



MAGIC CHEF GOURMET GALLEY

A New Year's Feast Favorite!
VIRGINIA BAKED
TAVERN HAM

This ready-to-serve ham is just the thing for a quick, delicious, after-the-game dinner on New Year's Day! Delightful cold for that bedtime snack, too!

Reg. \$1.98 lb. **98¢ lb.**

Tongue, Corned Beef and Pastrami Make a Very Festive Table
RUBEN'S COMBINATION \$1.69 lb.

FOR BOON COMPARE
PREMIER PAC ICE CREAM

HALF GALLON **49¢**

U.S.D.A. "CHOICE" YOUNG STEER BEEF--AGED

RIB ROAST 79¢ lb.

CENTER CUTS THIRD, FOURTH, AND FIFTH RIBS

U.S.D.A. GOVERNMENT GRADED CHOICE STEER BEEF
CLUB STEAKS 98¢ lb.

U.S.D.A. GOVERNMENT GRADED CHOICE STEER BEEF
RIB STEAKS 89¢ lb.

SHORT CUT

For Quick Sandwiches
Fishers CHEESE LOAF

PROCESSED PASTURIZED 2 Pound LOAF **59¢**

FARMER JOHN'S COUNTRY CURED FULL SHANK HALF

SMOKED HAMS 39¢ lb.

WHOLE HAM OR BUTT PARTS **49¢ lb.**

HAM SLICES CENTER CUT **98¢ lb.**

Farmer John's, Grand Taste Boneless Ham ANY SIZE PIECE **79¢ lb.**

sweetness to make it refreshing. Reg. or pink. 6-oz. can

LEMONADE FROZEN 10¢

a touch that gives the salad perfection. 8 1/2-ounce jar

ADD OLIVES 39¢

finest obtainable, brewed to golden perfection.

RAIN BEER 6 12-oz. cans 79¢

these delicious instant waffles.

WAFER SYRUP 12-oz. jar 33¢

ARMOUR STAR OR NORBEST

TOM TURKEYS

GRADE "A" FROZEN 10 TO 22 LBS. **29¢ lb.**

HEN TURKEYS

GRADE "A" FROZEN 10 TO 14 LBS. **33¢ lb.**

Jr. TURKEYS

5 to 8 lbs. **39¢ lb.**

Swift's aroma is the finest, and flavor is the best.

PREMIUM SLICED BACON Pound package **57¢**

To bring out the full flavor of your dressing use

FRESH WESTERN OYSTERS 12-oz. Jar **59¢**

Helps the flavor of any salad you'll make for New Year's

FRESH EASTERN OYSTERS 8-oz. Tin **79¢**

Armour Star make the very finest Cornish Game Hens

CORNISH GAME HENS 1-lb., 2-oz. Min. **69¢ ea.**

These large ducks range in size from 4 to 6 pounds

LONG ISLAND DUCKLING 4 to 6-lb Avg. **45¢ lb.**

Country Style is the very finest you can buy.

DELICIOUS SLAB BACON By the piece **49¢ lb.**

Australian whole fully cooked lobsters are truly delicious

FULLY COOKED LOBSTER **98¢ lb.**

Cooked, peeled and cleaned for your Holiday salads.

