

... Let's Go

By LARRY MACARAY

So "culture" is finally becoming popular. Kind of like having a rich uncle and having to cater to him, not really wanting to, but being as greedy as we are—you know the rest. So the word "culture" and all its crazy modern distortions is now being avidly sought after.

Sometime ago, if you had mentioned "culture," anybody would have thought you were talking about penicillin, some ancient society or even something to be avoided—like the plague. The wealthy were the "cultured" and the "cultured" were the wealthy in our society. Not so anymore.

More than 12,000 people a day are rushing into the new Los Angeles Museum of Art. Sure... maybe most of them have never been in a museum before... but many of them will return time after time to see, to understand and to enjoy. And in time their children will go... or will be more apt to go... if their parents have ever been there.

PHONY CULTURE or the

Church Will Show 'Robe' This Evening

"The Robe," which depicts the last days of Jesus and the crucifixion, will be presented at the Congregational Church of Christ, Emerald and Broadway, Redondo Beach, tonight at 7.

The movie presents a series of events concerning the individuals who fall into possession of the seamless robe of the Lord.

There will be no admission charge but a free will offering will be received.

'Seniors' to Hear 'Heart Care' Talks

The Los Angeles County Heart Association will sponsor a senior citizens meeting at the Joslyn Recreation Center, 3341 Torrance Blvd., May 25.

Information to help senior citizens keep their hearts "young and gay" will be programmed at the afternoon event.

Cooperating with the heart association will be the Torrance Committee on Aging, the Los Angeles County Department of Senior Citizens Affairs, the Torrance Recreation Department, and other city, county, and private health agencies.

quest for "culture" that is shallow or unfounded is a real danger. But luckily, twice as many people attend concerts and recitals as go to major league baseball games. More people attend the theater than go skiing, boating, golfing, or skin diving.

If you've become aware of newspaper and magazine advertisements, radio, and TV commercials (ugh), billboards and countless other media... it really looks as though millions of Americans are just eagerly waiting to be sold anything—as long as it's a "cultural" approach.

The market is limitless. As big as our population, according to many experts. More than 120 million Americans attend cultural events year. More than 50 million are amateur artists of some kind... most of them really think that their talents are God-given and quite unique... only to them, I've got news for them!

SEARS ROEBUCK'S successful experiment into the Fine Arts is now history. They are now selling original art in over 300 cities, as well as through their art catalogue to their mail-order customers. Because of Sears' reputation for dependable merchandise, art customers have a respect for the company's judgement and know that they'll get art value for their money.

Graphic art by modern masters recently brought record high prices in an auction at the Ernest Rafoff Gallery in Los Angeles. The highest price of \$3,000 was paid for "Portrait of Dr. Gachet," a rare print of the only etching ever made by Vincent Van Gogh.

Automobile advertisers have long employed the approach of showing an elegantly dressed couple departing for an evening at the opera or theater in a sleek new car. Sure, it's a status symbol that most people hope to acquire by willingness to buy, and they do buy. Next time you go to the supermarket, take a minute to observe that the "elegantly dressed" buyers of the sleek cars have now changed into sloppy pants, T-shirts, and "go-heads." Oh yes, their wives will also be wearing pants and maybe 30 or 40 "beautiful-to-look-at" curlers without a scarf!

FARM BUREAU MEETING
The Los Angeles County Farm Bureau will meet Thursday at Del Amo Elementary School, Hunter Johnson, Jr., extension vegetable crop specialist, University of California, Riverside, will speak on the fertilization of vegetables in the South Vegetable Center area.

Mira Costa Senior Wins Edison Co. Scholarship

A Mira Costa High School senior has been awarded a \$4,000 Southern California Edison Co. scholarship, L. E. Jenkins, Edison's district manager, announced today. Dermot B. Edmundson, son of Mr. and Mrs. Dermot W. Edmundson, Manhattan Beach, was named winner of the four-year scholarship following a personal interview

before a final judging panel in Los Angeles. The local high school student earlier had been named one of three recipients in Edison's southern division of the electric company's "Gold Award for Scholastic Achievement." Edmundson plans to study biophysics at the University of Southern California, one of 15 private colleges and universities participating in the Edison scholarship program. More than 1,000 outstanding southern and central California high school seniors either living in or attending school in Edison's service territory competed for the distinctive Gold Awards and scholarships offered annually by the electric company, Jenkins said. Winners were selected in each of the electric company's six geographic divisions from among the 18 students receiving the Gold Awards. The scholarships provide \$1,000 per year toward each winner's tuition and expenses.

