

The Mail Ego

By Terrance O'Flaherty

"Why do the television networks and the movies cater to teenagers? Mother still controls the purse in most American homes, not the kids."

Teenagers spent \$20 billion in 1968. Much of it was made by outside jobs and didn't find its way into mother's purse. Boys 16-19 spent an average of \$4.45 a week on movies, gasoline, cars and clothes. Girls average \$2.15 a week on movies, cosmetics, candy and records.

"Considering the racy movies on television and the vulgarity of the commercials, what makes you think the adult audience is going to be shocked at the mention of feminine deodorants?"

It's the National Association of Broadcasters who think the viewer will be shocked—not I. Long ago I gave up trying to guess what will shock anyone. Personally I find the sadistic gigolo in the Silva Thin cigarette commercials far more objectionable than a pretty lady who wants to be popular 365 days of the year.

"What percentage of television shows are actually live?"

It varies with the particular city. In western areas even the network evening news shows are seen 3 hours late on delayed tape. But considered as a total of programs televised, only about one in 100 is actually seen live. Despite what the NBC Peacock tells us, the color may be "living" but the show is seldom "live" and even Playtex Living Bras are, alas quite dead. The rest are video tape copies of live shows or films made for television. Most TV series are filmed like feature

movies. All network commercials are on film. "Is Bob Denver as kooky and crazy in his private life as he appears to be on 'The Good Guys'?"

Well, he's a kooky as a man is able to be who has a wife, five children, six horses, two houses, and a movie production company to manage. But crazy?—No. In an effort to escape the Los Angeles smog he has just bought a 60 acre farm in the Catskills near Bovina, N.Y., where he will spend the rest of the spring.

"I don't understand what is to be the fate of my two favorite TV shows, 'Get Smart' and 'The Ghost and Mrs. Muir.' Are they cancelled or are they going to continue?"

Both. In mid-February NBC decided to drop "Get Smart" because of poor ratings and offered its star Don Adams a regular series in 1970. But in a fast move that surprised even Adams, CBS picked up the series and has scheduled it on Fridays at 7:30 p.m. starting in September. "Get Smart" was originally developed four years ago for ABC and when the network decided against it NBC picked it up. When NBC announced its cancellation of "The Ghost and Mrs. Muir," ABC picked it up in a similar manner. And is confident it can turn the year-old series into a hit by scheduling it at a different hour (Thursdays at 7:30 p.m.)

"I have been reading about the current scandals involving French movie star Alain Delon. What is his background?"

Bad. After being thrown out of six schools he escaped at 17 to military service in French Indochina (now called Vietnam) where he spent four years—most of them in military prison. When he returned to France he took up with several known gangsters but was saved at the Cannes Film Festival by David O. Selznick who gave him a screen test and promised him a part if he could learn English. He did and became a star. Neither his past nor his current troubles have harmed him at the box-office.

"What will Jonathan Winters do when his TV series closes?"

His final show is being taped in Hollywood this week. Next month he co-stars with Peter Ustinov in a movie about contemporary Mexicans who decide to recapture the Alamo titled "Viva Max!"

Businesses

Burglarized; Man Jailed

A 27-year-old Torrance man has been arrested in connection with the burglaries of three adjacent businesses, police reported.

Jailed was Kenneth Gene Coates, 1107 W. 210th St. He was booked for felony burglary and possession of items with identifying marks removed.

Coates is accused of taking \$526 cash from Ayers Bakery, 4852 W. 190th St., after knocking a hole in the ceiling. He is also linked with burglaries Monday at Mont's Optometrist, 4854 W. 190th St., and Pizza Palace, 4850 W. 190th St.

Identification Cards for Non-Drivers Offered

Ten thousand Californians who don't drive have obtained non-driver identification cards from the Department of Motor Vehicles since this new service became available at DMV offices after New Year's day, 1968.

"About 80 per cent of the applicants for such cards have been women," said Director of Motor Vehicles Verne Orr. "This is not surprising, since fewer women than men are licensed to drive in California (41 per cent of all females, and 58.1 per cent of all males). The card is intended to be a helpful means of identifying the bearer, just as a driver's license is.

"What really surprised us," Orr added, "is the fact that the big initial demand for identity cards came from young people rather than the oldsters. We had rather expected the opposite to be true."

