

BEST SUGGESTIONS

- LUCKY BONDED and U S D A CHOICE STEAKS**
- House**..... \$1.09
Close-trimmed to remove excess fat and waste.
 - Sirloin**..... \$1.49
Delicately tender and tasty!
 - Cut Cube**..... 98¢
Special.
 - York Cut**..... \$1.49
Men's favorite.
 - Mignon**..... \$1.98
The steak family.
- MORE LUCKY MEAT BUYS!**
- Round**..... 69¢
Tender and Juicy... The best you've ever tasted
 - Turkeys**..... 33¢
Delicious white meat.
 - Bacon**..... 59¢
Brown sugar-cured for delightful flavor.



Sirloin Steak
89¢ lb.

T-Bone & Club Steaks 98¢ lb.

Bottle, Can Makers Draw Battle Lines

By REYNOLDS KNIGHT

Battle lines are being drawn for a new round in the fight for supplying the soft drink industry. The contestants: bottle producers and can manufacturers.

Actually, the battle started several years ago when can makers, heartened by their inroads in the beer field, started a major push to induce soft drink producers to switch to cans. While the idea has caught on to some extent, it appears the can producers still have quite a distance to cover to equal their success with beer (40 per cent of all beer now is packaged in cans, one authoritative source reports).

Bottle suppliers are determined to hold their ground in the soft-drink area, needless to say, and if possible to recapture part of the market both there and in the beer field. To do this they'll be relying on strenuous sales efforts with in-person calls and elaborate selling presentations to soft drink companies, plus an upturn in their advertising in business papers. Possibly they'll also uncork new technical developments, such as the no-return bottle that was developed in the struggle for the beer market.

A LOOK AHEAD — Manufacturers of consumer goods in 1962 will unveil a glittering array of fresh styles and new products as they compete strenuously for an increasing supply of consumer spending dollars.

So reports Commercial Factors Corp. of New York, one of the nation's oldest and largest financing and factoring firms. The company, a subsidiary of C.I.T. Financial Corp., provides working funds for manufacturers and distributors of apparel, shoes, furniture, hardware, sporting goods and other consumer items.

"The accent in 1962 in the consumer goods field will be on style, usefulness, quality and value," Commercial Factors says. "While consumers will have more money to spend, competition for these dollars is increasing. Manufacturers are vying with one another to come up with the best possible products and they are in competition, too, with those who supply certain consumer 'services' that seem to be enjoying increased popularity."

The factoring firm points out that "services" — embracing things like haircuts, medical care, home maintenance, entertainment, travel, and various cultural pursuits — now claim about 42 cents of the average consumer's spending dollar, compared to 35 cents in 1953. Consumer goods still take the lion's share but competition from the "services" sector of the economy is stiffening. The result, Commercial Factors says, should be "a real break for the consumer all around."

BITS 'O BUSINESS—Europe-based diamond merchants report a wave of competition from Russian-origin "stones" arriving in Western countries... Advance reports from the auto industry indicate car builders will turn out more new vehicles in 1962's first quarter than in any quarter of this year.

OUT OF THIS WORLD — Welding is a big business and an unusual one. Because of its unique advantages in joining metal, it's bound to get bigger. And with development of such uses as vacuum welding in space, it'll be even more fantastic.

New applications of welding processes will push 1962 sales of equipment and supplies, including gases and electrodes, to a record \$1,320,000,000, topping 1961 figures by nearly 10 per cent. This is the confident prediction of Alfred F. Chouinard, president of the American Welding Society and director of research for the NCG division of Chemetron Corp.

Welded construction of steel buildings, which permits more freedom of design than bolted frameworks, is a major factor in the expansion, Chouinard pointed out. Increased welding in bridge and auto construction has contributed, too.

Chouinard envisions the day when welders working in space will use electron beams to join together huge pieces of metal fired from the earth by rockets. Electron beam welding is difficult to perform on earth because it must be done in a vacuum. And that's just what space is.

TALES FROM THE TOWN — A Minneapolis company is offering the makings for noodle, macaroni, and tomato-rice casseroles, with all the ingredients packed separately in a single box for each mix... long-distance motorists now can equip their car with a buzzer alarm to awaken one if dozing; the buzzer is "kicked off" when any of several normal driving motions ceases... Special for lazy ice fishermen: a battery-operated motor device that can be used to keep the lure in motion while the fisherman "takes a break."

