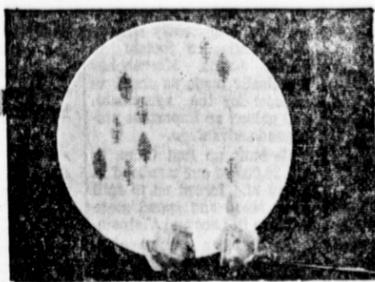




Melmac Dinnerware
Dish-of-the-Week Plan!

Aug. 8-14 Bread and Butter Plate Reg. \$1.00 Val. 39c
 Aug. 15-21 Coffee Cup Reg. 90c Val. 29c
 Aug. 22-28 Saucer Reg. \$1.00 Val. 29c
 Aug. 29-Sept. 4 Fruit Dish Reg. 75c Val. 29c
 Sept. 5-11 Salad Plate Reg. \$1.25 Val. 39c
 With \$5.00 purchase

Completer Pieces. Only 99c (No purchase required)
 Steak Platter \$4.49 VALUE
 Vegetable Bowl \$2.95 VALUE
 Sugar & Creamer \$3.50 VALUE
 3 Qt. Mixing Bowl \$3.50 VALUE
 Divided Serving Bowl \$3.00 VALUE
 2 TV Saucer Trays \$2.50 VALUE



Dish-of-the-week
Bread and Butter Plate

Aug. 8-14 39c

Every week a different piece of elegant, break-resistant, child-proof Melmac will be offered at sensational savings! Two designs, with the touch and the tone of real china... Shelley, a contemporary aqua and gold design, or Gold Shield, in gold and beige with traditional floral spray. Dishwasher safe! Two year guarantee! Each \$5 purchase allows you to buy the item of the week at an amazingly low price!

TV CANDIDS
by
Terrence O'Flaherty

Press release: "Tobacco commercials are expected to undergo a radical change this fall. Pressure has been brought upon cigarette manufacturers and broadcasters to soft pedal the suggestion that smoking is related to VIRILITY or GLAMOR. The Tobacco Institute has suggested that cigarette commercials in the future should play up the message that SMOKING is a custom for ADULTS."

More than lung cancer, I'm worried about what will become of those youthful twosomes at the waterfall and the pair of young swimmers who reach for a cigarette before they dry off. Where will these adorables find employment this fall? They're too old for Laura Scudder Potato Chips and too young for Allstate Insurance.

I can envision the following scripts for tobacco commercials now being prepared for fall television. In keeping with a more mature approach, NEWPORT has been changed to OLDPORT...

OLDPORT COMMERCIAL NO. 83756.
 MUSIC: "Home Sweet Home."
 SCENE: A large veranda at Meadowbrook Home for the Aged. The lawn sweeps down to a bay dotted with sailboats. It is fall and the leaves are scattered about the veranda. Cricket noises are heard.
 Suddenly a MATURE WOMAN comes swinging around the corner of the veranda in a wheelchair, laughing happily. Directly behind, chasing her, is a HANDSOME OLDER MAN, also in a wheelchair. He catches up with M.W. at Center Camera. Both are breathless and laughing. The H. O. M. reaches into his bathrobe and offers M. W. a cigarette, careful to hold the package steady as the camera closes in on word OLDPORT.

ANNOUNCER: "WHEREVER OLD FOLKS GATHER, IT'S OLDPORT! THEY WILL NEVER STUNT YOUR GROWTH."

OLDPORT COMMERCIAL NO. 83757
 SCENE: Croquet Court.
 TIME: Spring. Trees overhead are in bloom. A butterfly flies past camera.

A close-up shot shows mallet striking ball. Ball hits winning post. The game is over. Mature laughter is heard. Camera pans up croquet mallet to discover a MATURE WOMAN reaching out to accept a cigarette from an OLDPORT pack offered by HANDSOME OLDER MAN. They light up and walk away, MATURE WOMAN leaning on the arm of HANDSOME OLDER MAN. Blossoms sway in breeze.

ANNOUNCER'S VOICE: "People who play together, stay together. And people who PLAY pick OLDPORT FILTER CIGARETTES, made with mature tobacco for mature smokers."

CELEBRITY ENDORSEMENT NO. 1085432
 (Note: This script was originally prepared for Jon Provost, star of "Lassie", but due to recent rulings, Sophie Tucker has been substituted.)

BACKGROUND MUSIC: Substitute "September Song" for "Rockabye Baby."
 SCENE: Social Security Office. Miss Tucker is seen opening her pension check. She looks up. CLOSE-UP. (Note: Don't mind the wrinkles. Get a tight jowl shot.)

MISS TUCKER: "A good smoke nowadays is hard to find. I always look for an ADULT cigarette. None of this greasy kid stuff for me! No Sir!"
 She walks off singing "Some of These Days" and inhaling deeply.

