

Mount Fight on Negro Poverty



VISITING VENEZUELANs get warm welcome from Mayor Frank Curran and other local officials who took them on tour of Cabrillo Monument, Presidio Park and Zoo. Experiences of inter-American solidarity were exchanged and visitors were impressed by San Diego's many attractions and maintenance of reputation of being perfect host. —Staff Photo by Sherman S. Skeete



HER MAJESTY Luz Maria Flores sits regally amid princesses who held court in Balboa Park Bowl on occasion of 154th independence anniversary of Mexico. Attendance topped over 6,000 in commemoration of El Grito (the shout) first heard on Sept. 15, 1810, by Miguel Hidalgo y Costilla in Dolores, Mexico, after 11-year fight for freedom from Spain. Rep. Lionel Van Daele (D-SD) extended message of congratulation from President Johnson. —Staff Photo by Sherman S. Skeete

ANALYZE BANK EMPLOYMENT FEPC, CORE Give Views on Progress

CORE this week issued what it termed a "Statement of the Statewide Negotiating Team," as follows:

At the inception of the Bank of America Project, the statewide chapters of the Congress of Racial Equality sought to achieve a number of objectives:

- 1) To create awareness of the bank's discrimination;
- 2) To obtain preferential hiring for Negroes and other minorities through hiring between 500 and 800 Negroes and other non-whites in a 30-day period and between 5,000 and 8,000 in a year's time;
- 3) To strengthen the Fair Employment Practice Commission through involving it in substantive affirmative action programs;
- 4) To provide firm guarantees to the Negro and non-white community, which assure them that equal opportunity employment will be affirmatively implemented through a substantive and meaningful Memorandum of Understanding.

The statewide chapters of CORE are proud to announce to the State of California that three of the four goals have been met. It is clear that every bit of progress the bank has made in the hiring of Negroes and non-whites is a direct result of CORE's negotiation and direct action pressure.

It is clear that the 115 Negroes which the bank hired some three months ago were hired directly through CORE pressure. The fact that the bank has never been able to hire nearly that number during a comparable period of time should substantiate this claim.

The Bank did not consider dealing with the Fair Employment Practice Commission until they heard that CORE was coming. The Bank of America-FEPC understanding added one significant factor to employment cases through giving FEPC a substantive fact-finding role through the process of gathering statistical data.

The goal of preferential hiring has been the most significant demands which has been made by statewide CORE. Without preferential hiring, equal opportunity employment would never become a reality.

To guarantee the implementation of a program of equal opportunity employment through preferential hiring, statewide CORE demanded that the Bank of America hire be-

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CORE STATEMENT

FEPC STATEMENT

The Bank of America, one of California's largest employers, has made substantial progress in expanding job opportunities for Negroes and other minorities, the California Fair Employment Practice Commission said yesterday.

Reporting on the bank's first survey of its personnel under an affirmative action agreement with FEPC, the state human rights agency said comparison with a previous, limited study indicated that the total number of full-time and part-time Negro employees had increased from 635 to 872, or 37 per cent, during the three months ending July 31.

Other aspects of Bank of America employment practices, including recruiting, hiring, assignment, training, and promotion, have been studied since FEPC and the bank signed a memorandum of understanding on June 1.

The FEPC conclusion, pending later reports and continuing consultation, is that the bank has made a "good beginning" on its equal opportunity program and "the prospect for further achievement seems bright."

"Bank officials have cooperated fully," said FEPC chairman. She and San Francisco attorney Louis Garcia are the two commissioners in charge of the Bank of America affirmative action, one of a number of voluntary efforts with large employers to open up job opportunities for members of minority groups.

"Since the time-span covered in this first report was very brief, culminating in the personnel survey of July 31, our conclusions are necessarily tentative," Mrs. Warschaw commented.

"This limited first phase of our study did permit some observation of both strong and weak aspects of the bank's program with respect to recruiting, hiring, and upgrading minority employees. These are noted in our report.

"In order to achieve fully the desired results, it will be necessary for the Bank of America to maintain the impetus of its affirmative opportunity program at full thrust over a considerable period.

"FEPC's consultative assistance will continue to be available to the Bank officers and staff."

In addition to reviewing bank directives and methods of communicating and implementing the new policy emphasis to 805 branch banks throughout California, the FEPC recommended that the Bank of America hire be-

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LOGAN HEIGHTS EDITION Independent

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Thursday, September 24, 1964

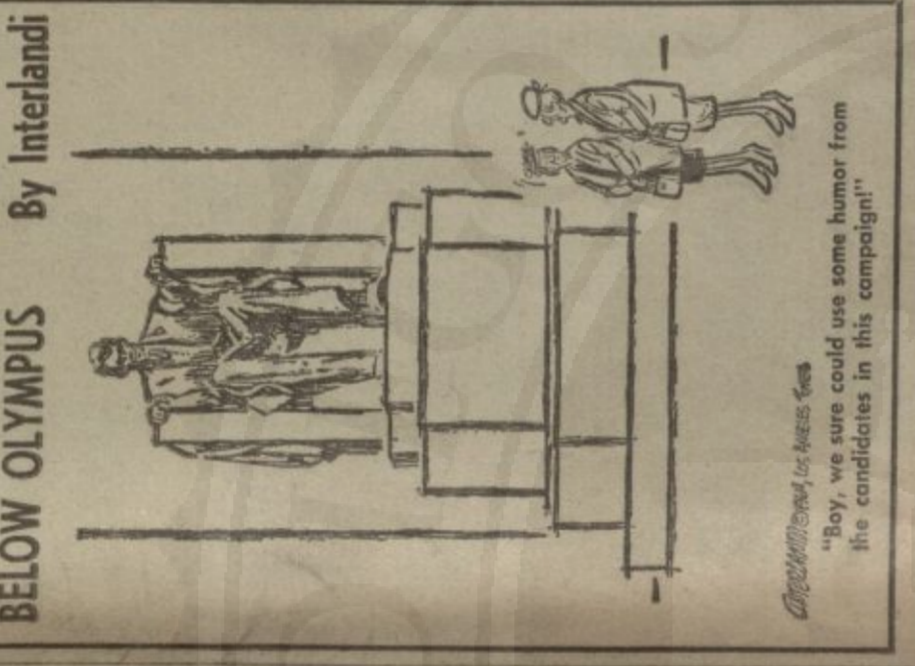
Vital Topics to Be Explored By Two Widely Known Men

NEWS
in brief

Unruly Get Home Despite Protests
Residents of the 3000 block of E Street have lost a round in the fight to ban the opening of Crofton House, a shelter for delinquents, sited for inauguration shortly. Professors that this plan would represent a potential danger as well as cause for property devaluation have been denied.

Mortgage Burning At Church Sunday
Bishop J. A. Blake of Jackson Memorial Church, 28th Street and Ocean View Boulevard, announces the burning of a mortgage next Sunday evening. Celebration will begin with a patio dinner after the morning service. Homecoming events will continue throughout the day.

'Taste of Honey' Star to Entertain
Eddie Cano, "Mr. Taste of Honey," will be guest star on Saturday evening when he appears at the Sherry-Tal Supper Club, H Street, Chula Vista. He will entertain for the Zenerald Hills Bridge Club and the Ocean Beach Fun Club.



BELOW OLYMPUS By Interlandi
"Boy, we sure could use some humor from the candidates in this campaign!"

