

The Mail Ego

By Terrence O'Flaherty

"I was fascinated by your recent story where you stepped on a chimpanzee's tail. Chimps don't have tails, O'Flaherty! Either it wasn't a chimpanzee or a Hollywood makeup man fitted a monkey with an artificial tail-piece. May I take you to the zoo some day and point out the technicalities?"

No, I'll take your word for it. But now you have me worried. What WAS I standing on?

"On a recent 'Operation Entertainment' show a singer named Turlura Lee took a sergeant from the audience named George. Was he really a volunteer or a part of her act?"

Sgt. George was real—as are all the others selected from the GI audience on the series, according to the producers. And often they're better performers than the professionals.

"If Hollywood is brave enough to tackle the current best seller, 'Myra Breckenridge,' who will they get to play the hero who becomes a heroine—or was it vice-versa?"

Hollywood is indeed going to film the shallow Gore Vidal novel, and Faye Dunaway is the first in line for the role of the movie star who changes sex in midstream. Miss Dunaway made a heroine out of Bonnie in "Bonnie and Clyde," so I suppose she can do the same with Myra.

"We just watched the TV special starring Petula Clark and Harry Belafonte and thought it was done with great taste. What was all the fuss about the sponsor being upset about the interracial element?"

You are referring to a small incident which was enlarged beyond reason. During the taping of NBC's "Petula," the two stars ran through a duet three times before it was perfect. When they finished it, Miss Clark instinctively put her hand on Belafonte's arm in appreciation of a job well done. The over-sensitive advertising manager for Plymouth, who was in the audience, thought it should be taped again. His tactlessness was an embarrassment to Plymouth, who promptly relieved him of his job, and henceforth all representatives of the clients will be barred from such tapings.

Phone Co. Rings Up Investment

An investment of more than \$10.5 million will be made by General Telephone Co. of California in its South Bay division for the 1968 year. Harold Nelms, local division manager, said this week.

The division serves the communities of Torrance, Hermosa Beach, Manhattan Beach, Redondo Beach, Palos Verdes Peninsula, Rolling Hills, and portions of Lawndale.

It is anticipated that by the end of 1968, the division will serve an additional 9,600 telephone lines, bringing its total to 139,600. This would make the division the second largest in General Telephone's Southern Area.

State Pays \$548,363 To Jobless

SACRAMENTO—The State Department of Employment today announced a total of \$4,465,521 was paid to unemployment insurance claimants in California during February.

Peter Weinberger, director of the department, said payments were made from the Torrance office amounting to \$548,363 during the month.

The affectionate gesture was left in the show.

"What's become of Phyllis Diller? When she does not appear at least twice a week on television, I get worried."

Never worry about Diller. She is a combination of Superhuman Energy and Positive Thought. She's in London doing a movie titled "Adding Machine" and writes that the only good thing about the constant English rain is you don't have to shovel it. She returns soon to plan her Sunday night variety show for TV's fall schedule.

"Last year I heard that 'Star Trek' was going to be cancelled. Is this still true?"

No. Despite the humiliation of the crew of the spaceship "Enterprise" caused by being shot down in the audience ratings by the flying nun on the opposite channel, NBC has saved "Star Trek." Filming of next season's shows will start in May. Although the networks are seldom swayed by mail any more, NBC was impressed by the literate quality of the 80,000 letters it received in support of the series from doctors, teachers and professional people. Also it was reported, they were on good stationery!

"What is the status of Public Television — last year's dream of a strong, tax-supported system of informational and cultural TV which was to supplement commercial TV?"

Like many other programs that make sense, PTV is a victim of the rising costs of the war in Vietnam as well as the determination to reduce spending which always seems to seize congressmen in an election year. The bill to create a corporation for Public Television has passed both houses of Congress and been signed by the President. Still to be decided is the question of long-term financing through Federal taxation, but even temporary funding for Belafonte's arm in appreciation of the new corporation was knocked out of current appropriation bills and must now wait until fiscal 1969.

Consumer Prices Up Slightly

Consumer prices increased 0.2 per cent during February in Torrance as all major categories of consumer spending, except transportation, advanced over the month, according to the Torrance Area Chamber of Commerce.

Food prices edged up 0.1 per cent as a result of continued advance in the cost of restaurant meals and snacks. Grocery prices on the average held at the month-ago level. Higher prices for household furnishings and operation resulted in a 0.2 per cent increase.

The Chamber pointed out a 0.3 per cent drop in transportation costs. Decreases in used car prices more than outweighed increases in gasoline and automobile repairs. Health and recreation costs rose 0.3 per cent as a result of increases in medical care, reading and recreation, and other goods and services. Personal care costs dropped 0.5 per cent.

The Chamber went on to compare the Torrance area increase of 0.2 per cent with the national increase of 0.3 per cent, showing Torrance increases in costs and prices 0.1 per cent below the national average.

Figure Bulges?

With swim suit season approaching, figure-conscious women may be interested in joining the four-week evening exercise course beginning Monday, April 15. The class will be held from 8 to 9 p.m. at the Lomita Recreation Center.



PRICES EFFECTIVE APRIL 11 THRU 17, 1968

NEW, CONVENIENT SPRING HOURS

MON. thru SATURDAY 9 A.M. to 9 P.M.
SUNDAY 9 A.M. TO 8 P.M.

