

LIFE'S LIKE THAT By FRED NEHEP



"Awake?"

### Legislators Get Several Schemes For Advertising

By VINCENT THOMAS  
Assemblyman, 68th District  
One area in which freedom of speech, efficient distribution of goods, and fierce competition for markets seem to tangle frequently is in advertising. Perhaps that is why we Legislators are often called upon to consider legislation which would affect one or more kinds of advertising.

Some of our more ticklish and demanding problems pop up in this area, and are not easy to deal with.

Our current session is similar to its predecessors in this respect. A total of some 25 or 30 bills have been introduced in both houses which relate, directly or indirectly, to advertising. Most of them seek to restrict its use in one form or another. Some of them have already bitten the dust, either through committee action, or at the author's request. Enough remain alive as of now, however, to assure several committees some interesting meetings.

ADVERTISERS, the advertising business, and news media which depend on advertising for revenue, all have long fought vigorously for truth and good taste in advertising. As a matter of fact, California for many years has had a law prohibiting false or misleading ads, or those willfully designed to hurt a competitor, and these groups have been active in support of its enforcement.

The purposes of the current measures fall into several categories. Some would prohibit certain kinds of advertising, as for instance, telephone solicitation. Others would further limit advertising of certain products, such as alcoholic beverages or tobacco. Another class would restrict expenditures by local government for advertising. Still another group relate to outdoor advertising.

ONE MEASURE would have prohibited the advertising of cigarettes or other tobacco products in school and college newspapers and magazines. When the bill was heard in committee, the editor of a state college newspaper pointed out that 34 per cent of the advertising revenue of his paper comes from tobacco products. The bill went to its final test without further ceremony. One bill would prohibit boards of county supervisors

from financing chambers of commerce or boards of trade from tax funds. An even broader measure would eliminate any allocations of funds by a county or city to a chamber of commerce or similar organization to be spent for advertising. These two would seem to contrast somewhat with another which would set up a new state tourist agency, with responsibility to advertise our California attractions.

A THIRD GROUP of bills would apply to real estate advertising, especially to that of real estate located outside the state. There has been much official complaint about the difficulty of controlling out-of-state subdividers who advertise their holdings with incomplete or misleading descriptions. These bills would give the state real estate commissioner broader powers in this area, but present law is regarded as sufficient by their opponents, if it is used.

A hotly controversial group of bills would further restrict outdoor advertising along state highways. The state administration is sponsoring bills for this purpose which industry spokesmen say would put it out of business.

### Mechanic Hurt When Vehicle Jumps Forward

Manuel Montoya Gutierrez, 41, of Norwalk, was admitted to Torrance Memorial Hospital Monday afternoon after he was injured in an industrial accident in the service department at an automobile dealer.

Robert Belanger, 23, of Bell Gardens and the victim told police that Belanger had just finished replacing the motor mounts on a car at Paul's Chevrolet, 1640 Cabrillo Ave. Belanger was operating the vehicle and Gutierrez was standing in front of it when the accelerator stuck and the vehicle went forward, pinning Gutierrez against a large metal tool box, they said.

### New Discovery Now Makes It Possible To Shrink And Heal Hemorrhoids Without Surgery

Stops Itch—Relieves Pain In Minutes

New York, N. Y. (Special): A world-famous institute has discovered a new substance which has the astonishing ability to shrink hemorrhoids without surgery. The sufferer first notices almost unbelievable relief in minutes from itching, burning and pain. Then this substance speeds up healing of the injured tissues all while it quickly reduces painful swelling.

Tests conducted under a doctor's observations proved this so—even in cases of 10 to 20 years' standing. The secret is the new healing substance (Bio-Dyne®)—now offered in

both ointment or suppository form called Preparation H®. In addition to actually shrinking piles—Preparation H lubricates and makes bowel movements less painful. It helps to prevent infection (a principal cause of hemorrhoids).

Only Preparation H contains this magic new substance which quickly helps heal injured cells back to normal and stimulates regrowth of healthy tissue again. Just ask for Preparation H Ointment or Preparation H Suppositories (easier to use away from home). Available at all drug counters.



LOWER TOTAL AT LUCKY...

GRADE AA LARGE EGGS

LUCKY BRAND

DOZEN CARTON

3 FOR \$1

CHICKEN O' SEA & STARKIST  
Chunk Tuna

4 6 1/2-oz. Can \$1

FOREMOST Butter 67¢  
FIRST QUALITY 1 lb. Pkg.