NEED UNDERSCORED
Violence Stems From Poverty, Speaker Says
A nationwide Marshall Plan to wipe out poverty in Negro ghettos is "the last best hope" to right historic injustice and avert future rioting, the National Urban League said today.

"No extremist group—whether Communist, Brezhnev, or Black Nationalist—can succeed in igniting a riot if our ghettos were not unconsidering, neglected, and neglected," said M. Young Jr., its executive director, told a graduating class of Negro secretaries completing a six-day training course at New York University.

STUDY ISSUED
Equal Chance Goal
By SHERMAN S. SKEETE
Independent Staff Writer

Traditional parities and a newly instituted militance while a house make this nation "a house divided against itself" are being parried by the teachers in California's public schools, it is revealed in the third annual report of the State Board of Education, which is crammed with compensatory material and innovations toward the goal of equal employment opportunity.

In the annual report of a year ago, the commission of teachers outlined some of the progress being made by equal opportunities and the present information in the third phase of their study reflects a continuation of that progress. Also explored is discrimination which has led to unfair practices.

INDICATIVE of the caliber of investigations and corrections is the personnel of the commission. Heading this unit as chairman is Attorney Edward C. Maddox; Alfred Newman, vice chairman; George A. Beavers, Jr., Howard L. Chermoff, H. Corson, Mrs. Clifton Dickson, Maurice Englander, 4. Marc Jantzen, Samuel Lander

(Continued on Page A-2)

ANN LANDERS
On Page A-2

Talks to Concern Cuban Revolution, Riots and Backlash
Roy Wilkins, executive secretary of the National Association for the Advancement of Colored People, will speak next Thursday at 7 p.m. in Russ Auditorium. Wilkins will talk on the race riots across the nation and what effects they will have on the Negro Freedom Movement. He will talk also on the so-called "backlash," and on what might possibly happen in California if Proposition 13, which is a constitutional amendment, is approved by the voters.

Wilkins was unanimously named by the board of directors of the NAACP in 1961 as assistant executive secretary, and also for 15 years editor of The Crisis, monthly magazine that is the official organ of the NAACP. He was acting secretary of the NAACP from June 1, 1949, to May 31, 1950, during Walter White's leave of absence. From 1950 to his election as executive secretary, Wilkins served as administrator.

Born in St. Louis, Mo., Wilkins grew up in St. Paul, Minn., where he finished high school and was graduated from the University of Minnesota. For eight years he worked on the staff of The Kansas City Call, a weekly newspaper in Kansas City, Mo.

The NAACP has had an international membership and corps of directors and officers since its founding in 1909. The 1963 paid membership was 515,000, located in 1,683 branches and youth groups in 49 states and the District of Columbia.

Hartwell Bagdikian, president of the San Diego branch of the NAACP, announced today that Wilkins' appearance on the Pacific Coast at this particular time is a motivation of the local branch, and there will be no charge for admission to hear him.



Ed Shaw

Socialistic Philosophy To be Told
Ed Shaw, Vice Presidential candidate of the Socialist Workers Party, currently on national tour, will kick off his party's California election campaign in San Diego today.

Shaw, national organizational secretary of the Socialist Workers Party, is scheduled to make two appearances locally.

He will speak on the topic, "Why a Vote for Johnson or Goldwater is a Vote for War," at San Diego State College in Room HS-100 at 11 a.m., sponsored by Committee for Student Action. At 8 o'clock this evening he will speak at 3578 Adams Ave., sponsored by the San Diego Labor Forum. His evening talk is entitled, "The Dead End of Lesser Evil Politics."

The public is invited to attend both meetings.

Shaw and his running-mate Clifton DeBerry, together with Steve Roberts, Socialist Workers Party candidate for U. S. Senator from California, have official write-in status on the California ballot.

Shaw, a veteran of 20 years in the Socialist movement, is 40 years old and of rural background. Graduating from high school in 1941 in Lake County, Ill., he attended Armour College of Engineering in Chicago for one year and then volunteered for service in the merchant marine in World War II. In 1948, he was drafted into the U. S. Army. After his discharge, he worked for a time at sea and then worked in the auto industry. He finally became a printer, his present trade.

Shaw visited Cuba in 1960 to see what changes the revolution had wrought since he had been there while at sea. He became an ardent supporter of the Cuban revolution and toured the Midwest, telling audiences about the new Cuba and showing his photographs.

Attorney Raps Prop. 14 As 'Unrealistic'
A former United State Attorney for the Southern District of California under President Eisenhower last night charged Prop. 14 "would cripple the California constitution."

Los Angeles Attorney Laughlin C. Widlers said the proposition is "an amendment which would take from the state, county and local governments their rightful power to legislate in the field of fair housing."

The Waters attacked the claim that Prop. 14 seeks to protect "basic property rights, calling it 'as unrealistic as that of the slave owners in 1863, who fought against emancipation.'"

Britannica Junior Set To Be Gift
Students in particular, and families in general, will benefit through the newest offer of The Independent, which will award a complete 15 volume set of the Junior Encyclopedia Britannica to some lucky subscriber, and a duplicate set to the carrier who calls for the subscription.

To enter the drawing, readers are asked to fill out the coupon appearing in today's Independent, and present it to the carrier when he calls. Coupons will be deposited at The Independent offices, and the drawing will be held Oct. 15. Lucky winners will be notified.

The set of encyclopedias, valued at \$140, will be presented without cost.

CIRCULATION
of this issue is over
190,000

(Continued on Page A-2)

Teenagers

Pronounce Predictions

Top drawer treatment was proffered San Diego youngsters this week when they became the first U.S. teenage audience to preview "The Lively Set," starring Joanie Sommers and Bobby Darin.

The idea stemmed from Spreckels - Broadway theater owner Mrs. Jacqueline Shless and her son Michael, 17, suggested the teen critic approach.

Admittedly the skeptical "adult" publicists wandered with tongues in cheek how successful such a previewing would be. Six security officers were posted inconspicuously to maintain order.

On the fateful morning, a well behaved, neatly dressed youthful audience took their seats with dignity and seriously analyzed the movie whose plot included romance, racing and rock 'n' roll. A. Walker Scott, fashion show was presented along with Mercury recording artists, "The Grads," who sang their latest hit.

When it was over, the boys and girls left the theater quickly and enthusiastically filled in teen-pix forms with colorful slang comments. The picture won approval.

A second free teen-preview is set for 10 a.m. Saturday, Nov. 7 at Spreckels Theater. The movie will be announced later. —B.P.