A sample of applicants for identity cards shows 60 per cent of them in the 21 to 34 age group, 24 per cent aged 35 to 59 and 16 per cent aged 60 and over.

Another sample showed that, of the women who applied for identity cards, 64 per cent were in the 21 to 30 age bracket. Identification cards resemble drivers' licenses in appearance, and are sealed in plastic.

Primary, General Voting Cost State \$14.5 Million

SACRAMENTO — Elections in 1968 cost California taxpayers more than \$14.5 million, probably a new high in California, Secretary of State Frank M. Jordan announced today.

Jordan's office for the first time gathered and tabulated county-by-county costs for the June primary and the November general elections. In June, the 58-county total was \$7,249,623, and in November it ran \$7,278,047, with both figures including administration personnel costs except for four small counties.

While only estimates could be made of previous years' election cost, Jordan said they probably ranged between \$5 and \$7 million in recent years.

Because population and voter rolls have grown, costs would have risen appreciably higher without a strong trend by most counties to automated voting and vote tabulating devices, Jordan said.

Nearly \$1,000 in cash receipts were stolen sometime Sunday or Monday from Jules Liquor Store, 3854 Sepulveda Blvd. Owner Gary Levine of Van Nuys told police he noticed the loss Monday while taking inventory. He said \$938 in cash was taken from a file drawer.

Edison Budgets Funds For Electric Facilities

A total of \$78.3 million has been budgeted by Southern California Edison Company for construction of new electric facilities in Los Angeles County during 1969, according to R. L. Boynton, district manager.

This figure is part of an overall construction budget totaling \$341.4 million which Edison will invest in additions to its vast electric system throughout central and southern California and portions of Nevada.

The company now has more than 3,500,000 kilowatts of new generating capacity in varying stages of construction and scheduled for completion by the end of 1972," Boynton said.

During this four-year period, the investor-owned utility will spend an estimated \$1.4 billion on new construction, he added. Edison currently is engaged in a number of major projects designed to meet the area's anticipated electrical needs.

Car Parts Taken

A supercharger worth \$900 was stolen sometime between March 3 and 17 from a truck parked at Dow Chemical Company, 300 Maple Ave. The loss was reported Monday by truck owner Clyde H. Stamper of Long Beach.

Market Basket Bargains in Quality Foods

PICK UP A FREE RECIPE EACH WEEK IN OUR PRODUCE DEPARTMENT

THIS WEEK'S RECIPE "ASPARAGUS ORIENTAL"

SUNRISE FRESH PRODUCE

You must be completely satisfied with any Market Basket produce you buy or your item will be replaced or your money refunded.

