFTER SHAVE LOTION <b>\$1.25</b>

**Key Buy!**

**STRAWBERRY SMUCKER'S JAM**

12-OUNCE JAR

**33¢**

**CANNED FOODS**

DILL PICKLES	DEL MONTE 22-oz. Jar	41¢
SYRUP	VERMONT MAID 24-oz. Btl.	63¢

**OTHER ITEMS**

DI CARLO BREAD	15-oz. Loaf	23¢
DIET FOOD	Carson's Slender 4-Pk. Ctn.	69¢
OLIVE OIL	POMPIAN 1-lb. Can	81¢
CIGARETTES	King - Filter Ctn. - Plus Tax	2.15
VETS' DOG FOOD	16-oz. Can	9¢

**PACKAGED GOODS**

CRACKERS	SUNSHINE KRISPY 1-lb. Box	31¢
PACIFIC TREATS	1-lb. Box	33¢
FIG NEWTONS	NABISCO 1-lb. Pkg.	36¢

**DAIRY PRODUCTS**

ICE CREAM	FOREMOST PREMIUM 1/2-Gal. Ctn.	79¢
PARKAY	SOFT MARGARINE 1-lb. Ctn.	42¢
NUCOA	MARGARINE - Reg. 1-lb. Ctn.	29¢
KRAFT CHEESE	Jar - Pimento - Olive Pimento - Pineapple American 5-oz. Jar	29¢
FOREMOST BUTTER	1st Quality 1-lb. Ctn.	79¢

**BEVERAGE - SPIRITS**

BEVERAGES - 12-oz. Cans		
CANADA DRY	12 for	1.00
BURGERMEISTER DRAFT BEER	16-oz. Can	6 for 1.49
VODKA	GOLD SEAL - 80 Proof 5th Bottle	2.99

(Sorry, Not Available At All Stores)

INGLEWOOD: 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.

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.