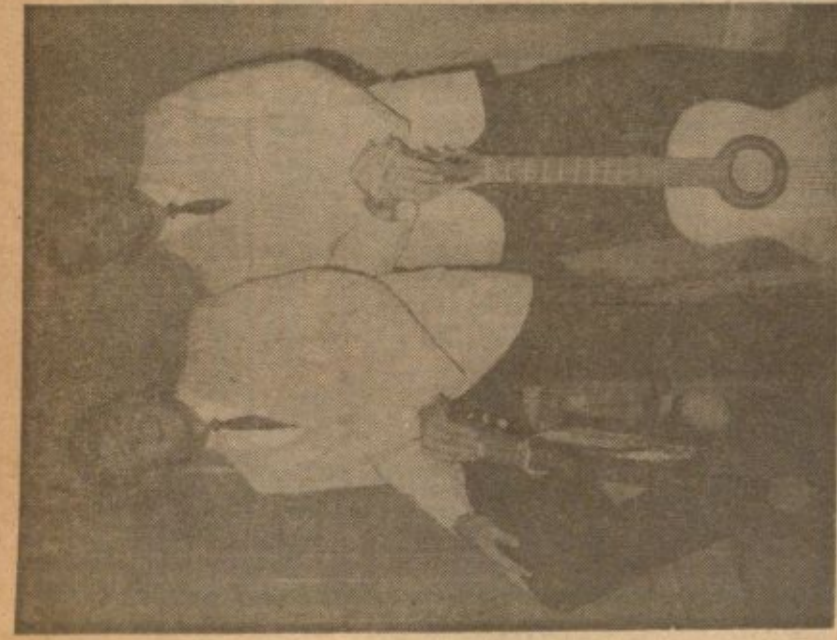
Grimm Tale Performed

Matinee performances of "Hansel and Gretel," will be held for the next three Saturdays at 2 p.m. at Actors Quarter Theater, 489 Elm St.

The play based on the Brothers Grimm tale, tells of two children who are abandoned in a forest by their stepmother. While they wait for their father, which who entices them into her gingerbread and candy home to make a meal of the children.

During the play, children in the audience will be permitted to eat their fill of a candy and gingerbread witch's house. Admission is \$1. Reservations may be made by calling 239-9856.

TOKYO—Japanese firms will make new types of recording equipment.



THE PARDONERS, a San Diego folk singer duet, will appear Friday and Saturday evenings at The End, 965 Grand Ave., during the hours from 8:30 p.m. to 1 a.m. They are Kris Powell and Tim Coffman whose repertoire includes original tunes, folk songs, spirituals and hymns.

Regimental Bagpipes Survive Ancient Bans

While many think of bagpipes as a strictly Scottish instrument, a recent history records that the Scots took it from the Irish. So the pipers of the regiments appearing in Pomp and Ceremony Monday, Oct. 6 in Balboa Stadium are merely following a tradition which began in Ireland as long ago as 35 B.C.

The existence of the bagpipes in Ireland is depicted by a pipe shown on the High Cross at Clonmacnoise, dated 910 A.D. A picture of the instrument is shown in a 1300 manuscript. Other records from that time until 1367—Irish bagpipes together with the national dress were banned by the Statute of Kilkenny in 1367.

Banning of the pipes hardly fazed the Irish. As mercenary soldiers, they carried their pipes to Calais in 1346, Harfleur in 1415, Rouen in 1518 and Boulogne in 1540. When Elizabeth I banned warpipes, the Irish cleverly introduced a bagpipe which could be played only when seated and thus escaped the ban. This was the elbow pipe which Shakespeare refers to as "wooden pipes."

These pipes require years of apprenticeship before a player reaches even a moderate degree of performance. It is said that this music can convey the "breath of the mountain furze in bloom, the song of the black-

Liven Up Classroom Delivery

University of California Extension announced today that a special new class in "Speech for the Classroom Teacher" began Tuesday at 7 p.m. at Roosevelt Junior High School. Fred Lewis, news director KGB Radio, will be class instructor, assisted in one of the 12 classes by a noted speech therapist, Lewis, who holds a BA degree in speech from Roosevelt University, Chicago, and an MA degree in speech from Marquette University, Milwaukee, studied for a year with Everett Clarke famous as "The Whistler" and "The Shadow" of early-day radio.

Lewis said his class is designed to improve the speech methods of the classroom teacher. Session will be devoted to the proper use of breath and voice; voice control; proper voice use in all sizes of classrooms; clear diction and articulation without using forced or affected speech; how to break down and pronounce different words and how to teach children to do this; how to talk with not down to children; physical poise; how to eliminate nervous habits; and the importance and use of eye contact.

Although the class is designed primarily for classroom teachers, any speech student may enroll with permission of the class instructor.

French Art Exhibited

Paintings and prints by Georges Rouault who has been called "the only French tragic artist since the Middle Ages," will be on view in the main galleries of the La Jolla Museum of Art from tomorrow through Nov. 1. The exhibition, assembled by museum director Donald T. Brewer from museum and private collections, includes examples of all the major stages in the evolution of Rouault's powerful art, from the ferocious early portraits of morally corrupt judges to the luminous, deeply religious "last phase." Gallery hours at the La Jolla Museum of Arts are 12:30-4:30 p.m. Tuesday through Sunday and 7 to 10 p.m. Wednesday.

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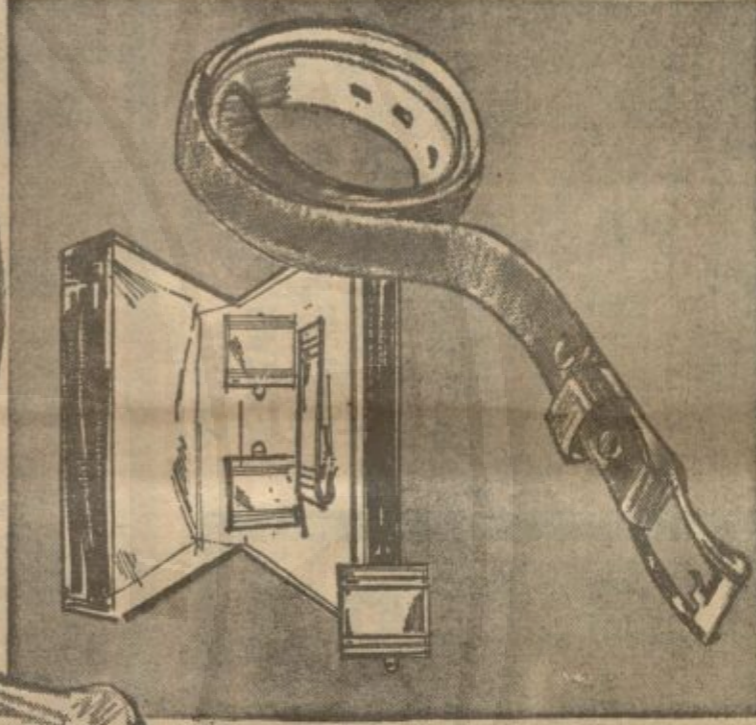
3.99 reg. 4.50
High quality, tapered, cotton broadcloth shirts feature placket sleeves, modified spread or snap tab collars... White or stripes in blue, tan, red, and charcoal. Sizes 14 1/2 to 16 1/2.

