

### First Returns Above Last Year's Heart Sunday Drive

First returns from Southwestern region Heart Sunday drive totaled \$27,535.93, announced Mrs. Henri E. Front, regional Heart Sunday chairman.

Last year the first night's total in the region was \$13,413. To date, 228,940.36 of the 1963 Heart Sunday goal for the Los

Angeles County Heart Assn. of \$290,000 has been recorded. Torrance-Walteria, with a total of \$1,480 last year, hit a count of \$5,704.66 on the first night's total. Lomita-Harbor City accounted for \$1,228.82 the first night, while last year the total was \$534.

THE REMAINING envelopes

collected by Heart Sunday volunteers are being opened and a final total for Heart Month will be announced later, said Mrs. Front.

"I sincerely hope local residents who have not given will lose no time in sending their contributions either in the Heart Fund envelope left at

their their home or to Los Angeles County Heart Assn., 2405 W. Eighth St., Los Angeles 57. The success of the Heart Assn. fight against heart and blood vessel disorders depends on their gift."

For Classified Results Call FA 8-4000

### CDL Plans Western States Day Conference Saturday

"National CDL looks to California" is the keynote of a Western States conference to be held by California Citizens for Decent Literature Saturday from 9 a.m. to 4 p.m. at the Blossom Room of the Hollywood Roosevelt Hotel.

This one-day conference will highlight the progress of CDL on the city, state and national levels. Highly qualified speakers will cover all aspects of ob-

scene literature. Law enforcement, prosecution, the law, psychiatric, sociologic, and action programs will be reviewed — all facets of the CDL attack.

DR. DON CORTUM, chairman for CDL, headquartered at 5320 Torrance Blvd., FR 1-2411, states the following as the objectives of CDL:

(a) Promulgation within our society of the basic Judo-Chris-

tian principles upon which this nation, its laws, and its institutions were founded and grew strong.

(b) Education of the people of the United States to the nature and extent of obscenity and pornography which has been said by a United States Senate investigating committee to be of such proportions that unless it was stemmed, it

threatened to pervert an entire generation.

(c) Against this background of awakened and intelligent public opinion to expect law enforcement.

HIGHLIGHT of the conference will be the group's founder, Charles H. Keating Jr., national chairman and legal counsel. Keating is a former Navy night fighter pilot and all-American swimming champion.

The newest CDL movie "Perversion for Profit" will be screened for those interested. Narration on this film was donated by TV commentator George Putnam.

Discussion will be held on the formation of teenage high school CDL units patterned after those in Ohio.

Among the law enforcement officials to be present are: Ed George, prosecutor in a recent pornography case in Los Angeles; Lou McClary, arresting officer in that case; Sergeant McPea of the Los Angeles administrative vice detail; and Deputy City Attorney James Clancy of Burbank.

DISCUSSION of new laws introduced into the California Legislature will take place. The importance of encouraging letter writing to legislators and all public officials will be stressed.

"Out of towners" may obtain special rates at the Harrington Motel, 5224 Sunset, Los Angeles, which is owned by CDL speaker John Dean.

Registration is requested by Feb. 25 to California Headquarters at 5320 Torrance Blvd. Adults with luncheon included is \$5; husband and wife with luncheon \$8.

National Executive Secretary Raymond Gauer, 1007 N. Kenmore, Los Angeles 29, NO 4-1872, is assisting with arrangements.

Homeowners To Present Riviera Film

A motion picture showing the Hollywood Riviera as it looked 35 years ago will be shown at the Riviera Homeowner's Assn. meeting Monday at 8 p.m. at the Parkway School.

Proceeding the film will be a symposium on real estate sales in the Riviera during the past five years. This panel discussion on real estate will be moderated by John D. Haidinger, vice president of the organization.

James B. Wood, president of Wood & Maher, realtors, will define the meaning of "multiple listing" and William Armont, president of Armont & Assoc., will lead in the discussion of real estate in general. Both of these realtors are past presidents of the South Bay Realty Board.

According to John Johnson, president, nomination and election of officers will take place at this open meeting.