MUDSUCKERS • NITE CRAWLERS
Penn 500 8.95 RED'S REDONDO BAIT
Reels 140 12.95 & TACKLE
Fresh Water 725 N. Por. Ct. Hwy. FR 9 2569
Tackle Sale In Mohawk Gas Station Bldg.

GUEST SPEAKER SUN, MAY 16, 10:45 A.M.
DR. REGINALD C. ARMOR
Associate Minister of Founders Church and Secretary of Religious Science Church Corporation.
at South Bay Church of Religious Science
Dr. Arthur P. Morrell, Minister
1835 ARTESIA BLVD. at DIXON Manhattan Beach, Calif.

Outdoor Living Sav-on

FOLDING ALUMINUM Outdoor Furniture

1" Aluminum tubing... both chair and chaise have non-tilt braces... chair has 6 long webs, chaise with 7 long webs and 5 position adjustment, contour back.

CHAIR 3.33
CHAISE 6.88

FOLDING Rocker
Folding rocker with 1" tubing... 5 webs, each is 2 1/4" wide. Sturdily built for long service.

4.98

KAL KAN Dog Food
Chunk Beef with Gravy... for dogs and cats. 5:1.00
Burgers—A Complete Dog Food... Pak of 6—18 oz. 39c

GILLETTE Right Guard
DEODORANT—Dries on contact... 2-second spray protects you for 24 hours. 3 oz. 79c Size 59c

WORKMAN'S Plastic Lunch Kit
by THERMOS—Complete with 1 pint size "Holiday" vacuum bottle which has a Strongglas Filter and triple-seal stopper. 2.49

"DASH" Electric Alarm Clock
by WESTCLOX—Full numeral face with sweep second hand and alarm indicator. Case in ivory color. Reg. 4.98 2.98

PLASTIC Shoe Box
Heavy gauge clear plastic with tight fitting lid. Grooved for easy, neat stacking in closets. 39c

Micropoint "Flexy" PEN
Remarkable new pen for every purpose... writes on anything. Super-fine, stay sharp point—Blue, Red or Black. Reg. 49c 39c

MEN'S Sleeping Bag
Large 36x81" with 3 lbs. filling... scenic cotton flannel lined, green cotton broadcloth cover. 100" zipper. 8.98

BUFFERIN
TABLETS—Acts twice as fast as aspirin... does not upset stomach. Bottle of 225 1.98

BLUE ICE
Keeps food and beverages COLD, 2 to 5 times longer than the same size piece of ice. Reg. 89c 69c

THERMOS Ice Chest "HOLTEMP"
— POSITEMP foamed urethane insulation. Side carrying handles, water drain and one food tray. 13 1/2 x 28 x 12 1/2" size. 16.88

Outing Jug
"Holiday" by THERMOS—Sanitary lined, fibreglass laminated—Gallon size with shoulder pouring spout. 2.59

Beach Bags
MATCO—Assorted shapes and sizes... each with colorful print. All have rubberized interior. 1.98

12 1/2" Table BBQ
"Big Boy"—Chrome plated revolving grill, screw-type adjustment. Wind guard, two handles, plastic tipped legs. 3.49

CHARCOAL Briquets
"Citychar" for "come 'n get it" flavor. 20 lbs. 1.59
CHARCOAL 10 LBS. 79c

PET Supplies
Dog Clipper SET
WAHL "Deluxe"—Multi-cut clip with attachments & trimming booklet. 11.95

Dog Clipper SET
WAHL—Single cut clipper with attachment and instruction booklet. 9.78

Cod Liver Oil
Pedigree—Fortified with vitamins A and D. Reg. 59c 49c

Housebreaking Aid
Pedigree—Attracts dogs or cats to one spot. Reg. 89c 69c

Jewel Dog Collar
Studded with Borealis stones... 12 to 18. Reg. 98c 79c

Lead to Match... 89c

Glow Bath
Pedigree—For dogs & cats. Kills fleas, ticks. Reg. 59c 49c

Jewel Collar
Rhinstones set in leather, center dee. 10 to 14. 2.79

Lead to Match... 1.29

Jr. Rawbone
Rawhide leather with BEEF flavor. Reg. 59c 49c

Dog Pretzels
Chocolate flavored treat... no sugar added. 7 oz. 39c

Smart People Wear...
COOL-RAY Polaroid SUN GLASSES
Year 'round
• Continental Styling
• Streetwear
• Driving
98c to 5.98

LIPODERMIC ACTION SARDO
Bathe away dry skin... helps restore smooth, soft skin while eliminating the discomfort of itching and chafing. 16 oz. 8.50 Size 5.98

