

News! Low Magic Chef



SPEND THE
E WILL BE ...
DAY, JULY 4th

HEALTH & DIET
INSTANT
TIGER'S MILK
HIGH PROTEIN — VITAMINS —
MINERALS
FOOD FORTIFIER

large
pkg. **\$1.19**

Tiger's Milk is high in natural nutrients but low in calories. You can use Tiger's Milk mixed with ice cold drinks such as orange, pineapple or apple juice or with half juice half milk, or added to solid foods such as baked items, meat dishes, etc. Only 96 calories gives you modern, wonderful nutrition for modern, wonderful living. Visit Magic Chef's vast Health & Diet Department and select Tiger's Milk and other marvelous health foods today!



R-PAG REGULAR OR PINK
**FROZEN
LEMONADE**



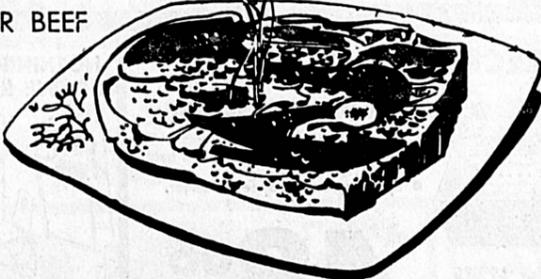
7c
ARROW
**CHARCOAL
BRIQUETS**
10 lb. bag **59c**

Burgers are best with mustard. (Incl. 2c off)
HOUSE MUSTARD 24-oz. jar **27c**
are ready to serve for salads, or plain.
CUKE WAFERS 15-oz. jar **25c**
Firm, meaty & delicious.
RIPE OLIVES Tall can **25c**
Mallows are a real treat roasted or just plain.
MALLOWES 1-lb. pkg. **29c**

FOR COOKING OR FREEZING
KAISER ALUMINUM FOIL
25-ft. roll **29c**

U.S.D.A. "CHOICE" STEER BEEF

**SWISS
STEAK**
69c
lb.



A PERFECTLY DELIGHTFUL TREAT — U.S.D.A. "CHOICE" STEER BEEF

FULL CUT ROUND STEAK **79c**
lb.

U.S.D.A. "CHOICE" STEER BEEF

**RUMP
ROAST**
bone-in **79c**
lb.

U.S.D.A. "CHOICE" STEER BEEF

**BONELESS ROUND OR
RUMP ROAST**
89c
lb.

SELECT YOUR FAVORITE STEAKS — U.S.D.A. "CHOICE" STEER BEEF
CLUB • SIRLOIN TIP • BAR-B-Q STEAK **98c**
lb.

T-BONE STEAK
\$1.19
lb.

PORTERHOUSE
\$1.29
lb.

TOP SIRLOIN
boneless **\$1.49**
lb.



FRESH GROUND HOURLY
GROUND ROUND
69c
lb.

FARMER JOHN
SLICED BACON
1-lb. pkg. **59c**

GORTON'S — FROZEN
SCALLOPS
7-oz. pkg. **49c**

GORTON'S — FROZEN
BREADED SHRIMP
8-oz. pkg. **59c**

COLGATE TOOTHPASTE
with GARDOL

Regular 69c Economy
Size — Includes 10c
Off Label ... Only

49c



A FLAVOR TO BE REMEMBERED
**SHEPHERD'S
BREAD**

reg. 29c
39c **29c** loaf

ORANGE TIFFIN
COFFEE CAKE 59c ea.

CHERRY PIE 59c ea.

HOMEMADE SALADS

POTATO • MACARONI • BEET
BEAN • COLE SLAW
reg. 29c
39c pint size **29c**

RUBEN'S
ALL BEEF SALAMI
69c
lb.