CLOSED EASTER SUNDAY April 14

DISCOUNT PRODUCE

LOCALLY GROWN

RED RIPE STRAWBERRIES



5 \$1
12-oz. bskts.

U.S. NO. 1—RED VELVET

YAMS 19¢ lb.

FULL SELECTIONS OF EASTER LILIES, HYDRANGEAS & MUMS FOR YOUR EASTER HOLIDAY

TROPICAL—LARGE SIZE

RIPE PINEAPPLE 39¢.

WASHINGTON STATE, EXTRA FANCY, RED
DELICIOUS APPLES 4 lbs. \$1

U.S. NO. 1 PREMIUM BAKING
RUSSET POTATOES 7¢ lb.

LARGE, BROWN, STEAK
MUSHROOMS 1/2-lb. 39¢

MAGIC CHEF BAKERY

EASTER FEATURE

DECORATED EASTER EGGS

39¢ each

EASTER BASKET CUP CAKES 2 for 29¢

CHICK & RABBIT COOKIES 59¢ dozen

EASTER GLORY CAKE \$1.49

EASTER BUNNY CAKES \$1.98

7-inch 2-layer

DISCOUNT NON-FOODS

REGULAR OR HARD TO HOLD—17-OZ. CAN
AQUA NET HAIR SPRAY 67¢



DEODORANT—TWIN PACK (incl. 31¢ off)

BAN SPRAY \$2.00 Value 99¢

BOTTLE OF 100
ANACIN TABLETS 97¢



FAMILY SIZE—WITH FREE TOY
CREST TOOTH PASTE 69¢



NON-ALLERGENIC—ODORLESS
FOAM FILLED BED PILLOWS 77¢



ONLY U.S.D.A. EVERYDAY

EXTRA SPECIAL MAGIC BUYS!

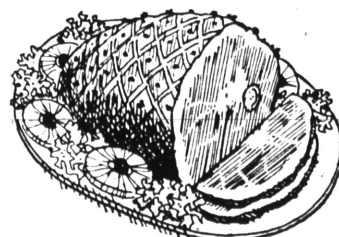
POWDERED OR BROWN C&H SUGAR

2 1-lb. pkgs. 29¢

DISCOUNT MEAT

FULLY COOKED

FARMER JOHN OR LUER HAMS



44¢ lb.
FULL SHANK HALF

USDA 'CHOICE' AMERICAN LAMB
FRESH LEG OF LAMB 89¢ lb.

U.S.D.A. 'CHOICE' BEEF
CLUB STEAK \$1.09 lb.

USDA 'CHOICE' BEEF STEAK
O-BONE SWISS 69¢ lb.

BUTT END
FULLY COOKED HAM 59¢ lb.

USDA 'CHOICE' BEEF
CUBE STEAK \$1.09 lb.

USDA 'CHOICE' BEEF
TOP SIRLOIN STEAK \$1.49 lb.

WHOLE BODY FRYING CHICKEN 29¢ lb.
2-2 1/4 lbs.

CHUCK STEAK 38¢ lb.



U.S.D.A. GRADE A FROZEN
HEN TURKEY 35¢ lb.

CENTER CUT
RIB PORK CHOPS 93¢ lb.

LOIN END
PORK CHOPS 79¢ lb.

CUT FOR BAKING
CENTER HAM SLICES \$1.09 lb.

PLAIN OR BREADED
VEAL STEAKS 69¢ lb.

USDA GRADE 'A'
ROASTING CHICKEN 49¢ lb.

CURE 81 OR WILSON'S FESTIVAL
BONELESS HAMS \$1.39 lb.

USDA 'CHOICE' BEEF
FAMILY STEAK 89¢ lb.

USDA 'CHOICE' BEEF
SPENCER STEAK \$1.89 lb.

USDA 'CHOICE' AMERICAN—SMALL
LOIN LAMB CHOPS \$1.65 lb.

USDA 'CHOICE' AMERICAN—Shoulder, Bone
LAMB CHOPS 98¢ lb.

USDA 'CHOICE', CENTER CUT
BEEF SHANK 59¢ lb.

STANDING—LARGE END
RIB ROAST 88¢ lb.

FRESH HOURLY
GROUND BEEF 39¢ lb.

FRESH
SLICED BEEF LIVER 69¢ lb.

HOFFMAN SKINLESS LINKS
PORK SAUSAGE 8-oz. pkg. 29¢

USDA 'CHOICE' BEEF
LONDON BROIL \$1.29 lb.

FRESH HOURLY (GROUND CHUCK 59¢ lb.)
GROUND ROUND 73¢ lb.

ARMOUR MIRA CURE (RATH OR SWIFT, 1-LB.)
SLICED BACON 12-oz. pkg. 65¢

FRESH FILLET OF
OCEAN PERCH 69¢ lb.

GULF GEM—1 1/2-LB. PKG.
BREADED SHRIMP \$1.59

SEA PEARL—12-OZ. PKG.
COCKTAIL SHRIMP 89¢

FRESH
RED SNAPPER FILLETS 69¢ lb.

USDA 'CHOICE' BEEF
T-BONE STEAK \$1.19 lb.