



**EDUCATOR HONORED**... Supervisor Burton W. Chace (left) presents a scroll of merit to Haig Marashlian, Planning Director of the Southern California Regional Occupational Center in Torrance. The Board of Supervisors honored Marashlian for his leadership in vocational training.

## Assignment TV

By **TERRENCE O'FLAHERTY**

This is the time of year when prospective sponsors are shopping for next season's shows. The most cautious buyers are the cigarette companies because they're not sure if they'll have a place to puff next fall. Their predicament has caused considerable unrest in Marlboro Country.

At the present time there is a 1965 law in effect which prohibits the FCC from banning cigarette ads on TV. It runs out June 30 after which time Congress has three choices: it can extend the act in its present form; it can require visual and audio warnings that smoking is a hazard; or it can, by refusing to do anything, allow the FCC to impose what rules it may choose starting July.

If Congress decides on the last choice, there is no doubt about the FCC's intentions. It proposes to ban all cigarette advertising on the airwaves regardless of any warnings the tobacco companies might agree to post. There is every indication that this will be the course followed by Congress and the FCC.

SINCE the present law was enacted, research has indicated beyond doubt that cigarette smoking kills 75,000 Americans each year and is directly related to one third of all deaths of men between 35 and 60.

The cigarette companies have seen the handwriting on the wall. Many have broadened the basis of their manufacturing. (Camel owns Hawaiian Punch, Philip Morris sells Personna Blades, etc.) Yet when the FCC intention was made known earlier this year, the tobacco stocks rose instead of fell. Stockholders figured they'll save billions of dollars a year by not advertising on television.

SO WHAT about the TV industry which stands to lose one of its dearest friends? Even though there is said to be waiting line of other manufacturers who seek the choice spots that cigarette companies may be abandoning come summer, TV will certainly feel the pinch.

In the midst of today's con-

fusion it is interesting to recall that it was a broadcaster who made one of the first conspicuous statements that TV's cigarette ads were morally questionable. Six years ago LeRoy Collins, the president of the National Association of Broadcasters, ventured the personal opinion that they were "wrongfully slanted toward the youth of America and glamorized by every devious means in an effort to sell the habit at a profit to a generation of teen-agers whose physical condition is already the lowest in history."

It was the start of a backstage drama of conscience which will probably be concluded, without violence, sometime during the long hot summer.

BUT IF the FCC demonstrates that you can take Salem out of the country—TV country, that is—what will become of all those young lovers in the cigarette commercials? Where can they paddle their canoes or ride their horses or pause by a fence to light up? Their encounters provided the only romance on television that didn't involve motorcycles, motels or a postoffice box in Peyton Place.

The Marlboro cowboys can find employment with Granny Goose, but I'm worried about those lovers. Without them, spring on television will never be quite the same.

### County Employees Install Officers

Michael G. Collins, 34, assistant division chief in the County Clerk's Office, has been installed as secretary-treasurer of the 34,000-member Los Angeles County Employees Association. Collins, who lives in Hollywood, is a career Civil Service employee who entered county service directly from college 11 years ago.

### AID TOPS \$4 BILLION

Direct financial assistance to disabled veterans and dependents of deceased veterans totaled \$4.5 billion in fiscal 1968, the Veterans Administration reports.

## Warrior Trails

By **Cathy Focarazzo**

Plans for next year are already taking form.

This means try-outs for next year's pep squad and drill team. Pep squad practices began Tuesday and will be followed by five more sessions. After that, all participants have the Easter vacation to perfect their routines for try-outs immediately following. Each group—flags, song queens and cheerleaders—

must perform one routine taught to them and one original routine. Good Luck to all.

The Varsity Band is working on a money-making project by selling "World's Finest Chocolate" for 50 cents a bar.

Seniors selected their graduation announcements. It is called the "Aristocrat" and it is very old-fashioned and elegant.

Letters have been sent out to many parents of seniors asking if they would like to chaperone the all-night party.

Actually school is at a very monotonous lull at the moment. Seniors are just teeming with the graduation bug. Class-cutting, ditching and boredom are at a sharp increase in the senior class. I know that most of us have that restless, rebellious feeling that makes each day drag by so slowly. Perhaps when graduating exercises begin, time will go by faster. I, for one, certainly hope so.

### Area Students

#### Attend Northrop

Wesley F. Smith, son of Frank Smith of 23610 Evalyn Ave., and Glenn S. Kinoshita, son of Fujito Kinoshita of 22904 Samuel St., have enrolled at Northrop Institute of Technology in Inglewood.

Smith is a 1968 graduate of Lawndale High School and Kinoshita was graduated from Venice High School in 1964.

FOOD GIANT  
MAGIC  
CHEF

FABULOUS  
**FOOD  
GIANT**  
the PLUS STORE

**NATIONAL**  
WE  
SELL **ONLY** U.S.  
**PLUS** BLUE CH

### SPECIAL FOOD BONUS! INTERNATIONAL SILVER CO.

*Radiant Rose*  
SUPERIOR  
**STAINLESS STEEL  
FLATWARE**



**FREE**  
**8**  
**ICED TEA SPOONS**  
**(2 FREE EACH WEEK)**  
WITH THE PURCHASE OF A  
**4-PIECE PLACE  
SETTING!**

This stainless steel tableware will keep its beauty through many years of normal use. Each piece is stainless steel through and through. This tableware requires no special polishing or care because the high quality metal will not tarnish, rust or corrode. The knives are made from fine cutlery steel and have mirror finished blades.