FAMOUS MAKE DRESS TIES

1.99 reg. 2.50
100% Dacron® polyesters resist spots, won't crush or wrinkle. Striped, underknobs, neat patterns; in blue, grey, brown, n a v y, maroon, charcoal, black.
May Co. Men's Furnishings 6, Street Floor

BAN LON KNIT SHIRTS

3.99
Machine washable, machine dryable knits of Ban Lon textured nylon. Stretch and sag resistant, won't pill. Blue, wheat, black, red, sage, white, beige. S, M, L, XL.
May Co. Men's Sportswear 84, Street Floor



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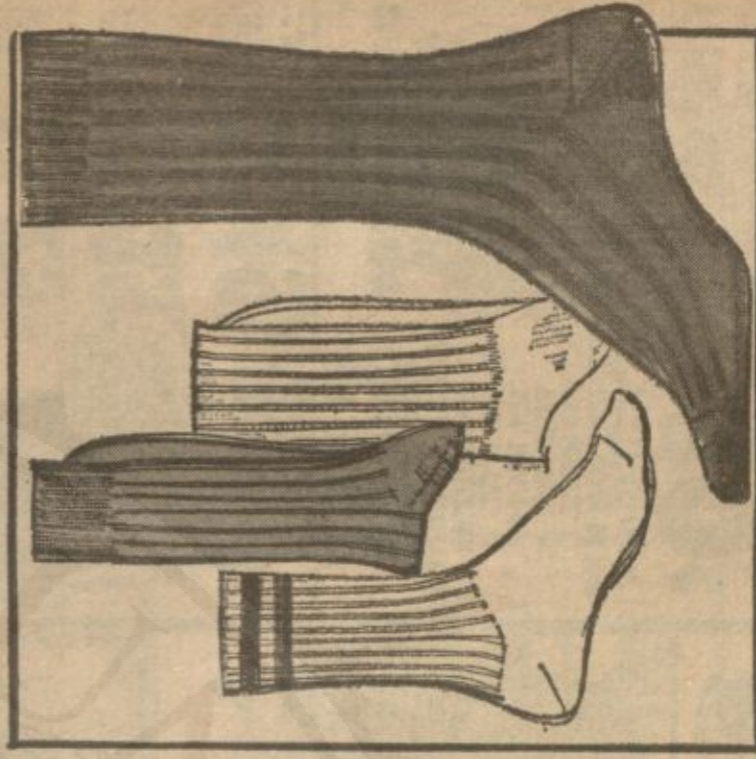
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Cuff links and tie bars from a famous maker. Gold or silver tone in geometric designs. *plus 10% federal tax

CALIFORNIA STYLED LEATHER BELTS

reg. 3.95 **1.99**

From a famous maker, with handsome leather fronts and sturdy cowhide lining. Bronze hook buckles. 1" & 3/4" widths. Sizes 30-44.



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Here's your chance to stock up for winter on May Co.'s own quality-controlled dress and crew socks in a variety of popular blends and colors. 3 for 2.65.

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Study in motion:
Get into the swing of fall activity with slim, trim stretch pants and capris. Choose from many materials in solids, checks and plaids.

LADIES' CAPRI PANTS

Lined and unlined capris in solid colors & plaids. California waistbands, side zipper, slit bottom.
Size 16 to 18 **2.49 & 2.98**

girls' Lined CAPRIS

Lined Italian wool, nylon capri pants with California waistband. Side zipper, side slit bottom. Ass't solid colors. Sizes 7-14. **1.98**

Stretch Capri Pants

Solid color slacks of wool and rayon. Side zipper, double button top side trim. Slit bottom and California waistband. Sizes 7-14. **2.98**

GIRLS' & LADIES' blouses

100% cotton, button down front blouses in solid colors, plaids, stripes or checks. Sanitized for less shrinkage. Both ladies' and girls' blouses in assorted collar styles. **89¢**

TODDLERS' & GIRLS' Leotards

Seamless stretch nylon in assorted pastel colors. Ideal for use with sports activities and warm. Sizes 1 to 6. **98¢**

Leotards

Young Girls' & Misses' **1.49**

Stretch nylon... completely seamless. Ideal for sport and leisure wear. Ass't colors. Sizes 1-14. **2.50** **2.00** **3.00**

Golden Autumn

By Prime Wash-and-Dry... Brilliant, lustrous Fall's new fragrance. **1.75 & 2.50**

Cologne Spray Mist **1.75 & 2.50**
Perfumed Flucting Powder **2.50**
Deodorant **2.00**
Body Lotion **3.00**

GLEEM TOOTH PASTE

Reg. 89¢ Family Size **2 for 1.00**

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Assorted Styles, Reg. 79¢ **2 for 1.00**

PURE BLEACH

Disinfects • Desodorizes **2 for 1.00**

EXCELLO Dish Towels

Laundry fresh, bleached, hemmed flour neck, large 30x36 size. **4 for 1.00**

MAXFIELD'S Pecan Logs

Cream fudge center, rolled in pecans. Reg. 39¢ **29¢**

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MARVALON Shelf & Drawer Lining Paper

Ass't patterns. Reg. or Adhesive. **98¢**

CURITY Gauze Diapers

2 1/2 x 4 1/2 Extra Absorbent. 3,000 Val. **2.98**

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- Shampoo with EGG 1 Pint **2:1.00**
- Hair Setting Lotion with FREE Shampoo Pump **2:1.00**
- Lysol Disinfectant 96¢ Size **77¢**
- Deodorizers 7 oz. **77¢**
- STRIDEX Medicated PMS **66¢**

ONE-A-DAY Multiple Vitamins

Reg. 6.47 280 Tabs **4.89**

CHOCKS Multiple Vitamins

Chewable... Fruit Flavored. Reg. 3.00 100 Tabs **2.19**

BACTINE Medicated SKIN CREAM

No stinging... Antibiotic, Germicide. 1.00 4 oz. Size **83¢**

DRISTRAN Decongestant TABLETS

Relieves sinusitis of colds, hay fever & sinus congestion. Reg. 1.89 30¢ **1.35**

ARRID Cream DEODORANT

69¢ Size **2:1.00**

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FREE COOKBOOK

150 Recipes **1.59**

Polyderm

PRINCE MATCHLESSLY The polyunsaturated face cream for that 21-dental look. **2.00 & 3.50**

HAIR SPRAY

Choice of Regular, Hard-to-Hold or Limited & Bleached Formulas. 13 oz. **2:1.00**

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to condition and brighten hair. 1 Pint **2:1.00**

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69¢ Size **2:1.00**

FREE COOKBOOK

150 Recipes **1.59**

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SHOWER CADDY

Sturdy, rustproof, unbreakable plastic holds all your shower needs at your fingertips... 3 shelves and 2 hooks. **89¢**

COFFEE MAKER

For people who really care about their coffee... you get pure coffee without SPECIAL. Reg. 3.85. **3.36**

GREENIE BEANIE

Just water the top of this felt beanie and watch the green grass grow. Fits all children's heads. **88¢**

DRINK & WET DOLL

8" doll with rooted hair. Dressed in cute corduroy overall outfit. Nursing bottle attached to her wrist. **1.98**

Breakfast Beverage

by CARNATION Makes milk a meal... All you do is add milk... Choice of flavors are Chocolate, Coffee or Plain. Box of 6 Envelopes **59¢**

"GLADE" Disinfectant Spray

Prevents mold... mildew... sanitizes the air... effective anti-germ action for weeks. Leaves a clean fresh smell. 7 oz. 89¢ Size **69¢**

Autographed Football

"Charlie Johnson" by SPALDING... Dura-Hide imitation leather cover, white bands. Official size & weight. **2.69**

Football Helmet

FACESETTER "Jumbo Leg"... Shock point web suspension... padded head band, leather check pads. Adjustable chin strap. **2.98**

Shoulder Pad

FACESETTER - All white with blue lacing. Shock-absorbent poly-vinyl padding throughout. **1.98**

5 DAY Deodorants

Roll-on... Reg. or Men's... 63¢
Roll-on... New 1.00 Size **88¢**
Treason Deodorant **49¢ & 69¢**