VASELINE HAIR CREAM
Fights dryness and dandruff. 3 1/2 oz. 79c 39c

22" Portable BBQ
"BIG BOY"—Chrome plated, revolving grill with screw-type adjustment. Spit has adjustable forks. Heavy duty bowl. Braced legs with two wheels. Spit and UL listed motor included. 9.98

BBQ Cook Book
"Big Boy"—Fully illustrated book dealing exclusively with BBQ recipes. 89c

BBQ Basket
Fits all popular models of motor driven spit bars. Chrome plated. 2.19

Electric Fire Starter
"Fast Fire"—Heavy duty stainless steel element 18 1/2" over-all length. UL listed. 3.49

Lighter Fluid
WIZARD qt. 33c

NOXZEMA SKIN CREAM
• Grea-soless
• Medicated
18 oz. 88c

HAVOLINE MOTOR OIL
SAE 20-30 qts. 3:1

MENNEN 1.10 Size
SKIN BRACER After Shave Lotion 79c

MENNEN 86c Size
SOFT STROKE Shave Cream 79c

IVORY Soap
Personal Size 12:85c

WILKINSON
STAINLESS STEEL Double Edge Razor Blades. 79c Pak of 5 2:1

VIGORO
SNAIL & SLUG KILLER PELLETS by Swift 10 lbs. 1.69

SCHICK
Stainless Steel DOUBLE EDGE Razor Blades
in Dispenser Pak
Reg. 79c—Pak of 5 Blades 2:1.00
1.58 Value

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Fights dryness and dandruff. 3 1/2 oz. 79c 39c

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Hidden Magic
HAIR SPRAY
with Flexinol—Gives you all the holding power you want—only it doesn't feel shellacky or stiff!
Regular or Extra Control 15 oz. 2.35 Size 1.59

Johnson-Johnson
BAND-AID Plastic Strips
Soft, absorbent pads—won't loosen in water.
Box of 45 53c Box of 70 69c
BAND-AID AIR-VENT Tape
Let's skin breathe... Big 1/2"x300" roll. Reg. 59c 49c
RED CROSS Cotton Balls
100% Sterile—for first aid. 130's Reg. 61c 49c

MICRIN
ORAL ANTISEPTIC
for Mouthwash & Gargle... keeps mouth fresh... breath clean!
12 oz. 89c SIZE 79c

SWIMWEAR!
MEN'S Boxer Trunks
Heavy cotton in assorted solid colors with contrasting trim. S-M-L 1.98
MEN'S Surfers
100% cotton twill with pocket for wax. Latest spring colors with contrasting piping. 28 to 36 2.79
BOYS' Stretch Trunks
Double knit nylon stretch with built-in support. Assorted solid colors. S-M-L 2.98
BOYS' Boxer Trunks
100% cotton with built-in support. Solid colors with contrasting piping. S-M-L 1.79
GIRLS' Stretch
Assorted tank and 2-piece styles in a wide range of popular colors. 2 to 8X 1.79
GIRLS' Stretch
Cute styles for the young "mermaid" in one and 2-piece suits. Solid colors. 7 to 14 2.19
GIRLS' 2-Pc. Suit
"Bubble Blouson" Ass't styles with stretch bottom. 7 to 14 2.98
Swim Cap
SEA SIREN "Large"—White, strapless cap with ass't colorful floral clusters. Reg. 1.48 1.29

AD PRICES PREVAIL
MAY 18th to MAY 19th
Sunday through Wednesday
Sav-on
SELF-SERVICE
DRUG STORES
Open 9 A.M. to 10 P.M. — 7 Days A Week
Bring Your Next Prescription
in to Sav-on Drugs

NEXT WEEK IS TOO LATE.
THIS WEEK ONLY:
LANE SWEETHEART CHESTS
\$59.95

Melissa #1975 Colonial Maple, Colonial Mahogany, Cherry
Tone 44 x 17 x 18 1/2 in. (with self-rising tray) \$69.95

Karen #2096 Oil Walnut 43 1/4 x 16 1/2 x 20 1/2 in.
(with self-rising tray). \$59.95

What a small price for bliss. 4 out of 5 girls who get a Lane chest from their boyfriends are married in a year. So bring in The Man in Your Life and pick out your very first piece of furniture together. Do it this week and you'll save him money. Now that's a quality a man admires in a wife.

McMAHAN'S
FURNITURE STORES
CORNER SARTORI & EL PRADO FA 8-1252
DOWNTOWN TORRANCE.