

SPECIALS



Shopper specials in all departments!

W.B. FEE \$1.09 5	JOHNSTON Mince, Pumpkin, Apple, Cherry, Boysenberry, or Strawberry-Rhubarb PIES 9 inch Pie 49	BETTY CROCKER'S BISQUICK 40 Ounce Box 35	WESSON OIL 24-ounce Bottle 33
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TE PEACHES 4 2 1/2 Cans 89c	VETS DOG FOOD No. 1 Can 4 FOR 25c
E JUICE Cal Fame Frozen 6-oz. Cans 6 FOR \$1	PORK & BEANS Hunt's For the Best 300 Can 8 FOR \$1
CIDER Tree Top... No Sugar Added 1/2-Gal. Jug 55c	TOMATO SOUP Campbell's 10 1/2-oz. Can 10c
P DESSERT Ice Milk... Tasty Flavors 1/2-Gal. Carton 49c	CHUNK TUNA Carnation Light Meat 6 1/2-oz. Can 4 FOR \$1

PEARS 2 1/2 Can 3 for \$1	FISH STICKS Four Fishermen. Frozen. 14-oz. Pkg. 59c	PET MILK Evaporated Tall Can 7 for \$1
JUICE 46 oz. Can 4 for \$1	DILL PICKLES Del Monte... Perky! Snappy! 22 oz. Jar 35c	SALAD DRESSING Lucky 24 oz. Jar 35c
PEAS 303 Can 5 for \$1	BEEF STEW Dinty Moore A full meal. 24 oz. Can 49c	B & M BAKED BEANS 13 oz. Can 19c
BEANS Del Monte 303 Can 2 for 45c	UNCLE BEN'S RICE Fluffy-tender 28 oz. Pkg. 49c	KELLOGG'S CORN FLAKES 12 oz. Box 27c
COOKIES Little Gems 1 lb. Box 35c	TOMATO SAUCE Hunt's Spanish style. 8 oz. Can 3 for 25c	BUTTERED SYRUP Log Cabin 24 oz. Bot. 59c
ICE CREAM M.J.B. 6-oz. (Inc. 20c off) 75c	MUSHROOMS Brandywine... Sliced 4 oz. Can 43c	SCOTT TOWELS Big Roll 29c
FRUIT Reg. Pkg. 29c	CRACKERS Nabisco... Premium 1 lb. Box 29c	WAX PAPER Kitchen Charm 100 ft. Roll 19c
	MEXICAN DINNER Rosarita 12-oz. Pkg. 39c	AERO WAX 1/2 gal. \$1.29

Age Dept. Specials

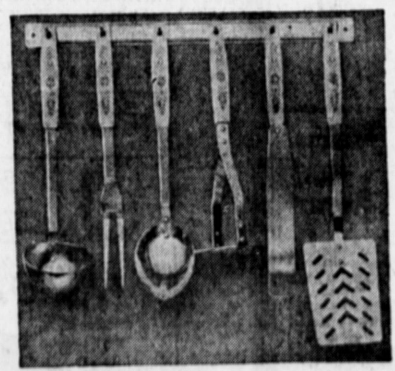
RY 12 oz. Can **12 for \$1**

DKA Fifth **\$2.99**

nnings Bakery

Spec. **59c**

Light and Dark **39c**



This Week's Exclusive Kitchen Tool Offer!

BASTING SPOON

Now, add to your stunning set of Kitchen Utensils. Tempered Steel. Beautifully decorated Plastic Handle. One new piece available each week.

REG. 98c VALUE ONLY 49c

CHILDREN'S ASPIRIN Special **29c**

HAND LOTION Jergens Special **49c**

ALL THESE SPECIAL PRICES ACTIVE 7 DAYS OCT. 25 thru WED., OCTOBER 31, 1962

Lucky STORES **Hiram's HOME CENTERS**

REDONDO BEACH Pacific Coast Hwy. S. Redondo

WEST LOS ANGELES Sepulveda & Palm Blvd.