SCULPTURED Bath Sponge

Add beauty to your bath... always soft and fresh, clean and sweet. Ass't pastel colors. **2:49¢**

MASTER Combination Lock

Wrought brass case with 1/4" shackle, extended knob and brass dial with beveled enamel black finish. 1.55 Value **88¢**

STAINLESS STEEL Vacuum Bottle

Universal STANLEY... all about thermal bottle, stainless steel lined. Other free, corrosion resistant. 5 Year guarantee. **10.98**

RUBBERMAID Dish Pan

Rectangular dishpan... fits twin sink bowl. Crashes, chips, glassware, sink plungers, sink bowl, less colors. Reg. 1.88 **1.57**

RAID House & Garden

Bug Killer - Kills most insects. 14 oz. Reg. 1.48 **1.13**

RAID Ant & Roach Killer

Easy to use bomb. 13 oz. Reg. 78¢ **63¢**

Fluorescent Light

Compact light with no special wiring needed. Complete with 18" - 15" watt bulb and plug. Cabinet in white baked enamel. **6.88**

GLAMORENE DRY CLEANER

Instant cleaning - without wetting. Brush on - vacuum off. 1/2 Gal. **1.89**

Old Barstow GIN

Fort 80 Proof - Distilled London Dry **2.98**

Count Vasya VODKA

Extra Dry - 80 Proof **7.19**

Samuel E. Webster Blended WHISKEY

Milk yet Flavorful - 80 Proof **3.69**

Mackinnon's SCOTCH

Imported Scotch Whisky. 80 Proof. **4.98**

Foster Creek Straight BOURBON

6 Years Old - 88 Proof. **4.19**

Greerada Bay RUM

Light or Dark Distilled in the West Indies **2.98**

Old Stillwell BOURBON

Distilled in Bond - 100 Proof. **3.99**

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For a change of beer... 12 oz. Cans **6:89¢**

It's more than a toothbrush!

Sensitive green lines need special protection. Oral B provides 2500 extra vibrations for softer, finer nylon. Use the same specially designed brush for both teeth and gums. Ask for Oral B!

SCHICK Shave Cream

Made especially for Schick's Super Shaver. Regular or Monthly. **67¢**

Desert Flower Hand & Body Lotion

1/2 Price Sale

- 8 oz. Reg. 2.00 **1.00**
- 18 oz. Reg. 4.00 **2.00**
- 4 Pak. of 8 oz. Bottles. Reg. 12.00 **4.00**

City Candidates To Appear at League Forum

SPRING VALLEY — A Lemon Grove City Council candidates meeting will be sponsored by the League of Women Voters at 7:30 p.m. Tuesday at the Lemon Grove Junior High School auditorium.

The 15 candidates, Kenneth Ostrander, William Ross, Blanche Davis, William Owens, Frank Armstrong, Kenneth Conrad, Jesse Lee, Robert Vaughn, Forrest Baxter, Paul Reynolds, Charles Hesser, Marion Morgan, Frank Gigliotti, Clifford Elkins and Parker Shumate, have been invited to attend.

PRINCIPAL ISSUES in the election, which will be held Oct. 13, is whether the community will incorporate as a general law city, and electing of a five-member city council.

CANDIDATES HAVE endorsed incorporation and have agreed that it is vital to the future of the area.

BAXTER HAS estimated that the city could be operated at a cost of about \$600,000 which is less than the estimated \$700,000 that would be received in subventions.

THE PUBLIC is urged to attend the meeting.

EAST COUNTY BRIEFS

La Mesa Municipal pool new by the Heartland Democratic Club on Sunday and Sunday. The event was kicked-off with an old-fashioned car caravan through El Cajon.

THE MOTHER Goose Parade season was officially launched at a barbecue recently at the home of Mr. and Mrs. Ben Monino in Johnstown. The 18th annual parade is Nov. 22. Highlights of the evening was the awarding of citations to firms and individuals for their 15 years' support of the parade.

Enrollment Expected to Hit 13,000
LA MESA — Projected enrollment figures for October in the La Mesa-Spring Valley School District is 13,135 according to Dr. M. Ted Dixon, associate superintendent. District enrollment on October 4, 1963 was 12,702.

Thirty-two teachers have been added to meet needs of increased enrollment and to serve as instructors in the new foreign language (Spanish) program in the District's three junior high schools. Enrollment at the close of school, (June 12, 1964) totalled 12,800.

Dixon said that although no new classroom space is available at this time, work will begin shortly at La Mesa Dale Elementary School on the construction of a one-room addition and on site development. He stated that construction will also begin shortly on a multipurpose room and two classroom wings at Parkway Junior High School. Planning is continuing on eight classrooms and an administrative unit at La Mesa Elementary School site No. 3, he said.

Administrative changes include the appointment of Don Cochran as principal at La Mesa Dale, and the appointment of George Finning as vice principal at La Mesa Elementary School.

McDonough replaces Mrs. Irene Romo, who retired last month. Mrs. Romo will assist in each of the new elementary school principal. This has been given additional duties as District Junior high specialist.

Job Goes To Local Company

LEMONGROVE — The Underground Installations of Lemon Grove was low of five bids for the installation of a pumping plant along U.S. 101 between Phoebe and Grandview Streets in Leucadia quelling a low bid of \$28,887, according to Jacob Dekens, district engineer for the California Division of Highways in San Diego.

The project consists of installing a pump and pipe system to remove trapped water in the area and relieve the highway of flooding.

The bids have been taken under consideration by the Director of Public Works. If they are found to be satisfactory, work could be under way early this fall with possible completion later this year.

Thrifmart

SALE PRICES EFFECTIVE THURS., FRI., SAT., SUN., SEPT. 24, 25, 26, 27
All items limited to Stock on Hand

LEE'S FINE QUALITY FULLY COOKED HAMS FULL SHANK HALF

39^c lb.

WHOLE HAMS 49^c lb.
CENTER SLICES 98^c lb.
BUTT PORTION 47^c lb.

EXCLUSIVE AT THRIFTMART
YOUNG HEN TURKEYS

U.S.D.A. Grade "A" California Grown

37^c lb.



FRESH FRYING U.S.D.A. GRADE "A"

Chicken Parts TO BRAISE WINGS 29^c lb.
ALL WHITE MEAT BREAISTS 55^c lb.
NECKS AND 10^c lb.
LEGS & THIGHS 49^c lb.



NEW—FOR DISHWASHERS—20-oz. Pkg.—4c Off
ELECTRO-SOL 3 pgs. \$1.00
CARNATION ALABCORE—7-OZ. CAN
SOLID PACK WHITE MEAT

TUNA '69
29^c lb.



DUNCAN FINES DELUXE CAKE



RIVIERA FAMILY CHILI BEANS LASAGNE CHEESE RAVIOLI FRESH P LUNCH BOX



FRESH LOCAL CORN BROWN SPANISH ONION KARASOV VODKA \$2.79 FIFTH RED COAT — LONDON DIST. GIN \$2.98 FIFTH SCOTS MIST IMPORTED Scotch Whisky \$3.98 FIFTH

SUNSHINE KRISPY-CRACKERS CAMPBELL'S 10 1/2-oz. Can



WHITES DELUXE - REG. 43'

PAK MIX

LEMON SUPREME, SWISS CHOCOLATE,
ORANGE YELLOW, WHITE, DEVILS FOOD

\$1 PKGS

VIENNA FAMILY SALE!

