



EDUCATOR HONORED . . . Supervisor Burton W. Chace (left) presents a scroll of merit to Haig Marashlian, Planning Director of the Southern California Regional Occupational Center in Torrance. The Board of Supervisors honored Marashlian for his leadership in vocational training.

Assignment TV

By **TERRENCE O'FLAHERTY**

This is the time of year when prospective sponsors are shopping for next season's shows. The most cautious buyers are the cigarette companies because they're not sure if they'll have a place to puff next fall. Their predicament has caused considerable unrest in Marlboro Country.

At the present time there is a 1965 law in effect which prohibits the FCC from banning cigarette ads on TV. It runs out June 30 after which time Congress has three choices: it can extend the act in its present form; it can require visual and audio warnings that smoking is a hazard; or it can, by refusing to do anything, allow the FCC to impose what rules it may choose starting July.

If Congress decides on the last choice, there is no doubt about the FCC's intentions. It proposes to ban all cigarette advertising on the airwaves regardless of any warnings the tobacco companies might agree to post. There is every indication that this will be the course followed by Congress and the FCC.

SINCE the present law was enacted, research has indicated beyond doubt that cigarette smoking kills 75,000 Americans each year and is directly related to one third of all deaths of men between 35 and 60.

The cigarette companies have seen the handwriting on the wall. Many have broadened the basis of their manufacturing. (Camel owns Hawaiian Punch, Philip Morris sells Persenna Blades, etc.) Yet when the FCC intention was made known earlier this year, the tobacco stocks rose instead of fell. Stockholders figured they'll save billions of dollars a year by not advertising on television.

SO WHAT about the TV industry which stands to lose one of its dearest friends? Even though there is said to be a waiting line of other manufacturers who seek the choice spots that cigarette companies may be abandoning come summer, TV will certainly feel the pinch.

In the midst of today's con-

fusion it is interesting to recall that it was a broadcaster who made one of the first conspicuous statements that TV's cigarette ads were morally questionable. Six years ago LeRoy Collins, the president of the National Association of Broadcasters, ventured the personal opinion that they were "wrongfully slanted toward the youth of America and glamorized by every devious means in an effort to sell the habit at a profit to a generation of teenagers whose physical condition is already the lowest in history."

It was the start of a backstage drama of conscience which will probably be concluded, without violence, sometime during the long hot summer. . . .

BUT IF the FCC demonstrates that you can take Salem out of the country—TV country, that is—what will become of all those young lovers in the cigarette commercials? Where can they paddle their canoes or ride their horses or pause by a fence to light up? Their encounters provided the only romance on television that didn't involve motorcycles, motels or a postoffice box in Peyton Place.

The Marlboro cowboys can find employment with Granny Goose, but I'm worried about those lovers. Without them, spring on television will never be quite the same.

County Employees Install Officers

Michael G. Collins, 34, assistant division chief in the County Clerk's Office, has been installed as secretary-treasurer of the 34,900-member Los Angeles County Employees Association.

Collins, who lives in Hollywood, is a career Civil Service employee who entered county service directly from college 11 years ago.

AID TOPS \$4 BILLION

Direct financial assistance to disabled veterans and dependents of deceased veterans totaled \$4.5 billion in fiscal 1968, the Veterans Administration reports.

Warrior Trails

By **Cathy Focarazzo**

Plans for next year are already taking form.

This means try-outs for next year's pep squad and drill team. Pep squad practices began Tuesday and will be followed by five more sessions. After that, all participants have the Easter vacation to perfect their routines for try-outs immediately following. Each group—flags, song queens and cheerleaders—

Area Students Attend Northrop

Wesley F. Smith, son of Frank Smith of 23610 Evalyn Ave., and Glenn S. Kinoshita, son of Fujito Kinoshita of 22904 Samuel St., have enrolled at Northrop Institute of Technology in Inglewood.

Smith is a 1968 graduate of Lawndale High School and Kinoshita was graduated from Venice High School in 1964.

must perform one routine taught to them and one original routine. Good Luck to all.

The Varsity Band is working on a moneymaking project by selling "World's Finest Chocolate" for 50 cents a bar.

Seniors selected their graduation announcements. It is called the "Aristocrat" and it is very old-fashioned and elegant.

Letters have been sent out to many parents of seniors asking if they would like to chaperone the all-night party. Actually school is at a very monotonous lull at the moment. Seniors are just teeming with the graduation bug. Class-cutting, ditching and boredom are at a sharp increase in the senior class. I know that most of us have that restless, rebellious feeling that makes each day drag by so slowly. Perhaps when graduating exercises begin, time will go by faster. I, for one, certainly hope so.

FOOD GIANT
MAGIC
CHEF

FABULOUS
FOOD GIANT
the PLUS STORE

NATIONAL
WE SELL **ONLY U.S.**
PLUS BLUE CH

SPECIAL FOOD BONUS!
INTERNATIONAL SILVER CO.
Radiant Rose
SUPERIOR
STAINLESS STEEL FLATWARE

FREE

8

ICED TEA SPOONS
(2 FREE EACH WEEK)

WITH THE PURCHASE OF A
4-PIECE PLACE SETTING!

This stainless steel tableware will keep its beauty through many years of normal use. Each piece is stainless steel through and through. This tableware requires no special polishing or care because the high quality metal will not tarnish, rust or corrode. The knives are made from fine cutlery steel and have mirror finished blades.