FINEST QUALITY CENTRAL AMERICAN BANANAS

LB. **10¢**

EVERYDAY DISCOUNT PRICE

COLORADO RED McCLURE POTATOES

10 LB. BAG **49¢**

EVERYDAY DISCOUNT PRICE

FRESH HAWAIIAN PINEAPPLE

EACH **33¢**

EVERYDAY DISCOUNT PRICE

Arizona Sweet Valencia **Oranges... 7 lbs. \$1**

Golden Crown Pitted **Dates... 1 lb. 49¢**

Summer Seedless Raisins... **1 lb. 33¢**

Sunnyfresh Orange Juice... **49¢**

BUTTERNUT COFFEE

1 LB. CAN **53¢**

2 LB. CAN \$1.25

BONUS DISCOUNT SPECIAL

Big G Bunches, Veggies, Pizzas, Sausages & Cakes

Snacks... 47¢-38¢

Pen & Quill Imitation **Sour Cream... 12¢-27¢**

Star Kist Light Meat **Chunk Tuna... 6½¢-31¢**

Pillsbury Extra Light **Pancake Mix... 2 lb. 47¢**

Sweetened **Prunes... 2 lb. 79¢**

12-OZ. PINTED, 45¢

PIÑAAPPLE, GRAPEFRUIT REGULAR OR PINK DOLE DRINKS

46-OZ. CAN **29¢**

BONUS DISCOUNT SPECIAL

Single Slices Frozen **Fruit Pies... 8-pack 33¢**

CRUST, 42¢

Deliver Frozen Pizzas and Potatoes with Cream Sauce or Cakes with Brown Sugar

Vegetables... 6-Oz. Pkg. 31¢

Frozen Golden Fries, Asparagus

Spears... 3-Oz. Pkg. 37¢

Morton Frozen All Varieties

Dimmers... 17-Oz. Pkg. 63¢

Rich's Frozen

Coffee Rich... 10-Oz. Pkg. 27¢

Gerber Strained Baby Food... 4½¢-11¢

7½-Oz. Junior 15¢

Market Basket Trim **Diet Bread... 1-lb. 29¢**

Big "T" **Wheaties... 8-Oz. 25¢**

Huggins Young Coffee **Mocha Java... 1-lb. 73¢**

Sunshine Knead **Crackers... 1-lb. 33¢**

DELMONTE HALVES AND SLICED PEACHES

4 29¢ CANS **\$1**

BONUS DISCOUNT SPECIAL

Down Oven (Incl. 7c Off Label) **Cleaner... 9-Oz. 60¢**

Spray Cleaner **Fantastik... 22-Oz. 79¢**

Kraft Strawberry **Preserves... 18-Oz. 49¢**

18-OZ. GRAPE JELLY, 21¢

Peter Pan Smooth or Crunchy **Peanut Butter 28-Oz. 99¢**

Water Softener **White King... 112-Oz. \$1.04**

MARKET BASKET SOFT RINSE... 1½-Gal. 49¢

Perform Medium or Heavy **Spray Starch... 22-Oz. 43¢**

Kraft Miracle **Margarine... 1-lb. 29¢**

Porky Soft Corn Oil **Margarine... 1-lb. 42¢**

Kraft French **Dressing... 14-Oz. 49¢**

16-OZ. 1000 ISLAND, 45¢

MARKET BASKET AGED CHEDDAR CHEESE

1 LB. **79¢**

BONUS DISCOUNT SPECIAL

Kraft Colby **Longhorn Cheese 85¢**

Kraft Processed American, Pimento or Swiss **Sliced Cheese 8-Oz. 45¢**

12-OZ. AMERICAN, 45¢

Kraft Mini-Cheese **Cheese... 8-Oz. 57¢**

Pillsbury Jack 11.7-Oz. Ctn. **Cinnamon Rolls 37¢**

Redd-Quills **Hash Brown... 12-Oz. 27¢**

MARKET BASKET GELATIN SALADS

14-OZ. TIN **33¢**

EVERYDAY DISCOUNT PRICE

Amesbury Soft **Pea Soup... 15-Oz. 22¢**

Kraft Chocolate **Peanut Butter 4½¢**

Scott Decolorizer **Towels... 2-Pkg. 43¢**

Also Beef, Chicken or Horsemeat **Dog Food... 14½-Oz. 29¢**

14½-OZ. LIVER, 31¢

FOR STEAKS **A-1 Sauce... 5-Oz. 37¢**

10-OZ. BOT., 45¢

MARKET BASKET PALMOLIVE LIQUID

22-OZ. BTL **59¢**

BONUS DISCOUNT SPECIAL

Petroleum Jelly **Vaseline... 8-Oz. 48¢**

Rep. Hard to Hold—Summer Hold 10-Oz. Can **VO 5 Hair Spray \$1.18**

Dr. West Adult—Medium or Hard **Tooth Brushes... 54¢**

Antiseptic **Listerine... 20-Oz. \$1.15**

Shile Pkg.—Hard to Hold—Unscented **Hair Spray... 13-Oz. 59¢**

IMPORTED ASSORTED STYLES & COLORS SIZES 5-9 LADIES SANDALS \$1.99

BONUS DISCOUNT SPECIAL

A Market Basket Exclusive 1½-Gal. Windsor Imported **Cossack Vodka \$6.99**

Whisky... **51¢**

Kentucky Straight Bourbon 86 Proof **Ancient Age... \$10.99**

8 Year Old Scotch **Shaws "8"... \$4.77**

85 Proof Mount Royal **Gin... \$3.79**

Market Basket Discounts—No Stamps or costly "Extras"...

Most stores claim to have low prices. But on what—on a handful of items of inferior products? Not Market Basket. We discount prices all through the store, (except government controlled and fair-traded prices). And Guarantee satisfaction or your money back on every purchase. True, you give up trading stamps in 10¢ at Market Basket, but you get bargains and quality, always, everyday. See for yourself.