BEANS LARGE 40-OZ. CAN **39¢**
MAGNE LARGE 40-OZ. CAN **49¢**
SE RAVIOLI LARGE 40-OZ. CAN **59¢**

FRESH PRODUCE

LUNCH BOX SIZE - EXTRA FANCY JONATHAN

APPLES **\$1.00**
L B S

LAKE COUNTY BARTLETT

PEARS

8 **\$1.00**
L B S

FRESH LOCAL - SWEET

CORN **5¢** EAR

BROWN SPANISH

ONIONS **5¢** lb.

LIQUOR DEPT.

WHITE KING

CLEANSER

\$2.79 Fifth

\$2.98 Fifth

\$3.98 Fifth

14-OZ. CAN **10¢**

SUNSHINE KRISPY-LB. PKG. **CRACKERS** **25¢**

CAMPBELL'S **10 1/2-oz. Can**

TOMATO SOUP



10¢

\$88,000 BONUS CARD
BONANZA!



THE SECRET SEAL CONCEALS YOUR BONUS!

NOTE: No purchase or other consideration required for the Bonus indicated under the seal. The validation of Free Purchase section is in no way dependent upon completion of the purchase section. When Free Purchases are fully punched, card is worth a minimum of \$1.00 and may be worth...

\$200 - \$500 - \$1000 - \$2000
\$10000 - \$25000 OR \$100000

\$500 WINNER
MRS. H. M. BURNS
5485 MARYLAND
LA MESA

\$10000 WINNER
FRANCES IRVING
3557 WILCOX ST.
SAN DIEGO



JANE ANDERSON

225
1-LB. PKGS.

ZEE - WHITE AND COLORS

TOILET TISSUE



3 **\$1**
4-ROLL PKGS.

ZEE - WHITE AND COLORS

PAPER TOWELS **4** **\$1**
GIANT ROLLS

JERSEYMAID CATERING QUALITY



ICE CREAM **59¢**
1/2 Gal.

JERSEYMAID - GRADE AA FIRST QUALITY **BUTTER** **69¢** lb



VALUABLE COUPON

MIRACLE WHIP **29¢**
FULL QT.

REG. 59¢
Present this coupon and receive 1-qt. Miracle Whip for 29¢ with minimum \$3.00 purchase. Limit one qt. per coupon. Offer expires Sept. 27, 1964. Good at Thriftemart only.
*Excludes fluid milk, tobacco and alcoholic beverages.

EVERY DAY'S A SPECIAL DAY AT **Thriftemart**

Diaper Set Ready For 'Baby Contest'

SPRING VALLEY-The election... available in all center stores starting today and continuing through Saturday, Oct. 10. Actually voting will begin Thursday, Oct. 15 and will end Oct. 25. On Saturday, Oct. 31, special inaugural ceremonies will be held for the leading 102 baby candidates who will be sworn into office and receive their U.S.A. "Baby President" of 1964. "Baby Senator" and "Baby Congressman".

The contest will be held at the Spring Valley Shopping Center, Sweetwater and Jamacha Roads. A total of \$225 in bonds and cash in addition to merchandise gifts, will be awarded to 102 babies. A national baby nominating convention will be held Saturday, Oct. 10 as part of Spring Valley Center's 3rd anniversary celebration.

The contest will be held in a true election style. With each purchase, shoppers will receive vote tickets which they may cast for their favorite candidate. Nominating blanks will be edge over the boys.

elect your baby PRESIDENT OF THE U.S.A.



FIRST PRIZE

\$100 Bond at SPRING VALLEY SHOPPING CENTER
Sweetwater Road & Jamacha Blvd.



102 BABY WINNERS

Nominate your baby TODAY for this most exciting, unique contest! Rules and additional nomination blanks available at SPRING VALLEY SHOPPING CENTER stores.

BABY REQUIREMENTS

AGE—One day thru six years old, born after Nov. 1, 1957.
RESIDENCE—Parents must be residents of San Diego County.
SEX—Male and Female both eligible.

MUST BE PRESENT TO WIN.
Babies of center owners and their employees, and center store manager and their employees are NOT eligible to win.

BABY FOR PRESIDENT NOMINATION

(Answer questions fully. Deposit before 2:30 P.M., Saturday, October 10, 1964, in Photo Booth at SPRING VALLEY CENTER store. Attach photo of baby to nomination blank. Photo must be 1 inch wide and 1-1/2 inches high. It will not be returned but will remain the property of the Spring Valley Center Merchants Association.)

BABY'S FULL NAME (Print) (First name) (Middle name) (Last name) MALE OR FEMALE

DATE OF BIRTH (Month, day and year)

PARENTS NAMES (or legal guardian) (Mr. &/or Mrs.) (First name) (Middle Initial) (Last name)

CITY STREET ADDRESS (Include ZIP Code) (First name) (Middle Initial) (Last name)

AGREEMENT—The undersigned, in the above named baby in the Spring Valley Center Merchants Association 1964 BABY FOR PRESIDENT OF THE U.S.A. Contest, certify that all statements made above are true, agree to comply with all contest rules, agree to accept without question and as final all decisions of the Spring Valley Center Merchants Association and consent to the free use of photos of above named baby and themselves by said Association in any way they see fit, including publications in newspapers, magazines, etc., in consideration of the free prize the baby may receive.

Signature of Parents or legal guardians

DATE AND TIME NOMINATION FILED

STORE WHERE FILED

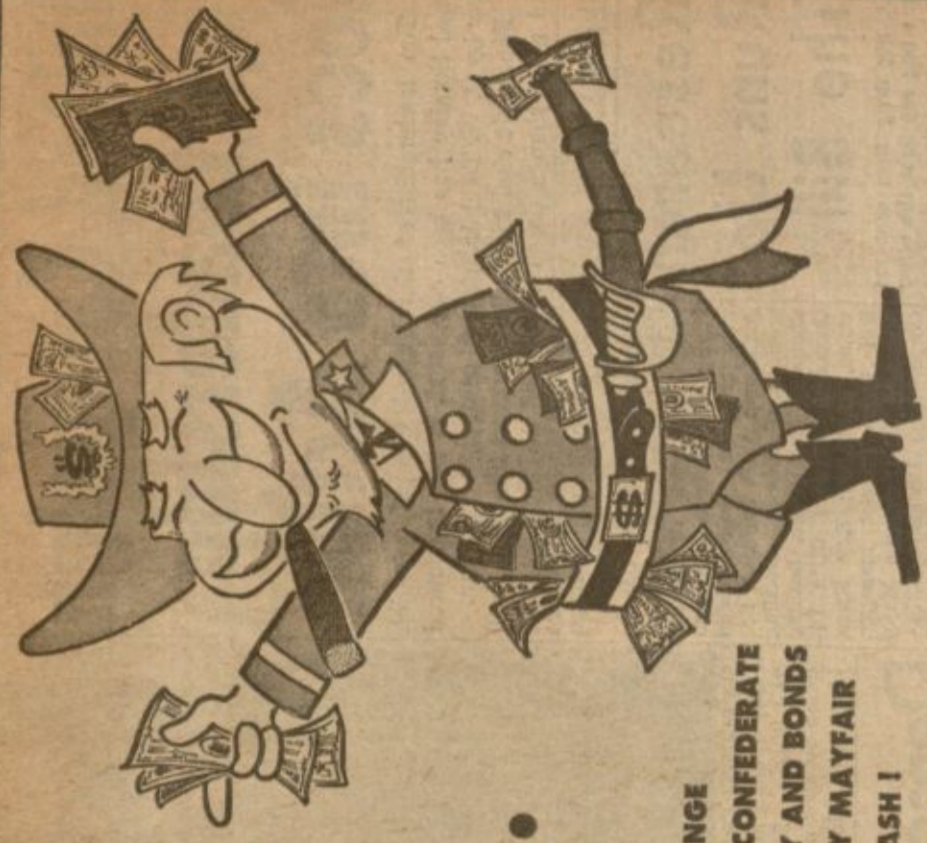
NAME OF SPRING VALLEY CENTER community event in which shopping area UNIT

Classified Ads Get Results



FOUR MORE \$1,201⁰⁰ WINNERS!

