



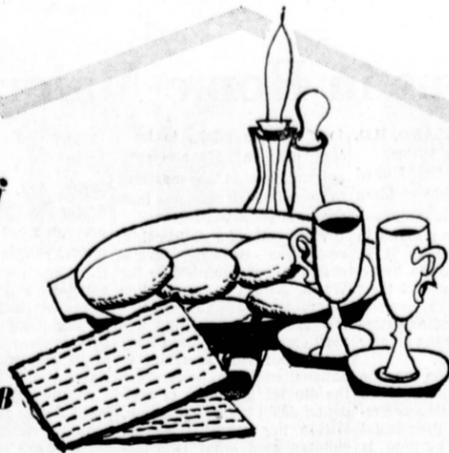
Magic Chef has a Large Selection of Passover Foods!

MANISCHEWITZ

MATZOS

Traditional Passover food produced under strict Rabbinical supervision. **5 lb. pkg. \$1.98**

Mother's. Traditional fish dish as you remember it. **GEFILTE FISH 2 lb. jar 89c**



Time-saving choice for Passover meal. **32 oz. jar MOTHER'S BORSCHT 33c**

BEST FOODS

NUCOA MARGARINE

19c save 10c

EASTERN GRAIN FED FRESH

PORK LOIN ROAST

7-RIB PORTION **35c lb.**



Fresh Eastern Grain-Fed Pork. Cut uniformly thick for easier cooking. Braise with fruit!

CENTER CUT RIB PORK CHOPS 69c lb.

Fresh Eastern Grain-Fed Pork. Roast with yams and baste with apple juice. Good eating anytime!

LOIN END PORK LOIN ROAST 45c lb.

Fresh Eastern Grain-Fed Pork. Try your favorite barbecue recipe on these tender, meaty ribs!

COUNTRY STYLE SPARE RIBS 49c lb.

Sizzling crisp bacon's better than an alarm clock at breakfast time! 1 pound package sliced

RATH SLICED BACON 55c

U.S.D.A. "Choice" Beef. Tender, juicy and expertly trimmed to give you full food value!

CLUB STEAK 95c lb.

OSCAR MAYER

LUNCH MEAT

12 oz. can **39c**

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

STANDING RIB ROAST

69c lb.

3rd, 4th and 5th ribs



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

RIB STEAK

75c lb.

U.S.D.A. "CHOICE" SPRING LAMB

LEG OF LAMB

59c lb.



LOIN LAMB CHOPS

large size **89c lb.**

U.S.D.A. "Choice" Spring Lamb. Money-saving menu-maker for tempting, mouth-watering meal!

SHOULDER LAMB ROAST 35c lb.

U.S.D.A. "Choice" Spring Lamb. Tasty, tender chops with the outer membrane (fell) removed!

SMALL LOIN LAMB CHOPS 98c lb.

U.S.D.A. "Choice" Spring Lamb. Tender, juicy chops for a number of family-pleasing recipes!

SHOULDER LAMB CHOPS 59c lb.

U.S.D.A. "Choice" Spring Lamb. Round bone shoulder chop, fine for marinating and broiling.

O-BONE LAMB CHOPS 69c lb.

U.S.D.A. "Choice" Spring Lamb. For finger-licking deliciousness add these to a mixed grill!

LAMB RIB CHOPS 89c lb.

Fish feast for the lazy fisherman! 1 pound package

Frozen Booth Fishsticks 59c

Fishing for compliments? Marinate these and broil!

Swordfish Steaks frozen lb. 63c

Gourmet choice for extra-special appetizers!

Smoked Halibut lb. 59c

Sunsee Brand. Sandwich fare! 3 oz. package frozen

Beef & Veal Steaks 4 for 59c

Serve fish and save when the budget's running low!

Whiting frozen lb. 29c

Perk up weary appetites with Creole Shrimp & Rice

Medium Shrimp frozen lb. 89c

FRESH

1 RUSSET POTATOES

1 pound cello bag **35c**



SWEET Navel Oranges

1 lb. cello **35c**

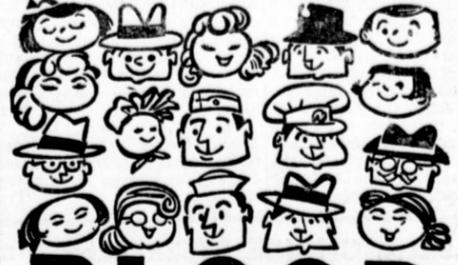
DEL AMO SHOPPING CENTER CORNER OF HAWTHORNE & SEPULVEDA

MAGIC CHEF



by the people . . . for the people . . .