KRAFT SALAD DRESSING

MIRACLE WHIP

QT. BOT. **49¢**

BONUS DISCOUNT SPECIAL

MARKET BASKET MORTON HOUSE BROWN GRAVY & BEEF

12½-Oz. Can **53¢**

Peanut Oil... 24-Oz. 60¢

Kraft Macaroni **Dinner... 7½-Oz. 21¢**

Fancy Italian 8-Oz. Pkg. 33¢

Mexicasserole... 6-Oz. 41¢

15½-OZ. KERRYLAND, 47¢

Super Substitute

Sweet-N-Low... 12-Oz. 45¢

MARKET BASKET FACIAL TISSUES (PKG. OF 200) OR TOILET TISSUE (2 Roll Pkg.)

LADY SCOTT TISSUE

4 FOR **\$1**

BONUS DISCOUNT SPECIAL

Pkg. 100 Sheets **Potatoes... 1½-Gal. 12¢**

Detergent **Cold Power... 64-Oz. \$1.22**

Schilling **Black Pepper... 4-Oz. 39¢**

Arizon Way **Pizza Mix... 12½-Oz. 43¢**

Rogers Bitts' Whipped Cream Style or Whole Kernel **Corn or Peas 5 17-Oz. \$1.79**

SPRAY DEODORANT

ARRID "EXTRA-DRY"

2 4.3 OZ. CANS **\$1**

(INCL. 10¢ OFF LABEL)

IGNORE THIS AD

... unless you want to save \$60.00 to \$150.00 a year on Dairy Foods.

You can actually save this kind of money when you take advantage of everyday low prices and specials like these at the Vermont Dairy drive-in store. Think of the extra luxuries you can enjoy when you take advantage of savings on dairy foods direct from the farm... Save on these specials today

MILK HOMOGENIZED PASTEURIZED ½-GAL. 46¢

MILK DISPENSER 10 QT. \$2.28

NON FAT LOW IN CALORIES ½-GAL. 32¢

BUTTERMILK SO REFRESHING ½-GAL. 30¢

REAL CHOC. MILK ½-GAL. 46¢

EGGS LARGE AA FARM FRESH 3-DOZ. \$1.50

ORANGE JUICE ½ GALLON 64¢

ORANGE DRINK, FRUIT PUNCH, LEMONADE ½ GALLON 4 for \$1.00

R.C. COLA 16 oz. Plus Tax & Dep. 6 PK. 59¢

DIET RITE COLA 14 oz. 6 PK. 49¢

VERMONT DAIRY

22400 S. VERMONT FA 8-4891

Between Carson and Sepulveda
Open Daily 7 a.m. to 9 p.m.

SUNSHINE STATE FROZEN ORANGE JUICE

6-OZ. CAN **25¢**

12-OZ. CAN, 49¢

EVERYDAY DISCOUNT PRICE

U.S.D.A. CHOICE TENDERAY BRAND BEEF

Cube Steak... 1½-lb. \$1.19

U.S.D.A. Choice Tenderay Brand Beef **Sirloin Tip Steak... \$1.19**

U.S.D.A. Choice Tenderay Brand Beef **Boneless Round... 98¢**

U.S.D.A. Choice Tenderay Brand Beef **Spencer Steak... \$1.19**

U.S.D.A. Choice Tenderay Brand Beef **Club Steak... \$1.19**

"NEW HEAT 'EAT FISH'"

