



## STAINLESS STEEL DECORATED KITCHEN TOOLS



**ITEM OF THE WEEK!** LARGE TWO-TINE FORK — JUNE 4 TO JUNE 10

★ Forged, mirror finish, stainless steel  
★ Exquisitely decorated, contour handles  
★ Dishwasher safe, heat resistant  
★ Handy rack for 29c, no purchase necessary  
**START YOUR SET TODAY!**  
Set of 6—One Piece per Week—Only 39c each—98c value. A different item each week, for only pennies! Never before offered in this country, now at Magic Chef!

98c value  
**39c** ea.

(with \$2.50 purchase, liquor & milk products excluded.)



### MA PERKINS TOMATO CATSUP

12 oz. bottle **10c** save 5c

### GOLDEN CREME COTTAGE CHEESE

pint carton **25c**



U.S.D.A. "CHOICE" BEEF

### T-BONE STEAK

**87c** lb.

U.S.D.A. "Choice" Beef. Boost your budget and give them what they want, tender & flavorful.

**CLUB STEAK 87c**

U.S.D.A. "Choice" Beef. An economical choice, expertly trimmed to give you full food value!

**RIB STEAK 79c**

U.S.D.A. "Choice" Beef. Try this tender, juicy steak with gravy for a hearty, filling meal!

**SIRLOIN TIP STEAK 89c**

U.S.D.A. "Choice" Beef. Show off with a tender, flavorful steak cut just right for broiling!

**BONELESS TOP SIRLOIN STEAK \$1.27**

U.S.D.A. "CHOICE" BEEF

### CHUCK STEAK

**37c** lb.



### PORTERHOUSE STEAK

**97c** lb.

U.S.D.A. "CHOICE" BEEF

### 7-BONE ROAST

**37c** lb.



### BONELESS ROUND STEAK

**79c** lb.

U.S.D.A. "Choice" Beef. Here's a family favorite, tender, juicy and guaranteed to please!

**BONELESS BEEF ROAST 65c**

Good, lean, fresh ground beef, your best buy for many hearty, low-budget, party dishes!

**FRESH GROUND CHUCK 49c**

Good, lean, fresh ground beef for plain or fancy recipes that boost the family budget!

**FRESH GROUND ROUND 59c**

U.S.D.A. "Choice" Beef, with Extra Value Trim.  
Boneless Rump Roast lb. 79c  
Certi Fresh. Lightly breaded. 10 oz. pkg. frozen  
Breaded Perch lb. 35c

Lean and meaty breakfast bacon. 1 lb. package  
Swift Sliced Bacon 53c

U.S.D.A. "Choice" Beef, for a satisfying meal!  
Boneless Brisket lb. 79c  
Aust. Red Lobster. Already cleaned and cooked!  
Australian Lobster lb. \$1.29

### SEA FOOD FAVORITES

**Center Cut Alaskan Halibut Steaks 59c.**

**Frozen Baby Frog Legs 98c.**

richard of goodness to brighten any meal. 2 1/2 can  
**Sauce 29c**  
high protein whole wheat. 11 oz. package  
**Wheat 29c**  
flavor to make your cooking better. 1 lb. pkg.  
**Margarine 2 for 69c**  
foods festive, add a few tasty olives. tall can  
**Olive Olives 29c**



ROYAL

### LARGE APRICOTS

2 lbs. **25c**

5 lbs. **49c**

**10c** lb.

DEL AMO  
SHOPPING  
CENTER  
CORNER OF  
HAWTHORNE &  
SEPULVEDA

MAGIC  
CHEF



## Assignment TV

By TERRENCE O'FLAHERTY

Down in Hollywood they are tearing down a show business landmark, the NBC Radio (and later TV) Studios at Sunset and Vine, to make room for heaven-knows-what. More than just a concrete building (it was never very pretty) it was a museum of memories for those of us who pound the radio and TV beat and for anyone who ever listened to radio.

It was here that Cecil B. DeMille signed off his Lux Radio Theater with "Good Night, from Hollywood," where Groucho did "You Bet Your Life" and the scene of the immortal clash between Charley McCarthy and W. C. Fields. It was where Mae West said her naughty line (which now seems so tame) that kept her off the air for 20 years. I spent a magic hour there with Fred Allen, that dear man, and wasted countless hours there with dozens of faceless "stars" whose names have mercifully escaped me.