SWEET 'N TENDER
on the COB

5c
U.S. NO. 1 WHITE ROSE
POTATOES
10 lbs. **39c**

DEL AMO
SHOPPING
CENTER
CORNER OF
HAWTHORNE &
SEPULVEDA

**MAGIC
CHEF**



TV CANDIDS by Terrence O'Flaherty

Now it can be told: All three networks were reported to have carefully laid plans for a course of action in case the Aurora 7 was destroyed with astronaut Scott Carpenter inside.

ABC prepared a standard obituary—a film version of the sort of thing every newspaper has on file for most famous persons to be used in the event of their death. Carpenter's Episcopal clergyman was to be called upon for a tribute, followed by the National Anthem.

CBS planned to cancel all commercials for a period of time—an event that only the death of a hero could bring about. Walter Cronkite was relied upon to voice the proper sentiments.

NBC made plans to report the event as any tragedy would be handled. The television cameras in the pooled telecast pulled away from the rocket to a long shot moments before the liftoff so that viewers would be spared a close view of any disaster.

★ ★ ★
An American living in Tokyo had just finished watching the latest episode of "Cheyenne" with Japanese voices dubbed in and was stimulated to make this comment in a letter to the Japan Times:

"I must say I enjoyed the show tremendously even though I couldn't understand a word of the dialogue. I guess it's a case of murder and mayhem being a sort of international language, like music.

"I was too busy enjoying the slaughter to count the victims, but there were lots of them. Scarcely a minute would pass without someone getting it. The Indians would grab their stomachs, spin around, and flop in the dust or fall off a cliff. The settlers were better, usually taking at least five minutes to die. My favorite was the one who got an arrow right between the shoulder blades.

"Yes, these Westerns certainly have it all over the local Samurai shows. True, a good Samurai can knock them off when he gets warmed up, but it's not the same. You don't get a chance to see the victims die. They just scream or grunt briefly and roll off into the bushes.

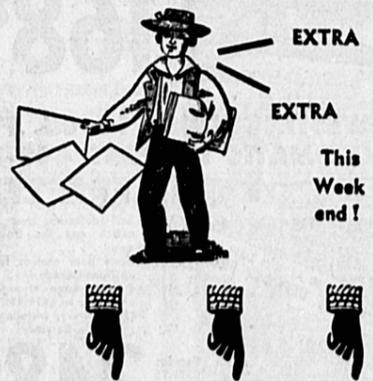
"A guy like Bronco on the Cheyenne show knows more about karate and alley-fighting than any Samurai I've ever seen, is clearly more ignorant, and altogether makes a more attractive object for youngsters to emulate."

★ ★ ★
Next season "Gunsmoke" will give Marshall Matt Dillon a new deputy named "Quint Asper" played by Burt Reynolds. Dennis Weaver, who plays "Chester," will appear in a minimum of 15 shows next season. ... And guess who is going to be Dinah Shore's summer replacement—Vic Damone!

Robert Stack, who is surrounded by aggressive males in his "Untouchables" TV series, is shooting a movie where he's the central figure in a sanitarium for women.

"Ben Casey's" Vincent Edwards is available for personal appearances at Las Vegas. I thought you'd like to know. His price—brace yourself—is \$25,000 per week. It just goes to show what can happen if you have a good bedside manner. And never smile.

Bob Barker, the master of ceremonies on the daytime game show "Truth or Consequences," told the press recently that the best contestants are women over 40 because they have more confidence and poise. Plump girls are better than skinny ones and a good voice is better than good looks.



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OLD-TIME VALUE DAYS!**

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- ★ FREE! PATIO CHAISE LOUNGE
- ★ FREE! LADIES' BULKY KNIT SWEATER
- ★ FREE! \$20 WORTH OF GROCERIES
- ★ FREE! 5-PC. B.B.Q. CHEF SET
- ★ FREE! LADIES' HAIR STYLE and CUT
- ★ FREE! 3-PIECE LUGGAGE SET
- ★ FREE! TRANSISTOR RADIO

No obligation ... Just fill out drawing blanks at any participating Downtown Store.
SEE SPECIAL SECTION IN TODAY'S HERALD FOR SPECIAL BARGAINS!