Mineral-Gem Exhibit Open

An extensive exhibit of minerals and gems, which may be the most outstanding in the West, has been opened to the public at the Westonian Museum, 1030 Mignonette St., in Los Angeles.

Exhibits include specimens of the Alaska-Yukon territories, from the Pacific Exposition of 1909, a 300-pound calcite crystal, fluorite crystals, and a 7-pound gem Tourmaline.

Items with historical significance include granite chipped from the nose of Abraham Lincoln's likeness on Mount Rushmore by sculpture Gutzon Borglum; a necklace worn by Eva Braun, Hitler's companion; jasperized dinosaur bone reputed to be 300 million years old, and other items.

Commercial minerals and crystals are exhibited and a library of mineral volumes is maintained.

# VON'S and Shopping Bag Grand Opening CELEBRATION SALE!

SAVE CASH DURING OUR...



CHECK THE SAVINGS FROM THIS PARTIAL LISTING OF EVERYDAY LOW PRICES AT VON'S & SHOPPING BAG...

GROCERY STAPLES	OTHER PRICES	OUR PRICE
C&H Sugar 5 lb. box	27c	25c
Dry Milk 1/2 gal. can	65c	49c
Tomato Soup 10 1/2 oz. can	2/23c	3/33c
Salad Oil 1/2 gal.	29c	27c
Chunk Tuna 5 1/2 oz. can	31c	29c
Roast Beef 1 1/2 lb. can	65c	59c
HOUSEHOLD NEBSOS	OTHER PRICES	OUR PRICE
Scott Paper Towels 100	31c	31c
Dinner Napkins 100	27c	1/45c
Kleenex Tissues 100	23c	21c
Broiler Foil 10 1/2 in. roll	49c	43c
Saran Wrap 1 1/2 in. roll	35c	31c
BBQ Briquets 10	59c	49c
SUNDRIES	OTHER PRICES	OUR PRICE
Arrid Cream 1 1/2 lb.	69c	59c
Vinalin Hair Tonic 1.39	1.09	1.09
Bayer Aspirin 100	73c	63c
Listerine Antiseptic 1.19	99c	99c
Prill Shampoo 100	89c	79c
Halo Shampoo 1.00	89c	89c
Colgate Dental Cr. 100	31c	27c
Gleem Tooth Paste 100	53c	49c
Crest Tooth Paste 100	69c	59c
Stripe Tooth Paste 100	83c	69c
Anacin Tabs 100	1.28	1.04
ALSO:		
Popular Brand Shampoos 60c	89c	89c

TOTALS \$14.70 \$12.40

<b>WESSON OIL</b> It's Highly Unsaturated LARGE 24 OZ. BTL. <b>32¢</b>	<b>TV DINNERS</b> Swanson's—9 Varieties FROZEN 11 OZ. PKG. <b>48¢</b>	<b>CHUNK TUNA</b> Star-Kist Light Meat 6 1/2 OZ. CAN <b>23¢</b>	<b>PURE SUN ORANGE</b> Concentrate FROZEN 6 OZ. CAN <b>2 25¢</b>	<b>VON'S COFFEE</b> Premium Blend 2 LB. CAN 95¢ 1 LB. CAN... <b>48¢</b>
--	---	---	--	--

## SAVE CASH ON TOP QUALITY MEATS

# Steaks

ALL U.S.D.A. CHOICE STEER BEEF  
Personally Selected, the Choice of the Choice  
Custom Trimmed for Top Value!

**CHUCK STEAKS** 47¢ lb.

**RIB STEAKS** Tender, Tasty

**FAMILY STEAK** Boneless

**ROUND STEAK** Boneless

**T-Bone Steaks** CUSTOM TRIMMED \$115 lb.

**Porterhouse** TENDER, JUICY DAD'S FAVORITE! \$123 lb.

**Top Sirloin** BONELESS GOURMET STEAKS \$139 lb.

**Cube Steaks** BONELESS TENDERIZED \$109 lb.

**Top Round** JUICY, FLAVORFUL CHOICE BEEF 89¢ lb.

## Big Dollar Buys!

**Tomato Juice** 8 FOR \$1

**Pear Halves** 4 FOR \$1

**Strawberries** 5 FOR \$1

**Fido Dog Food** 12 FOR \$1

## SAVE CASH ON FRUITS & VEGETABLES

# Potatoes

U.S. NO. 1 IDAHO RUSSETS  
They're the Best Bakers!