**6TH WEEK COUPON**  
**4-PC. PLACE SETTING**  
• KNIFE • FORK  
• TEASPOON  
• SOUP SPOON  
SAVE 68¢  
WITH COUPON  
**99¢** REG. \$1.67  
AND FOOD PURCHASE OF \$2.00 OR MORE  
Limit One Setting Per Coupon—One Coupon Per Customer  
Valid Thurs. thru Sun., Mar. 20-23, 1969

### Check These SERVING PIECE SAVINGS

SAVE 89¢—REG. \$1.78 both for **89¢**  
**Pastry Server & Gravy Ladle**  
SAVE 31¢—REG. 90¢ both for **59¢**  
**Claw & Pierced Table Spoons**  
SAVE 31¢—REG. 90¢ both for **59¢**  
**Butter Knife & Sugar Shells**  
SAVE 49¢—REG. \$1.28 4 for **59¢**  
**Four Teaspoons**

### HEAD & SHOULDERS

**DANDRUFF SHAMPOO**  
MEDIUM JAR  
\$1.00 SIZE

**79¢**

### PIPING HOTBAKERY

7-INCH FRUIT TOPPED  
**BOSTON CREAM PIE**

Reg. \$1.49 **\$1.20**

RASPBERRY FILLED  
**DANISH COFFEE CAKE**

Reg. 73¢ **59¢**

Featuring our 1 1/2-lb.  
**BUTTERCRUST BREAD**

**41¢**

All Stores with Piping Hot Bakery

### OLD FASHIONED DELI

COOKED  
**PASTRAMI**

reg. \$1.98 **\$1.49**  
lb.

DELICIOUS  
**BRAUNSCHWEIGER**

reg. \$1.30 **98¢**  
lb.

OUR OWN  
**COLE SLAW**

reg. 49¢ **39¢**  
lb.

**FRESH FROZEN GENUINE SPRING**

**LEG OF LAMB**

**79¢** lb.

U.S.D.A.  
INSPECTED  
LAMB

U.S.D.A. INSPECTED GENUINE SPRING  
**Lamb Rib Chops**

**89¢** lb.

**GENUINE SPRING SMALL**

**LOIN LAMB CHOPS**

U.S.D.A.  
INSPECTED  
LAMB

**\$1.29** lb.

**LIBBY'S**

**TOMATO SAUCE**

8-OZ. CAN

**7¢**

U.S.D.A. INSPECTED SHOULDER CUT  
**LAMB ROAST**

U.S.D.A. INSPECTED, SHOULDER, BLADE CUT  
**LAMB CHOPS**

U.S.D.A. CHOICE BEEF ONLY  
**BEEF SHORT RIBS**

U.S.D.A. CHOICE BEEF—BONELESS  
**STEWING BEEF**

FRESH FROZEN PLAIN OR BREADED  
**VEAL STEAKS**

**VIVA**

**PAPER TOWELS**

GIANT ROLL

**29¢**

**WELCH'S**

**GRAPE JELLY**

20-OZ. JAR

**39¢**

**KEN-L-RATION**

**DOG FOOD**

6 TALL CANS

**\$1**

**Kraft Mayonnaise**

EARLY GARDEN GREEN  
**Del Monte Peas**

VAN CAMP IN SAUCE  
**Pork & Beans**

SKIPPY SMOOTH OR CHUNK  
**Peanut Butter**

GREEN GIANT WHOLE KERNEL  
**Niblets Corn**

SLICED HAWAIIAN  
**Dole Pineapple**

Quart Jar **49¢**

Tall 303 Cans **23¢**

no. 300 cans **29¢**

18-Oz. Jar **59¢**

Vacuum Pack 12-Oz. Can **19¢**

No. 1 1/4 Can **25¢**

**DELICATESSEN**

**FOOD GIANT SLICED**

**LUNCH MEATS**

• BOLOGNA  
• COTTO SALAMI  
• COTTO SALAMI  
• SPICED LUNCHEON

**69¢** 1-lb. pkg.

OL' VIRGINIA ALL BEEF  
**FRANKS** 12-oz. pkg. **49¢**

GALLO FROM OLD SAN FRANCISCO  
**PASTRAMI** 3 1/2-oz. pkg. **59¢**

PLAIN OR BUTTERMILK  
BORDEN'S BIG 10  
**BISCUITS** 2 8-oz. pkgs. **39¢**

**FROZEN FOODS**

ASSORTED  
**BANQUET FRUIT PIES** 3 8-lb. pies **39¢**

ALL VARIETIES—REG. PKG.  
**BANQUET DINNERS** 3 3-lb. pkgs. **39¢**

MORTON'S 20-OZ. PKG. (8-OZ. PKG. ...23¢)  
**MACARONI & CHEESE** 3 3-lb. pkgs. **39¢**

TROPICAL FLAVOR—RED  
**HAWAIIAN PUNCH** 12-oz. can **39¢**

**BIRDS EYE VEGETABLES**

"5-MINUTE"  
• PEAS • CUT CORN  
• LEAF OR CHOPPED SPINACH

**5 10-oz. pkgs. \$1**

IN SAUCE  
• French Beans w/Almonds  
• Beans w/Orange Sauce  
• Mixed Vegetables w/Chili  
• Rice & Peas w/Almonds  
• Vegetable Jubilee

**39¢**

FOOD GIANT  
MAGIC  
CHEF

**DEL AMO SHOPPING CENTER**

Corner Hawthorne & Sepulveda

**FOOD GIANT TORRANCE**

4848  
W. 190th STREET

**FOOD GIANT INGLEWOOD**

11202  
S. CRENSHAW BLVD.

**FOOD GIANT HAWTHORNE**

13119  
S. HAWTHORNE

**FOOD GIANT GARDEN**

149  
S. CRENSHAW