LOMITA Western at Lomita

LENNOX Prairie & Lennox

TORRANCE Crenshaw & Torrance

HERMOSA BEACH Pacific Coast Hwy. Gould Lane

PENINSULA SHOPPING CENTER Hawthorne at Silver Spur - Rolling Hills

INGLEWOOD La Brea & Hardy

SCOTT CONFIDENTS 12 Pack 45c	CUT-RITE PLASTIC WRAP 100 ft. Roll 27c	SCOTTIES FACIAL TISSUES 400 Ct. Box 25c	SOFT WEVE TOILET TISSUE 2 Roll Pack 25c	PUREX LIQUID BLEACH 1/2 Gal. Jug 43c	VIM DETERGENT TABLETS Giant Box 69c
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A Closer Look

A Closer Look By Ernest Kreiling

HOLLYWOOD — "It's easier to explain why color television shouldn't work than to explain why it does." This was the observation of Alex Quiroga, coordinator for NBC in Hollywood, at the end of a two-hour discussion of color TV.

Quiroga, an engineer educated in Switzerland, Germany and the United States, speaks six languages fluently—English, Spanish, French, German, Italian, and Highly Technical.

My technically primitive mind, which can't fully comprehend the workings of a household can opener, did, however, glean some insight in the complexities of the all-electronic color TV system. RCA and NBC has been developing since the mid-twenties at a conservatively estimated cost of \$150 million.

WHERE BLACK and white TV deals in one dimension — brightness — color has two dimensions — hue and saturation.

Three primary colors, blue, red, and green, when combined in varying proportions, can duplicate the entire color spectrum. Signals of these three colors can be transmitted along with a brightness component. When received by our color set, electrons activate certain of one million red, green, and blue phosphors on the inside of the picture tube.

Such an explanation, of course, is as accurate as the same number of words describing the technology of the Sigma 7 launching. In fact NBC's technical studios in Burbank have a marked resemblance to the control rooms at Cape Canaveral.

MANY SPECIAL problems arise in the filming or taping of color programs, due to the fact that the camera records the color as it actually is, not as our eye interprets it. Having lunch near NBC, Alex asked me what color I thought the "white" table cloth was. It wasn't white but yellow, caused by nearby yellow lamps. The TV camera, he explained, would record it as yellow, and if it were important to a story, for example that the table cloth be white, we'd complain that the color was bad, or get up to adjust our set. One responsibility of the color coordinator is to prevent such false color values.

In drama, challenges arise in the selection of costumes and settings. An actor wearing a bright orange shirt might be entirely natural. But without care another actor approaching him can suddenly take on an unnatural orange cast.

THERE IS some loss of detail in the use of color, but the detail isn't generally needed, because of the increased AP-PARENT detail. In black and white, only high definition can distinguish between an orange and a tennis ball, but in color such definition isn't necessary.

You will seldom see costumes and set designs using crisp geometrical designs because of reduced detail.

With NBC colorcasting 63 per cent of its regularly scheduled prime time programs, and with ABC using color a few hours a week, public interest in color TV is rapidly increasing.

THE MANAGER of the TV department of a chain of retail department stores told me that one out of seven of the console models sold are color, and that their color sales have risen steadily for the last year. Even though six people buy black and white sets, they all look at color and calculate the payments before they settle for black and white. Color sets start at around \$420 retail, although trade-ins can reduce this somewhat.

One other thing. For those who have wondered why we get the Tonight Show a day after it was taped in color in New York here's the answer. Second generation color tape doesn't provide faithful color reproduction.

JOHNNY CARSON is taped in New York in the evening and aired later. If NBC in Burbank re-recorded the program off the micro-wave relay for use that night, the color quality would be perceptibly inferior.

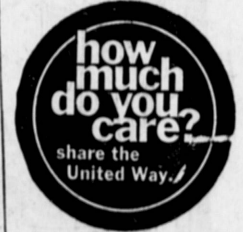
Consequently the original tape is sent by jet to the West Coast for use the next day. Black and white programs can be re-recorded from tape without appreciable loss of quality.

Water Near New Library, Police Told

No damage was reported late last week when water from nearby residences covered an area next to the recently completed Walteria Library, 3774 W. 242nd St.

George Kurtz, Library Committee chairman, reported to police that the water came from nearby residents in the area watering their lawns and washing vehicles.

"This is the first time this has happened to our knowledge and there was no real problem involved," Harold Umberger, city librarian, told the HERALD.



FOR A **Change** LETS HAVE A MAN IN CONGRESS WHO WORKS FOR **YOU**

BRUINSMA