6TH WEEK COUPON

4-PC. PLACE SETTING

- KNIFE • FORK
- TEASPOON
- SOUP SPOON

99¢ REG. \$1.67

SAVE 68¢ WITH COUPON

AND FOOD PURCHASE OF \$2.00 OR MORE
Limit One Setting Per Coupon—One Coupon Per Customer
Valid Thurs. thru Sun., Mar. 20-22, 1969

Check These **SERVING PIECE SAVINGS**

SAVE 8¢—REG. \$1.78	both for	89¢
Pastry Server & Gravy Ladle		
SAVE 31¢—REG. 90¢	both for	59¢
Claw & Pierced Table Spoons		
SAVE 31¢—REG. 90¢	both for	59¢
Butter Knife & Sugar Shells		
SAVE 49¢—REG. \$1.28	4 for	59¢
Four Teaspoons		

HEAD & SHOULDERS
DANDRUFF SHAMPOO
MEDIUM JAR
\$1.00 SIZE

79¢

PIPING HOTBAKERY

7-INCH FRUIT TOPPED
BOSTON CREAM PIE

Reg. \$1.49 \$1.20

RASPBERRY FILLED
DANISH COFFEE CAKE

Reg. 73¢ 59¢

Featuring our 1 1/2-lb.
BUTTERCRUST BREAD 41¢

At Stores with Piping Hot Bakery

OLD FASHIONED DELI

COOKED
PASTRAMI

reg. \$1.98 **\$1.49**
lb.

DELICIOUS
BRAUNSCHWEIGER

reg. \$1.30 **98¢**
lb.

OUR OWN
COLE SLAW reg. 49¢ **39¢**
lb.

FRESH FROZEN GENUINE SPRING

U.S.D.A.
INSPECTED
LAMB

LEG OF LAMB

79¢ lb.

U.S.D.A. INSPECTED GENUINE SPRING
Lamb Rib Chops **89¢** lb.

GENUINE SPRING SMALL

LOIN LAMB CHOPS

\$1.29 lb.

U.S.D.A. INSPECTED LAMB

U.S.D.A. INSPECTED SHOULDER CUT
LAMB ROAST **49¢**

U.S.D.A. INSPECTED, SHOULDER, BLADE CUT
LAMB CHOPS **79¢**

U.S.D.A. CHOICE BEEF ONLY
BEEF SHORT RIBS **39¢**

U.S.D.A. CHOICE BEEF—BONELESS
STEWING BEEF **89¢**

FRESH FROZEN PLAIN OR BREADED
VEAL STEAKS **69¢**

LIBBY'S

TOMATO SAUCE

7¢

8-OZ. CAN

VIVA

PAPER TOWELS

29¢

GIANT ROLL

WELCH'S

GRAPE JELLY

39¢

20-OZ. JAR

RICH, CREAMY—INCL. 7¢ OFF LABEL

Kraft Mayonnaise Quart Jar **49¢**

EARLY GARDEN GREEN

Del Monte Peas Tall 303 Cans **23¢**

VAN CAMP IN SAUCE

Pork & Beans 2 no. 300 cans **29¢**

SKIPPY SMOOTH OR CHUNK

Peanut Butter 18-Oz. Jar **59¢**

GREEN GIANT WHOLE KERNEL

Niblets Corn Vacuum Pack 12-Oz. Can **19¢**

SLICED HAWAIIAN

Dole Pineapple No. 1 1/4 Can **25¢**

KEN-L-RATION

DOG FOOD

6

TALL CANS \$1

DELICATESSEN
FOOD GIANT SLICED

LUNCH MEATS

69¢ 1-lb. pkg.

- BOLOGNA
- COTTO SALA
- COTTO SALAMI
- SPICED LUNCHEON

OL' VIRGINIA ALL BEEF

FRANKS 12-oz. pkg. **49¢**

GALLO FROM OLD SAN FRANCISCO

PASTRAMI 3 3/4-oz. pkg. **59¢**

PLAIN OR BUTTERMILK
BORDEN'S BIG 10

BISCUITS 2 8-oz. pkgs. **39¢**

FROZEN FOODS

ASSORTED

BANQUET FRUIT PIES 3 8 1/2-oz. pies **39¢**

ALL VARIETIES—REG. PKG.

BANQUET DINNERS 30¢

MORTON'S 20-OZ. PKG. (8-OZ. PKG. ...23¢)

MACARONI & CHEESE 30¢

TROPICAL FLAVOR—RED

HAWAIIAN PUNCH 12-oz. can **39¢**

BIRDS EYE VEGETABLES

"5-MINUTE"

- PEAS • CUT CORN
- LEAF OR CHOPPED SPINACH

5 10-oz. pkgs. **\$1**

IN SAUCE

- French Beans w/Almonds
- Beans w/Orange Sauce
- Mixed Vegetables w/Chili
- Rice & Peas w/Almonds
- Vegetable Jubilee

39¢

<p style="text-align: center;">FOOD GIANT MAGIC CHEF</p>	<p style="text-align: center;">DEL AMO SHOPPING CENTER Corner Hawthorne & Sepulveda</p>	<p style="text-align: center;">FOOD GIANT TORRANCE 4848 W. 190th STREET</p>	<p style="text-align: center;">FOOD GIANT INGLEWOOD 11202 S. CRENSHAW BLVD.</p>
<p style="text-align: center;">FOOD GIANT HAWTHORNE 13119 S. HAWTHORNE</p>	<p style="text-align: center;">FOOD GIANT GARDEN 149 S. CRENSHAW</p>	<p style="text-align: center;">FOOD GIANT</p>	<p style="text-align: center;">FOOD GIANT</p>