COFFEE

MAYONNAISE

BEEF STEW

COOKIES

SAFFLOWER OIL Saffola 55°

PRESERVES Smuckers - Strawberry - 3 for \$1

HUNT'S CATSUP 14-02. bortle 15°

PITTED OLIVES Lindsay ... Large size 33°

HEINZ PICKLES Genuine Konher 49c

FISHSTICKS 4-Fishermen ... Frozen 59°

TV DINNERS Swanson's Reg. phy. 59°

Dinty Moore 24-oz. can 496

Nabisco Oreo Creme

FOR

ODIZED CHUNK STYLE Price includes 3c off 6½ oz. can

1 lb. can

HOLE KERNEL

EL MONTE 303 Jar

46 oz. can DEMIMA

IP 12 oz. bottle 29°

ODUCE WAREHOUSE

entifically controlled refrigerated storage bedute freshness of all perishable items . . . frest trucks . . . rush sparkling fresh vege-heed fresh fruits . . . direct to our stores in the . . . in produce it's the freshness that

OME ECONOMIST

Associated the serve of persons, plan on 480. Place the meat fat side up in a shallow the browns, prepare the barbecue sauce. Complete transport of the same of th

table Values!

T SOAP

for 29c

Your Choice!

10%

4 for \$7 12-OZ. PKG.

> LUX LIQUID 65c

WEST LOS ANGELES

64c

LOMITA PENNINSULA SHOPPING CENTER

VIM TABLETS

69c

LENNOX

WISK LIQUID 12 oz. can 39c JANUARY 10, 1963 LIFE'S LIKE THAT

By FRED NEHER

THE TORRANCE HERALD



Closer Look

By Ernest Kreiling

HOLLYWOOD—At long last the maximum permissable levels of sound. given to the problem that has harassed television viewers for years—the commercials that blast into our living rooms much louder than the program itself.

The would doubt that this the maximum permissable levels of sound. "Our engineers tell us," Minow said, "that there are a lot of technical problems involved in order to achieve what I would consider a simple rule."

Few would doubt that this annoying condition has existed, but it took the findings of a Boston engineering firm to project the subject into the area of public and official discussion.

The H. H. Scott Co. proved our hearing was accurate when it found that commercials on 65 per cent of the programs it monitored were louder than the program itself. In some instances the sound was 78 per cent louder.

In the meantime they will

ON THE OTHER side of the ledger, however, the research showed that on 20 per cent of the programs the commercials were of the same volume, and on 15 per cent the sound level of the plugs was actually softer.

It's obvious that commercials aren't really louder, they claim, they just sound that way.

of the plugs was actually softer.

It's obvious that commercial announcements that rock our homes like sonic booms are in the best interest of the advertisers. They shock us out of cat-naps induced by uninspiring programs, follow us to the kitchen and elsewhere through the house, or make us leap like kangaroos to preserve the domestic and neighborhood tranquility.

Senator Clifford Case of New Jersey has been carrying on a one man crusade to regulate the volume of both radio and television commercials. And recently Newton Minow, chairman of the Federal Communications Commission, has spoken out on the subject.

MINOW HAS, stated he best and the son of the son of the university in the University Players drama argroup and won the university's

man of the Federal Communications Commission, has spoken out on the subject.

MINOW HAS stated he believes commercials should be limited to the sound level of the adjacent program, and he has sugested he would like a FCC ruling to that effect. Public hearings on the problem of objectionable commercials are now scheduled for the near future.

ture.

Broadcasters have not been breaking any rule or law, but have achieved the stark contrast to underscore the commercials by working within Benjamin Franklin.

CROSSWORD PUZZLE

viewer and listener is in sight.
The FCC, however, is con-

New Deli. Warehouse NEW NON-FOOD WAREHOUSE

LUCKY BRAND.

C&H SUGAR LUCKY'S LOW PRICE! 5 lb. bag

PREMIUM QUALITY 1 lb. can

Price includes 10c off

FOREMOST . . . FOREMOST . . .

First Quality—Grade AA

MARGARINE Golden Glow 1-lb, pkg. 37°

GRAHAM CRACKERS 10-oz. 23c

SHREDDED WHEAT Nabisco. 25c

BABY FOOD Gerber Strained 3 for 29°

SEGO DIET FOOD 25°

CAT FOOD Friskies can 2 for 29°

MODESS Sanitary Napkins 44 ct. box \$1.59

FACIAL TISSUE Chiffen at 2 for 45°

TOILET TISSUE ____Chiffen 2 for 45°

FLOOR WAX _____ 89°

Now an even greater variety of Household items . . . Sundries . . . Health and Beauty aids will be handled in the most advanced methods of storage and loading . . . every savings means a greater value to you. You save more at Lucky's. Blue Chip Stamps too!

... housewares dept. specials!

PIXIE SLIPPERS

Large verieties of your favorite and domestic cheese . . . cold meats and related delicacies are distributed from this huge distribution center . . freshness, variety and lower prices are assured as the net results! . . Come In . . . Compare item for item . . . Price for price . . . Find out what Acres 'n Acres of Values mean to you!

delicatessen specials!

LUCKY BISCUITS ... o. 3 4- 25c COOKED HAM Danola oz. Pkg. 59c SLICED LUNCH MEAT Pkg. 29c BOLOGNA Lucky Brond . . . Sliced 12 oz. Pkg. 59c

beverage dept. special!

GOLDEN CROWN BEER 24-12 oz. 52"

Mannings bakery 8" FRENCH APPLE PIE An open faced pie, made with fresh pippin apple — and topped with butter streusel.

APPLESAUCE COFFEE CAKE

REDONDO BEACH

IERMOSA BEACH

SWAN LIQUID (Pink)

12 oz. can 89c



LADIES BLOUSES Your choice of prints or solids, in Short and Roll sleeve styles. Both Tuck-In or Outer Blouse styles. Sizes 32 to 38.

TOOTH PASTE Pepsodent Flouride S7c Fegular 69c 57c TOOTH BRUSH Adult ECHO COOKIE SHEET Lgc. 11x16 39c

PRICES EFFECTIVE 7 DAYS THUR. THRU WED., JAN. 10 - 16



TORRANCE

INGLEWOOD

marketplace
45-Parent
(colloq.)
46-Sea in Asia
55-Water
65-Smooth
67-Employ
58-Direction
69-Remainder
60-New Zealand
parrot
41-Narrow, flat
board