**8 LB. BAG 27¢**

**Apples** Extra Fancy WILSONS 3 LBS 35¢

**Lemons** Extra Fancy SUNKIS 2 LBS 25¢

**Cabbage** Fresh, Crisp, All Green So nutritious... an excellent source of Vitamin C & Minerals... 5¢ lb.

**ARTIFICIAL FLOWERS** Repeat Special by Popular Request... While they last! 7¢.

THE TOTAL ON THE TAPE TELLS THE TALE... YOU WOULD SAVE OVER 14%

Fine Quality Foods From Our Own Kitchens

## MEAT PIES

Chicken, Beef or Turkey Frozen, 8 Oz. Size **5 FOR \$1.00**

Von's & Shopping Bag **ENCHILADAS** Cheese or Beef Frozen 8 Oz. Size **3 FOR \$1.00**

Liquor Features

Colonel Tyler **STRAIGHT KENTUCKY BOURBON**

Save \$3.59 40% OFF

Seafood Sea-lections

YOUR HEADQUARTERS FOR VALUE AND VARIETY THROUGHOUT LENT

**FRESH OCEAN PERCH** 69¢

**SALMON SLICES** 98¢

**SWORDFISH STEAKS** 59¢

**HALIBUT FILLETS** 69¢

**FRESH OYSTERS** 69¢

**GREEN SHRIMP** \$1.19

U.S.D.A. Choice Steer Beef

**CENTER CUT CHUCK** 45¢

**ROASTING CHICKENS** 49¢

**TOP QUALITY BACON**—8 FAVORITE BRANDS

WILLIAMS' TABLE KING • FARMER JOHN • SWIFT'S PREMIUM CORN KING • WILLIAMS' CERTIFIED • MORRIS'S PRIDE HUMMEL BLACK LABEL • BAIN BLACK HAWK

Your Choice 1 LB. PKG. **59¢**

4 Fishermen—Frozen

BREADED SCALLOPS 7 Oz. 53¢

BREADED SHRIMP 8 Oz. 69¢

FISH STICKS 14 Oz. 67¢

FISH STEAKS 8 Oz. 39¢

## SAVE CASH IN THE DELICATESSEN

**Franks** 47¢

SWIFT'S PREMIUM ALL MEAT Juicy, Tender, Full of Flavor!

**Cottage Cheese** 25¢

**Sharp Cheddar** 69¢

**Borden's Rolls** 2 FOR 49¢

MJB White Rice 41¢

Treats Crackers 35¢

Allsweet Margarine 29¢

Royal Instant Puddings 2 FOR 23¢

JERSEYMAID BUTTER 67¢

DEL MONTE GREEN BEANS 19¢

CATERING ICE CREAM 59¢

OUR EXCLUSIVE PASTESPORT (in the Pan) 69¢

PLAIN OR CHOCOLATE Ovaltine 69¢

WHITE, CHOCOLATE, APPLESAUCE, BANANA, CHOCOLATE MINT 55¢

Honey Krunch Bread 31¢

MADE WITH PURE HONEY AND SAFFLOWER OIL, LOAF

Save in the Sundries Section

**BUFFERIN** With Di-Alminate 60 TAB. BOTTLE **63¢**

**VITA-VONS** Multiple Vitamins BONUS OFFER 30 Tab. Trial \$1.79 (Free with Buy \$1.150 TABLETS)

**LAST CALL!** FINAL UNIT OF 7-PIECE SET NOW ON SALE! Deluxe Stainless Steel Kitchen Tools **SOUP LADLE** With any \$2.50 Purchase Now... through March 6

Bell's Ripe Olives 37¢

Evan's Yellow Popcorn 15¢

Waxtex Sandwich Bags 2 FOR 17¢

Korix Sanitary Napkins 45¢

**VON'S and Shopping Bag**

Special Prices Effective THURS., FRI., SAT., SUN., FEB. 28, MAR. 1, 2, 3

1 HAVE MIXED EMULSIONS OVER YOU