GIVE



BLOOD

Sales Booming

Predict Third Big Year for Auto Industry

By REYNOLDS KNIGHT

The automotive industry is predicting that 1964 will be its third bonanza sales year in a row, and is equally optimistic about its long-range prospects. Three consecutive years would be exceptional by past standards, but Detroit expects to make 7.5 million cars and trucks this year! Moreover, industry statistics — taking into account not only hard sales data but factors as the population explosion — indicate that there will be 90 million cars on the roads by 1970, compared with today's 73 million, and that by 1980 there will be one car for every two Americans!

One out of every six businesses in the U.S. in 1964 is tied in, directly, with automobiles, and their businesses, all told, employ one out of every seven Americans. Countless other enterprises, familiar to motorists in the form of huge shopping center complexes, residential developments, recreation and resort areas and sprawling industrial plants located miles away from former urban centers, show the economic impact of a nation on wheels.

SAVING AN INDUSTRY — The three American makers of jewel-lever watches, for the first time in their histories, have banded together — at least temporarily — to present a joint warning: That the Swiss watchmaking industry, which already controls 85 per cent of the American market, is trying to take over the entire market.

And the means that the Swiss industry is employing, say officials of the three American companies, is a concerted effort to get the U.S. Tariff Commission to lower the duty on imported jewel-lever watches from Switzerland.

The American firms—Bulova, Elgin and Hamilton—presented their arguments in Washington, D. C., preparatory to the upcoming (May 12) public hearings by the Tariff Commission on whether watch tariffs should be lowered from 1954 rates. "If the Swiss watch industry succeeds," warned the president of Hamilton, "the Tariff Commission would in effect, force an end to jewel-lever watch manufacture and research in the United States. The disparity in labor rates, \$3.23 vs. \$1.22 an hour, would not permit us to support watchmakers in our American operations," he said.

Gen. Omar N. Bradley, board chairman of the Bulova company, said that the most serious loss "would be the vital resource of the highly specialized microminiaturization skills and equipment of the American watchmaking industry." These skills, Bradley said, must be available in the event of national emergency—ready on a virtually over-night basis.

PIPELINES PROGRESS — Technological experience gained over the past five years with under-the-water pipeline and wellhead valve installations has "advanced the state of the art to a point where valves can be placed anywhere in the sea and operated with reasonable reliability," according to a leading valve manufacturer.

The practice of using subsea valves has now progressed to where their application can be considered standard," Clifford E. Anderson, project engineer for the W-K-M division of ACF Industries, Inc., recently told the American Society of Mechanical Engineers. He noted that when W-K-M received its first subsea valve request five years ago, little was known about the operating problems that would confront designed-for-land-use valves placed in 400- to 500-foot depths of salt water.

"Reliability of operation and control were the two biggest problems. Until you send a man and man's equipment out of his normal habitat these words never attain their fullest meaning," he added, noting that "relatively minor everyday characteristics of metals, for instance, assume increased importance in deep-sea service."

THINGS TO COME — An old-time U.S. taste treat, the hot dog, gets a new touch with a device called the "Waffle Dog Iron." Just place the hot dog on a skewer, dip it in batter, then cook it in a pre-heated grill . . . Man-size disposable tissues, three layers thick, a foot square and 75 per cent bigger than those for the feminine trade, will soon be on the market . . .

Convinced that chocolate flavor accounts for the most important part of the liquid dietary field, a maker of dietary soups will soon introduce a new Dutch chocolate product.

LEAP YEARS SALES LEAP — What might be called "Leap Year Week" showed a major surge in department store sales — up 22 per cent from those of the same week a year ago. This may have been due to February's extra day falling on a Saturday this Leap Year and Saturday is generally a brisk shopping day, especially in the suburbs. This may account for the increase in durable goods sales, which get the major credit for ringing the cash register for a new record of \$21,174 million in retail sales reported by the Department of Commerce as compared with \$20,374 million a year ago.

BITS O' BUSINESS — The small-boat boom is continuing, manufacturers report, and is getting a boost from the willingness of banks to finance purchases. Two years ago dealers had to arrange about three-fourths of all financing, now they finance only half their sales . . . toy sales are expected to boom to \$1.07 billion this year and the big surge is expected in electronically operated items and a line of horror toys with nightmarish names such as Rat Fink, Godzilla, King Kong, Dracula and Frankenstein. Another big item will be Beanie dolls, according to a preview of the 61st American Toy Fair, but parents will be glad to know that the miniatures of the "Liverpool Loveables" don't perform.

Children do not outgrow "crossed eyes." To prevent possible loss of sight, crossed eyes should be treated before the child is four years of age.