SALAD SIZE SHRIMP **\$1.19 lb.**

EASY FOR A RUSHED BREAKFAST

FLAV-R-PAC WAFFLES

2 6-count Package **25¢**

Coffee of the Week
MANNING'S COFFEE

ALL GRINDS POUND CANS **59¢**

YOUR CHOICE SPECIALS

SARNOFF VODKA

FINLEYS FINEST

LONDON DRY GIN

ROCKINGHAM

BLENDED WHISKEY

FULL QUART **\$3.69**

MAGIC CHEF CINNAMONY BAKERY

LIGHT FLUFFY OLD FASHIONED

POTATO DINNER ROLLS

Regular **33¢ Dozen**

39¢ Dozen

These delicacies are filled with delicious fruit

DANISH BRUNCH BITS 6 for 21¢

Extra special New Year's treat, chewy and delicious

FUDGE RUM BALLS 6¢

Chardonnay, Pink Champagne, Sparkling Burgundy

CHAMPAGNE \$1.89 FIFTH

MONDIGO, 10-YEAR-OLD

IMPORTED BRANDY \$3.89 FIFTH

Distilled, Aged and Bottled in Scotland

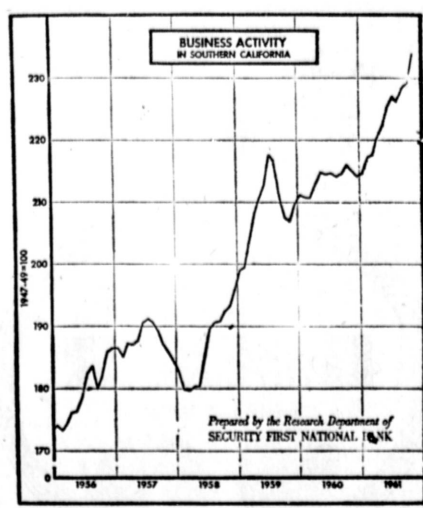
BALANTRAE SCOTCH \$4.59 FIFTH

Double Springs 7-Year-Old Kentucky

STRAIGHT BOURBON \$3.89 FIFTH

Del Amo Shopping Center
Corner of Hawthorne & Sepulveda

MAGIC CHEF



Area Business Activity Reported At New Peak

Southern California's business activity moved at a record pace in November to register the largest month-to-month increase since mid-1959, H. P. Atherton, Jr., manager of Security First National Bank's downtown Torrance Branch, reported today.

The unusually strong advance occurred at a time when seasonal patterns suggested a moderate decline in activity, Atherton said.

Security's index of business activity for November reached a new high of 234% (preliminary), a gain of 4.6 per cent over October and 8.8 per cent over the like 1960 period.

EMPLOYMENT in the Los Angeles-Long Beach area and San Diego County was at an all-time high, the Bank said. Seasonal factors considered, new marks were also set in the San Bernardino-Riverside area.

Unemployment in the Los Angeles-Long Beach area fell by approximately 6,000 to reach the lowest point of the year, despite a seasonal pattern favoring a moderate increase.

In the Southland area as a whole, unemployment remained virtually unchanged from October to November. For the first time in several months unemployment in the 14 southernmost counties was below the year-ago level, it was added.

GENERAL improvement in employment, coupled with an apparent loosening of consumer purse strings, points toward a good holiday season for retail merchants, Security stated.

Department store sales in Southern California recorded a healthy gain in November and, if predictions for the nation hold true in the local area, retail sales should run about 5 per cent ahead of last year.

Eleven of the index's 14 components registered increases from October to November.

Department store sales, each of the bank debit series, manufacturing employment, industrial power sales, man-hours worked in manufacturing and building permits led the list of advancing components, Security Bank reported.

L.A. Challenged On Educational TV

"Here in the city of Los Angeles with its great potential for one of the finest educational television stations in America, I would like to hand you a simple challenge: cities throughout America have done it; what's the matter with Los Angeles?"

These were the words of Abraham Ribicoff, Secretary of Health, Education and Welfare, in a talk before Southern California college presidents recently.

Peculiarly, Los Angeles and New York, the two vital centers of television production and the nation's most abundant fountainheads of educational resources and cultural creativity, have been unable to avail themselves of this important and promising educational medium.

THE FEDERAL Communications Commission envisioned a national network of non-commercial educational television stations in 1952 when it reserved 242 channels for educational purposes. Ten years later only 56 such stations are on the air. New York and Los Angeles being the notable exceptions among the major cities of the nation.

Apathy and ennui have not been the central problems here or in New York. Rather we have been simple victims of historical accident. By the time the FCC evolved a plan for reserving certain channels for non-commercial use, all seven Very High Frequency (VHF) channels possible in the metropolitan area had long since been licensed to commercial interests.

Ultra High Frequency (UHF) channels, numbered 14 through 83, are readily available for use, but the TV sets in this area capable of receiving UHF signals are virtually non-existent.

SO ETV will come to Los Angeles when some stout and well-endowed hearts are willing to invest in a TV station whose signal can be received by an infinitesimal number of UHF sets, or when civic, educational, cultural, and governmental interests join efforts and dollars toward the purchase of an existing commercial channel. Although costs vary widely, an ETV station will normally cost between \$300,000 and \$400,000 to put on the air if facilities and equipment are not already available. Annual operating budgets will run up to \$200,000 a year in most cases.

If, however, it's necessary to buy an existing commercial station it's quite another story. In New York educational interests, with substantial help from the networks and the independent stations there, have put up \$6.2 million to purchase Channel 13, WNTA.

IN REPLY to the FCC's invitation to submit comments concerning ways of realizing an ETV station in Los Angeles, KTLA, Channel 5, said, "Continuing public support for the venture is still to be measured," and suggested waiting.

CBS, in its statement, correctly cited the need for a qualified local group capable of making full and good use of such a station before any definitive action is taken by the FCC toward converting one of the commercial stations to non-commercial educational purposes.

One such community committee has been meeting for over a year, but its puzzling penchant for anonymity has prevented it from becoming a rallying point for those who might be expected to lead such a venture.

EVEN THOUGH non-commercial educational stations have proven to appeal to small segments of the population, most would agree that Los Angeles has been unfortunate in not having had an educational station here. ETV is an important community and cultural asset.

The progress of ETV nationally and the realization of fourth and non-commercial educational network will continue at a slow pace until both New York and Los Angeles can contribute their technical, creative, and educational resources to it.

For Classified Results
FA 8-4000