



RALPHS OPENING PRIZE . . . One of the new "Fairytale" homes at 186th and New Hampshire is Ralphs' major prize for the new Rosecrans store opening. Albert Ralphs Jr. (left) and Herbert Richardson, manager of the new store at 2205 Rosecrans Ave. at Van Ness, look forward to record-breaking grand opening today through Sunday.



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Bargain Beacons at Local Ralphs Herald New Store

The chainwide celebration sale for Ralphs newest store at Rosecrans and Van Ness running today through Sunday is spotlighted with "bargain beacons" lighting the sky over the Ralphs store at the South Bay Center as well as over the new Gardena store, company officials report.

The spectacular prize for this dramatic opening is the down payment and the first year's payments on a \$16,950 two-story home with three bedrooms and den, two baths, attached two-car garage, thermostat forced air heat, on a 55 ft. by 106 ft. lot, large enough for a swimming pool.

Western-Holly's new "Kook-Center," built-in complete cooking unit, is a feature of the modern family-room kitchen in natural ash trim, with in-sink-er-ator disposer, divided sink, and wide cabinets with formica tops.

The winner of the home may elect to accept \$2000 cash instead of the home, in which case he will receive a check for that amount. Many other interesting prizes are included,

with public prize drawing scheduled for 7 p.m. Saturday.

This four-day event calls attention to an unusual feature of the new Ralphs store, a fenced-in, open-air area for the 2-to-6 set, complete with playground equipment. Children entering the contest receive free photos and souvenirs and \$100 government bonds, complete wardrobes and other valuable prizes will be awarded to winners at a big "Family Party," Sunday afternoon at 2 o'clock to which every one is invited.

The star attraction on Sunday will be the sensational Collins Kids, who win admirers with every appearance, from Grand Ol' Opry to the Steve Allen Show! Twelve-year-old Larry Collins plays guitar and banjo, dances and sings harmony with his pretty sister, 15-year-old Lorrie Collins.

It's going to be quite a celebration, with a big free food show, tons of free groceries, free kiddie rides, celebrities, entertainment, prizes and souvenirs.

Low Tariff Ends Fiesta

Leonard Di Miceli, 17th District Congressional candidate, this week charged cancellation of the Fisherman's Fiesta was caused by a "totally unrealistic and unreasonable tariff approach to solving the problem of Japanese importation of tuna."

"The fiesta, as observed annually in the San Pedro-Los Angeles-Wilmington area, is a religious observance of antiquity and has been one of the outstanding community events through the years," Di Miceli said.

"It has welded together the people of the Los Angeles harbor area into a harmonious, cooperative community unit. It is deplorable that this custom should be jeopardized because of the precarious financial position in which the fishermen find themselves, because of lack of realism in tariff regulations."

Mason Case, executive director of Fishermen's Cooperative Assn., announced recently that low tariffs have practically put the fleet out of business.

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