• IN MAYFAIR'S CONFEDERATE MONEY GAME!



EXCHANGE YOUR CONFEDERATE MONEY AND BONDS AT ANY MAYFAIR FOR CASH!

CORNERED BEEF

IRISH BRAND Boneless Brisket **49^c** lb.

T-BONE STEAK **98^c** lb.

BLUE RIBBON VALUE!

SIRLOIN STEAK **88^c** lb.

BLUE RIBBON VALUE!

CANNED HAM Rath, Boneless, 3-lb. Can **\$2⁹⁹**
TURKEY Hind Quarters **29^c**
PORTERHOUSE STEAK 13-oz. Pkg. **\$1⁰⁴** lb.
RIB STEAK **85^c**
CUBE STEAK **99^c**
BACON Mayfresh Flay-R-Crisp **51^c** lb.

GORTON'S FROZEN SEAFOODS

- FISH STICKS 8-oz. Pkg. **3 for \$1**
- BREADED SHRIMP 13-oz. Pkg. **69^c**
- FILLET OF SOLE with lemon & butter, 13-oz. **69^c**
- FRIED SCALLOPS 7-oz. Pkg. **49^c**
- FISH CAKES 8-oz. Pkg. **4 for \$1**

DELICATESSEN

RATH FRANKS 12-oz. Pkg. **39^c**

GRAND TASTE LIVER SAUSAGE Fresh, By the piece **29^c** lb.

GRAND TASTE LUNCH MEATS 5 Varieties, 6-oz. Pkg. **4 for 98^c**

POLISH PICKLE STICKS 1 Full Quart **39^c**

MAMA DELLA PIZZA Pepperoni, 21-oz. Pkg. **99^c**

MAMA DELLA PIZZA Cheese, 21-oz. Pkg. **89^c**



25 FRIENDLY MAYFAIR SUPER MARKETS CONVENIENTLY LOCATED

McMains Bakery
• WEEKEND SPECIAL •
KOOKE KARNIVAL **3 doz. \$1**
Mix As You Wish From Large Assortment



C & H

SUGAR 5-lb. Bag **49^c**

ARDEN'S ICE MILK Imitation, Any Flavor 1/2 Gal. **25^c**

ZEE TOWELS Giant Size Roll **4^F \$1⁰**

ZEE TISSUE Bathroom 4-Roll Pkg. **3^F \$1⁰**

M.J.B. COFFEE 3-lbs. **\$2⁰⁵**
2-lbs. **\$1³⁷**

1

WALTER and BARBARA MURRAY
175 Chiquapin Ave., **Carlsbad**
Win **\$1,201⁰⁰** in Northern CASH!

2

DAVID L. GIFFORD, Chula Vista
MRS. SHIRLEY A. EVANS, Santee
MRS. REIDA L. BAKER, Santee
RUTH A. SHAFNISKY, El Cajon
They Win **\$1,201⁰⁰** Northern CASH!

3

MRS. VERNEDA EGLESTON
744 44th Street, San Diego
Wins **\$1,201⁰⁰** Northern CASH!

4

VENING P. HOUSER
4022 Wabash Ave., San Diego
and
MRS. JACK HANSEN
13501 Sunny Lane, Lakeside
They Win **\$1,201⁰⁰** Northern CASH!

FROZEN PIES Simple Simon, Fruit & Cream, 8-in. **3 for \$1**

COOKING OIL Critico, 24-oz. **33^c**

FRUIT COCKTAIL Libby's, 303 Can **5 for \$1**

PEACHES Libby's, Sliced & Halves, 2 1/2 Can **5 for \$1**

CORN Libby's, Cream & Whole, 303 Can **7 for \$1**

PEAS Libby's, 303 Can **6 for \$1**

CLEANSER Comet, Reg. Size **2 for 25^c**

SALAD DRESSING Miracle Whip, Quart **49^c**

INSTANT COFFEE M.J.B., 10-oz. Jar **\$1⁴⁹**

SEGO DIET LIQUID **2 for 57^c**

NAPKINS Orchid, paper wrapped, 80 **10^c**

PRICES EFFECTIVE 7 FULL DAYS!
THURS. THRU WED., SEPTEMBER 24-30

LIQUOR VALUES



- BOURBON Ten High, 86 Proof
- BOURBON Champion, 80 Proof
- BOURBON Bourbon Deluxe, 80 Proof
- GIN Fleischmann's or Walker's, 90 Proof

YOUR CHOICE **\$3⁹⁹** FIFTH

VELVET GLOW BEER

FREE KODAK FILM!

Kodacolor or Black & White! With EVERY roll left for developing and printing.

SIX PACK, 12-oz. Cans **79^c**

FARM-FRESH-PRODUCE



PIPPIN APPLES **10^c** lb.

NICE FOR COOKING

BANANAS **6** lb. **\$1⁰⁰**

• APPLES Delicious **3** lb. bag **39^c**

• SQUASH Banana **5^c** lb.

• SWEET CORN In The Husk **6** for **39^c**

• GRAPES Seedless **6** lb. **\$1⁰⁰**

United Campaign Top Leadership Goes into Action

Top leadership of the United Campaign which opened Sunday has been completed, it was announced today by O. W. Todd Jr., general campaign chairman.

Four unit chairmen, all volunteers like Todd, will head more than a dozen specialized divisions to raise the \$4 million goal, he said. The campaign will run through Oct. 30.

DELAPLANE

Chairman of Unit One is Robert L. Black, general commercial manager of Pacific Telephone, Division chairman with him, and their division goals, are: A. B. Polinsky, Sr., president of Coca-Cola Bottling Company, San Diego, heading Corporate Assistance Gifts Division, \$1,002,000; Roy Estes, San Diego district manager, Standard Oil Company, Major Corporations Divisions, \$276,000; and Herbert Kuntzel, president of Solar Division of International Harvester, Special Groups Division, \$1,331,000.

Research Runs Up The Bill

A big drug firm sent me some bug repellent the other day—a new thing to bug the bugs. I sent one bottle of it down to the Virgin Islands for a test run. The Caribbean islands have a sand fly that will eat anything. Chemists are always researching. Always looking for better ways of life. That is what makes medicine expensive. Why you pay 10 skins for a little old bottle of pills.

This was all brought up before committees of Congress which wanted to know how someone the high price of aspirin, hey?