THE GREAT names of a quarter of a century, statesmen, heroes and the finest artists, all spent some time in the place, for it was a time when celebrities had to come to radio and television. Now the mikes and cameras are taken to them.

It seems unfair that the wrecker's ball should have the final word with all these memories. Soon a new-rich contractor will set across the street in his big Cadillac and direct the pouring of concrete for another building.

And maybe someone will have the sentiment to place a little bronze plate somewhere in the new building to say that a whole generation of American dreams were made here once when we were less worldly and more fun.

ONE OF THE most eye-catching television commercials in recent years showed a model and a bright red Chevrolet convertible perched on the very top of Castle Rock, which rises 7,000 feet from a desert valley in Utah like a giant bread stick. The commercial lasts only two minutes but it took five days to shoot it. Here's how it happened:

A crew of 15, including photographers, mechanics, directors, pilots and a model named Shirley Rumsey of Denver camped nearby and then were flown one at a time, by helicopter, to the top of the peak. Atmospheric conditions at the top of Castle Rock cut the helicopter's capacity to 1,000 pounds. This meant the Chevrolet had to be disassembled in a field about a mile and a half away, then had to be airlifted in three sections and reassembled at the top of the rock.

The crosswinds were strong and the sun was hot. After the car had been assembled on the peak, the crew was flown down, one by one, so that a lighter helicopter could fly over it and get a shot of the car alone on a mountain top with the model. But by this time the model had developed a case of acrophobia, a dread of high places, and didn't like the idea of being alone on a pinnacle—something that should have been determined before she left Denver. The problem was solved by concealing a member of the crew under the car dur-

ing the filming to give her psychological support.

After the film was shot, the crew was re flown to the peak, one by one, where the car was disassembled and the original process was worked in reverse. The crew got five days' work, Miss Rumsey got a suntan and "Bonanza" got a two-minute commercial which probably angered a sizeable portion of the audience because it interrupted the plot! C'est la television!

## Local Man Gets Post At Chamber

Melcheor "Mel" Groven, long time Torrance resident, has been appointed assistant manager of the Redondo Chamber of Commerce, according to Executive Manager Dick Fitzgerald.

Groven, 46, was former Sales Manager for Walter G. Litch Agency of Redondo Beach, and was active in the Redondo Beach Kiwanis Club.

Born in Seattle, Wash., in 1917, Groven moved to Los Angeles two years later. He is a graduate of Manual Arts High School and Los Angeles City College.

The new Chamber executive was a lieutenant in the United States Maritime Service and has resided in Manhattan Beach and Redondo Beach.

Groven and his wife Mildred reside at 22524 Greenwood Ave., Torrance.

## Industries Fill Orders For Far East

Two Torrance firms have filled industrial orders totaling \$63,011 for the nation's foreign aid programs, according to reports of the Agency for International Development.

Union Carbide Co. produced orders for polyethylene resin compounds and resin film for South Vietnam and South Korea with a total value of \$49,479, the agency said.

The National Supply Division of Armco here sent goods valued at \$13,532 to Taiwan.

Purchases were financed under the U.S. economic development programs for the Far East nations, the report said.

## GOP Women Set Rummage Sale

The Torrance Republican Federated Women's Club will hold a rummage sale tomorrow and Saturday. The doors will open at 10 a.m. both days.

The sale, to be held at 1407 Cravens Ave., will close at 9 p.m. Friday and at 6 p.m. Saturday.

Persons wishing to contribute clothing, furniture, dishes, or other items may call Mrs. Forest Duquesne at FR 5-9365 today.

The consciousness of a duty performed gives us music at midnight. —George Herbert

STRAIGHT KENTUCKY BOURBON WHISKY - 50 PROOF - ©ANCIENT AGE DISTILLING CO., FRANKFORT, KY.

BACK AGAIN

**Ancient Age**  
BOURBON

America's Largest Selling 6 Year Old  
Kentucky Bourbon offers a special opportunity!

SAVE \$1.70 ON  
1/2 GALLONS

LIMITED TIME ONLY

Buy the 6 bottle case and save  
an additional \$1.07 per bottle.

Now \$10.75 per 1/2 gal.  
Regularly \$12.45



IF YOU CAN FIND A BETTER BOURBON...BUY IT!