Fully Cooked—Breaded **Fish Cakes... 45¢-69¢**

Fully Cooked—Breaded **Fillet of Sole... 12-79¢**

Fully Cooked—Breaded **Fish Sticks... 12-79¢**

FROZEN ALL VARIETIES BANQUET DINNERS

EACH **37¢**

EVERYDAY DISCOUNT PRICE

U.S.D.A. Choice Tenderay Brand Beef **Rib Steak... 1½-lb. 98¢**

Old Countryhouse Vacuum Packed **Sliced Bacon... 1-lb. 65¢**

Smoked **Ham Slices... 1-lb. \$1.19**

Country Club Croydon Wrapped Half **Boneless Ham... \$1.19**

Eastern Grain Fed Pork Loin End **Loin Roast... 1-lb. 59¢**

OSCAR MAYER BUYS

Sliced Bacon 69¢

Wieners 59¢

SEA PAK FROZEN 8-Oz. Pkg. Breaded Shrimp 89¢

16-Oz. Pkg. \$1.47 32-Oz. Pkg. \$2.29

Sea Pak Frozen **Fish Wedges... 14-Oz. 79¢**

Four Fisherman Breaded Frozen **Fish Sticks... 5-Oz. 43¢**

KIRKPATRICK FROZEN **Oysters... 7-Oz. 93¢**

Roasted Frozen **Fish & Chips... 16-Oz. 69¢**

RIB ROAST

1 LB. **89¢**

EVERYDAY DISCOUNT PRICE

U.S.D.A. CHOICE TENDERAY BRAND BEEF BONE-IN ROUND STEAK

16-OZ. **79¢**

BONUS DISCOUNT SPECIAL

SEA PAK FROZEN FILLET OF COD OR Fillet of Sole **16-Oz. 79¢**

Fresh Frozen Cod Fillet or Fillet of **Ocean Perch... 59¢**

Turkey Meck Frozen Butter Beef, Veal or Broiled **Veal Steak... 89¢**

Honeyuckle Frozen **Turkey Roast... 16-Oz. \$3.49**

Kold Kid Frozen **Beef Steaks 8-Oz. 98¢**

CHUCK STEAK

1 LB. **59¢**

EVERYDAY DISCOUNT PRICE

WHY TRUST TO LUCK? Take U.S.D.A. Choice—Tenderay Brand Beef...

There shouldn't be any confusion about getting great beef: (1) Look for the U.S.D.A. Choice shield; (2) Look for the Tenderay Brand Beef label; (3) Shop at Market Basket's discount price. We guarantee you won't ever go wrong.

U.S.D.A. CHOICE TENDERAY BRAND BEEF FULL CUT BONE-IN ROUND STEAK

1 LB. **79¢**

BONUS DISCOUNT SPECIAL

U.S.D.A. CHOICE TENDERAY BRAND BEEF

Link Sausage... 4 8-Oz. Pkg. \$1

FRESH FRYING CHICKEN Fryer Thighs... 1-lb. 59¢

BREAST OR DRUMSTICKS, 1 LB. 63¢

U.S.D.A. GRADE A RIVERSIDE BRAND FROZEN **Hen Turkey... 1-lb. 39¢**

EASTERN GRAIN FED PORK FAMILY PACK—LARGE Loin Pork Chops... 1-lb. 69¢

EASTERN GRAIN FED PORK Center Rib Chops... 1-lb. 79¢

U.S.D.A. CHOICE TENDERAY BRAND BEEF Top Round Steak... 1-lb. \$1.09

SEA PAK FROZEN FILLET OF COD OR Fillet of Sole... 16-Oz. 79¢

U.S.D.A. CHOICE TENDERAY BRAND BEEF BONE-IN ROUND STEAK

1 LB. **59¢**

EVERYDAY DISCOUNT PRICE

MARKET BASKET LADIES SANDALS \$1.99

BONUS DISCOUNT SPECIAL

Prices are effective now through Tuesday, March 25, 1969.

Market Basket

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FAMOUS FOR DEEP-CUT DISCOUNT PRICES! HAWTHORNE AND LENNOX IN LENNOX HAWTHORNE AND 182nd IN REDONDO BEACH GAFFEY AND FIFTH IN SAN PEDRO LOMITA AND MAIN IN WILMINGTON

THREE FOR Morocco... the best of Quinn. Bob... Yesterday of Senior Wee... Beginning cars traveled... weaving in streets. The v... lected by the... answers th... could answe... the time of... and the clos... mileage. A... After the... held featuring... A film assem... Seniors earlie... BURLAP Tire Co... Burglars in... roll-up door... night at B. F... 22707 S. Havi... ing with \$4... The take inc... vision set, r... table stereos... from a small... WILMINGO... "Easy to Rea... OPEN 7 DAY... @ Grace Th... @ Pulling Cr... @ Chipping Ai... 639-01... 1 BLOCK W... HE BUI... SUP... NEW... SANI-B... LU-MBE... CEME... DOORS... HARDW... Mon.-Sat... 8-5... 24500 S... HARBOR... Bottle ACC... MOB... SU... HAN... Owner... If We... Will Be... 21800 S... PH...