

ANY CANNED FOOD SALE!

brand . . . Strictly NEW, FRESH PACK of FRUITS and VEGETABLES! GUARANTEED! You'll love 'em or your money back!

1 FOR 1
MIX 'EM
OR
MATCH 'EM

6 FOR 1
MIX 'EM
OR
MATCH 'EM

8 FOR 1
MIX 'EM
OR
MATCH 'EM

- PEACHES HARVEST DAY 2 1/2 Can
- APRICOTS HARVEST DAY 2 1/2 Can
- LEMON JUICE HARVEST DAY 1 1/4 Can
- ORANGE JUICE HARVEST DAY 46-oz. Can
- APPLES HARVEST DAY 2 1/2 Can

- PORK & BEANS HARVEST DAY 2 1/2 Can
- GREEN BEANS HARVEST DAY—FRENCH STYLE 303 Can
- SPINACH HARVEST DAY 2 1/2 Can
- FRUIT COCKTAIL HARVEST DAY 303 Can
- STEWED TOMATOES HARVEST DAY 303 Can

- APPLE SAUCE HARVEST DAY 303 Can
- SWEET CORN HARVEST DAY—WHOLE KERNEL 12-oz. Can
- SWEET PEAS HARVEST DAY 303 Can
- CUT GREEN BEANS HARVEST DAY 303 Can
- SPINACH HARVEST DAY 303 Can
- BEETS HARVEST DAY—WHOLE & SLICED 303 Can
- TOMATOES HARVEST DAY 303 Can
- TOMATO CATSUP HARVEST DAY 12-oz. Bottle
- CREAM STYLE CORN HARVEST DAY 303 Can



BEAUTY QUEEN . . . Donna Jean Bertrand, 19, a former Torrance resident who now resides in Lancaster, won the beauty title of Miss Lancaster this year. As queen of Lancaster, Donna Jean is also a princess at the Antelope Valley Fair and Alfalfa Festival. She is shown here with one of the prize entries. Donna Jean is the daughter of Mr. and Mrs. Owen Bertrand and a graduate of North High School.

A Closer Look

By Ernest Kreiling

HOLLYWOOD—Your TV repair bills are going up. A law passed by the state legislature now requires, among other things, that the TV repairman give each customer a receipt and a written cost estimate of the work to be done before removing the set from the house. If the charge ultimately exceeds the written estimate, the repairman can't attach a lien or even hold the set for payment of the excess amount. He can, of course, provide, in writing, a revised estimate which the customer must date and sign. And any charge over \$15 must be accompanied by a receipt giving details of the work done.

This new law plus the obvious fact that TV sets are being turned on again all over the country prompted me to visit my local TV repairman. Known simply as Web, he's provided showroom-to-Goodwill care and kindness to several generations of our electronic companions. During 13 years he's visited as many homes as the tax assessor, but without the same good luck in collections. He gets more emergency calls than Ron Peranoski, and his number is conspicuously emblazoned near more telephones than the Sheriff, Fire Department, and local liquor store combined.

WEB'S LAST name is little known, a clever business device that's saved him many a late evening call from distraught viewers frantic over the outcome of Gunsmoke. Such first-name anonymity is also reassuring to customers when he arrives during family spats or finds the wife's hair in curlers and the dishes not done. But he gets more angry phone calls than a Society Editor who's mis-spelled a name. "People are angry when their set goes off," Web noted, "so whether we fixed it two months ago or two years ago, they're automatically mad at us."

What about the new law? "IT MEANS I've had to raise prices already. And where we always gave free estimates in the past we'll have to charge now. No one can be sure what work has to be done until you get in and do it. It takes time we'll have to charge for."

Recalling the day when a TV fadeout was a major family

crisis (after all, what did one talk about to his wife and three kids . . . or is it two?) I wondered about the urgency of today's cries for help.

"Not as many people demand immediate service, but those that do are just as urgent as a few years ago. Just before the World Series or other special events business picks up and so do the demands. But today more people bring their sets into the shop themselves. There aren't as many house calls. I suppose it's economy. But they also hope maybe we can fix it while they wait. It doesn't work though," he noted, glancing around, a shop with more assorted TV sets than NBC's master control room.

TV's manufacturers' ads give the impression TV repair bills are almost as extinct as the 7-inch tube. How much better is today's set than those of five or ten years ago?

"I'M NOT convinced they are any better. Most manufacturers vary surprisingly in quality from one year to the next. Only a few, like Zenith, stay consistently good over a period of years. I recently a good hand-wired circuit caused less trouble than the printed circuits but now RCA is finally producing a good printed circuit."

What can we set owners do or not do to keep our equipment in good repair? "If you want to test the tubes, fine," he emphasized, "but don't tinker beyond that. You'll only cause trouble."