'BEST POLICY' — An advertising trade group has worked to push observance of the axiom, "honesty is the best policy," in connection with pre-Christmas commercials promoting toys on radio and television. In the New York area, officials of the group have been asking advertising people who prepare toy commercials to submit an actual demonstration for the group's review. It might be pointed out that, when a toy fails to live up to its advertised billing, usually the adult who purchased it is just as displeased as the youngster who received it.

MTA Buses Go to Rose Tournament

Special MTA buses will travel direct to Pasadena New Year's morning for the Rose Parade from throughout the South Bay and Centinela Valley areas.

The service to Marengo and Green Streets in Pasadena for the Tournament of Roses will operate via Rodondo Beach, Hermosa Beach, Manhattan Beach, El Segundo, Westchester, Torrance, Lawndale, Hawthorne, Lennox, and Inglewood.

Buses will depart from Catalina Avenue and Torrance Boulevard, Redondo Beach, 5:45 a.m.; from Hawthorne and Torrance Boulevards, Torrance, 5:54 a.m.; from Hawthorne and Artesia Boulevards, Redondo Beach, 6:08 a.m., and from Hawthorne and Rosecrans Boulevards, Lawndale, 6:13 a.m.

There will be no stops en route to Pasadena following the pickup of passengers in Inglewood.

Transit information may be obtained by telephoning the MTA at Osborne 5-4461 or Richmond 7-4455.

MINUTE MAID FROZEN

ORANGE JUICE
5 6 Oz. Cans for \$1

PICTSWEEET FROZEN

VEGETABLES
7 \$1 REG. PKG.

MINUTE MAID BOY PIZZA
79¢ PEPPERONI 19 OZ. PKG.

LUCKY'S FUN & FEAST DELICATESSEN SPECIALS!

DUBUQUE Canned Ham 5 LB. CAN \$3.89 9 LB. CAN \$5.98

Vienna Corned Beef 4 Oz. Pkg. 59¢ **Biscuits** PILLSBURY or BALLARD 3 PKGS. 27¢

Vienna Pastrami 4 Oz. Pkg. 39¢ **Franks** Rath Black Hawk 1 lb. Pkg. 49¢

LUCKY'S FUN AND FEAST PRODUCE SPECIALS!

Grapefruit 8 lb. cello bag 35¢

Wonderfully stimulating to wake up early morning appetites... or a zesty New Year's Eve fruit cocktail... Buy at Lucky's Fun and Feasting low prices!

Avocados Large size Fuerte variety... wonderful for tasty New Year Dips. 10¢ Ea.

Red Yams No. 1 quality red variety... the perfect companion to your New Year's Ham Dinner. 10¢ lb.

Mushrooms The finest white buttons... delicious with your favorite steak. 23¢ 4 Oz. Cup

HIRAMS HOME CENTERS

GLASS TUMBLERS
8 Oz. Sham Tumbler
12 Oz. Sham Tumbler
9 Oz. Roly Poly Tumbler
Values to 19c Ea. Save Over 30c.

6 for 78¢

2 PRICE SALE
Christmas Items
TREE LIGHTS
PAPER GIFT WRAP
GREETING CARDS
Subject to Stock on Hand.

Mannings BAKERY TREATS

DATE NUT BREAD Reg. 59¢ EA. 53¢
A tasty and moist loaf chock full of California dates and walnuts.

WALNUT FRUIT ROLL Reg. 59¢ EA. 49¢
A home like Coffee Cake filled with fruit and nuts.

LIQUOR FOR YOUR HOLIDAY!

VODKA 80 Proof Fifth \$2.99

Sales Tax Added to Taxable Items

LAST WEEK! DIAMOND OFFER ENDS
JAN. 3, 1962

10 YEARS DAY

BLUE CHIP STAMPS

Lucky and Hiram's
STORES and HOME CENTERS

PRICES EFFECTIVE 7 DAYS... THURS., DEC. 28th thru WED., JAN 3rd.

ATTENTION GOLFERS

NOW OPEN!
Golf Driving Range

FEATURING:
• Practice Sand Trap • Pro-Shop
• Free Group Instructions for Beginning Golfers

9 HOLE - 3 PAR GOLF COURSE TO OPEN SOON

HACKERS' HAVEN
9 HOLE - 3 PAR GOLF COURSE AND DRIVING RANGE

2335 Sepulveda Phone FA 8-0780