YOUR CHOICE

4 FOR \$1  
Cut Green  
Cling Peaches  
Spiced Peaches  
Bartlett Pears  
Fruit Drink  
Tomato Juice  
Pineapple

BEVERAGE BUYS!  
CANADA DRY 12 for \$1  
CAN BEVERAGES... 12-oz. Cans  
BEER \$3.00  
GOLDEN CROWN... Case of 24 — 12-oz. Cans

5 FOR \$1  
HUNT'S PORK & BEANS 2 1/2 Can  
DEVILED HAM UNDERWOOD 2 1/2-oz. Can  
BANQUET MEAT PIES 8-oz. Pkg.

4 FOR \$1  
SALTS SCHILLINGS SEASONING — Reg. Jar  
Garlic, Celery, Onion, Savory  
KERN'S GRAPE JELLY 12-oz. Jar  
COTTAGE CHEESE FOREMOST Pint Carton

3 FOR \$1  
RITZ CRACKERS  
SHREDDED CHEESE  
MILK AM



Mary Morgan  
ECONOMIST

STRAINED BABY FOOD HEINZ 4 1/2-oz. Jar 11 for \$1  
WYLLERS SOUP MIXES Pkg. 11 for \$1  
PEANUT BUTTER LAURA SCUDDER 16-oz. Jar 2 for \$1  
CALO DOG FOOD 16-oz. Can 8 for \$1  
MARGAL PAPER NAPKINS 80 ct. Pkg. 10 for \$1  
JIFFY CAKE MIX 9-oz. Pkg. 8 for \$1

### STUFFED OVEN-BAKED PORK CHOPS

Buy 6 thick pork loin chops and make a pocket in the chop by simply cutting a slit on the bone side so the slit edges will be drawn together during the baking, holding the stuffing in place without toothpicks. Prepare the stuffing by melting 2 tablespoons drippings or shortening in a heavy skillet and adding 1/2 cup chopped celery and 1/2 cup chopped onion. Cook covered over low heat for 5 minutes. Mix together 1 1/2 cups soft bread crumbs, 1/2 teaspoon salt, 1/2 teaspoon marjoram, 1/2 teaspoon rosemary, 1/2 teaspoon black pepper, 1/2 teaspoon thyme and 1/2 teaspoon sage. Add the cooked onion and celery to the crumbs, then add 1/2 cup finely chopped tart apple. Blend all ingredients well, and stuff the chops. Brown evenly in the same skillet that held the vegetables. Remove to a baking dish or pan, sprinkle over the top 1 cup onion rings, and over the onion rings sprinkle 1/2 teaspoon additional rosemary. Pour over all 1 cup Sauterise or other white table wine (dry). Cover pan or dish and bake in a preheated oven at 350 for 1 1/2 hours. Baste the chops at least twice during the baking. At the end of the baking remove chops to a heated platter and to the liquid in the pan add 2 tablespoons flour and 1/2 cup cold water. Blend to mix, then cook over medium heat until thickened. Pour over the chops and serve at once. Makes 6 portions.

FRESH, SPARKLING FRUIT 'n VEGETABLES!



U.S. No. 1 WHITE ROSE POTATOES

Sound, Clean fresh potatoes that will add to the main course of any menu... For good health and sound budgets — serve potatoes.

10 lbs. 29¢

AVOCADOS Large size Fuertes 2 FOR 29¢  
Blend well with any salad. For a new treat bacon and avocado sandwiches.

ROMAINE Crisp-fresh, large heads. 3 FOR 19¢

APPLES Extra fancy Red Winesaps 7 lbs. for \$1

MORTON MACARONI & CHEESE 12-oz. Pkg. 43c	ORE IDA HASH BROWN POTATOES 2-lb. Bag 29c	ZEE TOILET TISSUE 4 roll Pkg. 37c	KOTEX SANITARY NAPKINS 12 ct. Box 45c	KITCHEN CHARM WAX PAPER 100 ft. Roll 19c	NORTHERN FACIAL TISSUE 300 ct. Box 19c
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### GARDEN SUPPLY

50 ft. Garden Hose



Green Vinyl Garden Hose. 5 year guarantee.

Reg. \$1.99

Brass Nozzle

Adjustable Spray brass nozzle. Fits all makes of hose.

Hose Nozzle

Pistol grip trigger handle nozzle. Fits all makes of hose.

LIQUID FERTILIZER Gallon Jug 98¢  
Top Life Brand... Now is the time to pep up those lawns.

BUGEETA 2 1/2 lb. Pkg. 98¢  
Ortho snail pellets... Eliminate the pests now.

DELICATESSE

Franks

SWIFT PREMIUM

Luncheon Meat

Smokie Links

Biscuits

LUCKY BRAND

PRICES EFFECTIVE THURSDAY THRU WEDNESDAY

Sales tax added