Garden Checklist

Set out tall bearded iris this month. You'll find good selections of new varieties in nurseries.
 Stop pinching out the growing shoots of chrysanthemums. Except for removing excess side buds, these should be left to grow now.
 August is the best month for tuberous begonias. Sturdy young plants are available now and will bloom well into fall.
 Water lawns thoroughly and regularly. A well-watered lawn looks as handsome in August as it did in spring.
 Plant sweet peas now for bloom before Christmas. Make sure you plant the winter varieties.

Tormenting Rectal Itch Stopped In Minutes

Science Finds New Healing Substance That Promptly Stops Itching and Pain of Piles
 New York, N. Y. (Special) - One of the most common afflictions is a condition known as "itching piles." It is most embarrassing for the victim during the day and especially aggravating at night.
 No matter what you've used without results - here's good news. For the first time, science has found a new healing substance with the astonishing ability to promptly stop the burning itch and pain. It actually shrinks hemorrhoids - without surgery. Medical science has proved this substance produces a remarkably effective rate of healing. Its germ-killing properties also help prevent infection.
 In one hemorrhoid case after another "very striking improvement" was reported and verified by a doctor's observations. This improvement was maintained in cases where a doctor's observations were continued over a period of months! Among these sufferers were a wide variety of hemorrhoid conditions, some of 10 to 20 years' duration.
 The secret is this new healing substance (Bio-Dyne®) - discovery of a world-famous research institution. This substance is now obtainable in ointment or suppository form known as Preparation H®. Ask for Preparation H Suppositories (convenient to carry if away from home) or Preparation H Ointment with special applicator. Available at all drug counters.

STOKELY
PINEAPPLE JUICE
46 oz. can **19c**

U.S.D.A. "CHOICE" BEEF
ROUND STEAK
bone in **69c lb.**



U.S.D.A. "CHOICE" BEEF
RUMP ROAST
bone in **69c lb.**

COLORS AND WHITE
CHIFFON FACIAL TISSUE
5 400 sheet boxes **\$1**

U.S.D.A. "Choice" Beef. A tender, juicy steak to serve with plenty of well-seasoned gravy!
SWISS STEAK 69c
 U.S.D.A. "Choice" Beef. Budget-wise menu-maker, expertly trimmed to give full food value!
BONELESS RUMP ROAST 79c
 U.S.D.A. "Choice" Beef. Here's a family favorite, tender, juicy and guaranteed to please!
BONELESS ROUND STEAK 79c
 Good, lean ground round is a versatile buy for such a great variety of good beef recipes!
FRESH GROUND ROUND 65c

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

SIRLOIN TIP
98c lb.



CUBED STEAK
98c lb.

Eastern Grain-fed Pork. Plan several meals around this tender pork roast. Serve hot or cold.
PORK LOIN END ROAST 49c
 Try your favorite barbecue recipe on these tender, meaty ribs. Ideal choice for cook-out!
COUNTRY STYLE SPARE RIBS 59c
 Eastern Grain-fed Pork. Ever try a pork chop casserole? Wonderful idea for busy cooks!
CENTER CUT RIB PORK CHOPS 79c

EASTERN PORK LOIN SALE

PORK LOIN ROAST
7-rib portion **49c lb.**



RIB END PORK CHOPS
49c lb.

Lean and meaty regular slices. 1 lb. pkg.
Hormel Red Shield Bacon 59c
 Lean and meaty thick slices. 2 lb. pkg.
Hormel Range Bacon \$1.15

Black Hawk. Tender, boneless, sugar-cured meat!
Rath Daintees lb. 79c
 Cook's. Simmer long, then cool and slice. Tasty!
Corned Beef Brisket lb. 69c

These make fine steak sandwiches! 2 oz. frozen pkg.
Kold Kist Steaks 10 for \$1

fried halibut for quick and easy menus! 10 1/2 oz. pkg.
Halibut 69c
 Serve this hot pizza bubbling with chesol 6 oz. frozen
Cheese Pizza 25c
 A delicious time-saver! Try it! (Incl. 3c off) 6 oz. pkg.
Mashed Potatoes 29c
 To keep things bright! (Incl. 2c off) regular size
Cleanser 2 for 25c

WHOLE BURN ARMS
NEW VEGETABLES
25c
 WHOLE
DILL PICKLES
59c
 regular



SOLID RIPE SLICING TOMATOES
10c lb.

Juicy **ANNE RINS 25c**
 Garden Fresh **ROMAINE LETTUCE 5c ea.**

DEL AMO SHOPPING CENTER
CORNER OF HAWTHORNE & SEPULVEDA

MAGIC CHEF