"It's also better to let the set burn a while rather than turn it off every time you leave the room. The repeated heating and cooling speeds the wear. But don't leave it on if you leave the house. It doesn't happen often but every now and then a set chooses that moment to burn up."

FIXING TV sets is one thing, but what about their owners? "Generally speaking people expect too much for too little. They understand something about their car or their washer, but few know anything about this temperamental electronic device. If they spend \$15 for labor and \$5 for a part they seem to think their set's been overhauled. All they really have is one new part. There are another 399 parts that can go tomorrow." They invariably do.

LUCKY MAYONNAISE
24-OZ. JAR

29¢

LUCKY DETERGENT
GIANT BOX

39¢

- KIDNEY BEANS HARVEST DAY 303 Can **10 for \$1**
- NEW POTATOES HARVEST DAY 300 Can **10 for \$1**
- PEARS HARVEST DAY 2 1/2 Can **3 for \$1**
- TOMATO SAUCE HARVEST DAY 8-oz. Can **14 for \$1**

housewares department specials!

TOOTH PASTE MACLEAN'S
Economy Size—Save 19c **56¢**
Regular 75c.....SPECIAL

UTILITY POT **\$2.99**
Complete with Cover—12 Qt. heavy weight aluminum. Highly polished. Strong 4 rivet side handles. \$5.45 VALUE.....SPECIAL

CHILDREN'S ANIMAL SLIPPERS 98c VALUE **79¢**
Small, Medium and Large . . . Assorted colors and styles

EXCEDRIN TABLETS 69c VALUE **57¢**
Save 12c . . . Bottle of 36 tablets—Extra-strength Pain reliever

4 FOR 1
MIX 'EM
OR
MATCH 'EM

- FRUIT COCKTAIL HARVEST DAY 2 1/2 Can
- APPLE SAUCE HARVEST DAY 2 1/2 Can
- APRICOT HALVES HARVEST DAY 2 1/2 Can
- APPLE JUICE HARVEST DAY Quart Bottle
- PINEAPPLE JUICE HARVEST DAY 46-oz. Can
- DRINK HARVEST DAY—PINEAPPLE-GRAPEFRUIT 46-oz. Can
- ASPARAGUS HARVEST DAY 300 Can
- ELBERTA PEACHES HARVEST DAY 2 1/2 Can

- HILL'S BROS. COFFEE 2-lb. can. **1.17** 1-lb. can **59¢**
- PREMIUM CRACKERS NABISCO 1-lb. Box **29¢**
- HONEY TREAT GRAHAMS PACIFIC 1-lb. Box **29¢**
- FRISKIES DOG MIX 2-lb. Box **37¢**
- SHASTA LOW CALORIE BEVERAGES 12-oz. Can **12 for \$1**

2 lbs. 29¢
10¢ lb.
3 lbs. 19¢
2 lbs. 25¢
29¢ ea.
19¢

SHOPPING LIST SUGGESTIONS:

RINSO BLUE Price includes 10c off Giant Box..... 69¢	FACIAL TISSUE CHIFFON 400-Ct. Box 25¢	ZEE TOILET TISSUE 4-Roll Pkg. 37¢	LIPTON SOUP CHICKEN-NOODLE 2-pk. Pkg. 31¢
VIM PELLETS DETERGENT Giant Box..... 69¢	JUMBO TOWELS ZEE Jumbo Roll 27¢	ZEE LUNCH BAGS 50-Ct. Pkg. 27¢	ALL DETERGENT Price includes 10c off 3-lb. Box..... 67¢
LUX LIQUID 22-oz. Bottle 65¢	SWAN LIQUID 22-oz. Bottle 65¢	WISK LIQUID Giant Bottle 69¢	

PRICES EFFECTIVE
7 FULL DAYS
THURSDAY, OCT. 3
Through
WEDNESDAY, OCT. 9
Sales tax added to all taxable items

a lower total at Lucky



Safe Driving Awards Go to 37 at Thrifty

Thrifty Drug Stores, the West's largest drug, variety and junior department store chain, recently conducted its annual breakfast to present its safe driver awards honoring 37 drivers with certificates for accident free driving.

Bernard Stillman, traffic manager for the huge firm, made the presentation and announced the awards collectively represented 193 years of accident free driving. Manager Stillman revealed that during the current driving year Thrifty Drug drivers drove a total of 1,807,000 miles.

Nick Roderman, regional director of safety for the Hertz Corp., delivered the key address stressing the importance of courtesy and good judgment in safe driving, and the value of maintaining an attitude of "defensive driving."

Manager Stillman, in presenting the coveted awards, stated, "We at Thrifty Drug are extremely proud of the safety record of our drivers. It is the pride that goes with receiving this award that helps make our Thrifty Drug Store drivers extra courteous and efficient. Driving through thousands of miles of city streets and freeways every day takes know-how and alertness to avoid accidents. The accomplishments of our drivers definitely shows they are applying the principles of safe and courteous driving."