THE DRUG PEOPLE said it was chemists. Paying chemists who worked years and years getting formulas in and out of test tubes. By and by, the chemist came up with a miracle drug.

MAYBE IT DIDN'T cost much to make the miracle drug, once it was on the assembly line. But you had to count in the time the chemist didn't make it. Right away I had an idea to put chemists on piece work. No miracle, no pay. I wrote our Congressman: "Every now and then I write a piece for the magazines. If the editors don't like it, they send it back. "Could it be arranged that when they do like it, we could charge for all the research I did, working on this miracle piece?"

THE CONGRESSMAN'S secretary thanked me for the letter. She said he was interested in all problems of his constituents. She sent me a copy of his extended remarks in the Congressional Record. It was a fiery speech in favor of higher tariffs on imported goods.

A CHEMIST is a trial to his wife I will bet. He probably cannot say: "Pass the salt." He says: "Kindly hand me the sodium chloride."

HE SAYS: "Not a bad day at the test tube today. I invented a new bug killer. Put in a jugger of the old popokall and leaded it with citronella. May turn out to be a miracle.

"THE PROBLEM" sighs up the chemist, "is thinking up names for these things. I have named this product dis-something-or-other-mulfa-whatsa-may-call-it-ide." "Honey," says his bride, "you are too much. Just (Continued on Page A-12)



SUPERVISOR CANDIDATE Henry Boney offers stickers to Jim Brown as Bill Ayers, left, Register, opened his headquarters this week in publican congressional candidate Dick Wilson and Vice Mayor Eleanor Anderson of Chula Vista look on.

Demos Seek Alms

With the slogan, "A small amount from a large number of people is the Democratic way," Dollars for Democrats swung into action today as members of more than 38 Democratic Clubs in San Diego County began ringing doorbells to collect a goal of \$16,800.

Dollars for Democrats chairman Esther Hawk reports that all clubs have formed sub-committees and are enthusiastically under way to bring the Democratic story to every voter in the county.

"It is our intention," said Mrs. Hawk, "to collect a little money from as many who favor the Democratic view in the upcoming election. But then they try to collect a lot of money from just a few."

Prop. 14 Opposed

Serra Messias Against Prop. 14 Committee has announced the appointment of three co-chairmen: Dr. Albert Weinberg, Mrs. Arthur Schaefer and Dr. D. H. Schaefer. The committee will be the treasurer of the Prop. 14 fight. Serra residents have signed up to work against the measure. The goal is 200 active people. The main aims will be the setting up of a series of coffee to be held in each precinct, with a moderator to explain the issue, and an organization of volunteers for a door-to-door campaign.

They will contend that Prop. 14 is a constitutional amendment that not simply a repeal of fair housing laws that it would blind the hands of state, county and local legislators, preventing them from dealing with problems of discrimination in housing; and that Prop. 14's main effect will be to constitutionally legalize racial and religious discrimination.

MERLE NORMAN COSMETICS NOW AT 1138 7th FORMERLY AT 1202 3rd MRS. M. C. REAMMICH Phone: 522-0443

Whelan Flays Wilson

Quintin Whelan, Democratic Congressional candidate in the 38th District, this week termed the defeat of his opponent, Rep. Bob Wilson (R, S.D.), "an absolute necessity if San Diego is going to regain and maintain local prosperity."

Terming Wilson "a do-nothing Congressman," Whelan said that "After 12 years in Congress, this man is hard put to show where he has created or preserved one job in San Diego."

Expressing thanks for San Diego County COPE's endorsement of his candidacy, Whelan said, "I make you a solemn pledge that no union man in San Diego will ever regret having sent me to Congress."

Whelan said that Wilson failed to heed the warnings of the Admiral Tarback report several years ago, when the admiral warned that the Naval Repair Facility faced a shutdown unless it were upgraded to the status of a naval shipyard.

This intention to duty, when Wilson was a member of the House Armed Services Committee and in a position to do something about it, is directly responsible for the shutdown of the facility and the loss of almost 2,000 jobs, Whelan claimed.

"We have had some good Republicans in California," Chief Justice Warren and Senator Kuchel, for example—who have not been anti-labor and who have had a reasonable concern for the needs and rights of the average man," Whelan said.

The candidate asked if any "bona fide" union man can honestly say that he has not prospered more—that his family has not eaten better—under Democratic administration than otherwise.

"The Taft-Hartley Act was anti-labor—and it was a Republican law. "The Landrum-Griffith Law is anti-labor—and it is a Republican law."

Burgener To Speak

The United Republicans of North Claremont, a local unit of UROC, have invited Assemblyman Clair W. Burgener to address them according to Will LeBarr, who has presented

Mary Bergens, program chairman, said the meeting will be held at the North Claremont Community Center, 4421 Basinock Ave., today at 7:30 p.m. Burgener, who is running for re-election in the 76th Assembly District, which includes Happy Valley, San Antonio, and Monday, Sept. 23, at 8 p.m., and "How" a lecture for women only, on Tuesday, Sept. 29, at 11 a.m.

Guests will be invited to participate in platform demonstrations, and will be presented with souvenirs.

The meeting will be open to the public. An informal question and answer period over coffee and cookies will follow.

ADDIS ABABA—The Ethiopian government will change her coffee export regulations.

MARTIN BERENS TALL OR LONG WAISTED Fashionists A NEW Tail Shop 7th & B St. Phone 233-7826 Open Fri. 11 a

LeBarr to Give Free Lectures

Two free lectures on health and happiness will be presented by Georges Henri LeBarr, author, lecturer, and character analyst, in the Crystal Room of U.S. Grant Hotel.

LeBarr, who has presented his opinions on nutrition and health on television programs, as well as from the lecture platform, does not sponsor or sell products of any kind.

The lectures will be "The Master Key to Vibrant Health, Happiness and Abundance," Monday, Sept. 23, at 8 p.m., and "How" a lecture for women only, on Tuesday, Sept. 29, at 11 a.m.

Guests will be invited to participate in platform demonstrations, and will be presented with souvenirs.

NEED Draperies CALL 298-8201 FOR FREE SHOP AT HOME SERVICE DELIVERY WITHIN 3 WEEKS EST. 1925

GOLDEN STATE DRAPERY AND UPHOLSTERY 2747 University, No. Park

COMPARE UMITAHE AUTO LOANS

- Automobiles are expensive. Most wise auto buyers shop around for the best price.
- But how about the best price on an auto loan?
- Compare financing tool Other places usually charge more.
- At San Diego Trust and Savings Bank you pay the lowest rate in town: \$4.50 per \$100 per year for any car new or used.

Call 233-8575 any time night or day

San Diego Trust & Savings Bank Member Federal Deposit Insurance Corp.

CLEANERS BONDING LAUNDRY CLEANING SPECIAL! 3 MEN'S SLACKS 99¢

REG. VAL., \$2.25

Beautifully Dry Cleaned and Precision-Pressed!

SEVERIN MANOR 5927 Severin Drive
SANTÉE 8933 Carlin Hills Blvd.
LAKE MURRAY 6179 Lake Murray Blvd.
LEMON GROVE 3240 Grayling Drive
PACIFIC BEACH 1730 Garret
OAK PARK 3125 54th St.
POWAY 13213 Poway Road
COLLEGE AREA 6501 University Ave.

Supervisor Parley Starts Here Today

The National Association of Supervisors, Department of Defense, will hold their annual West Coast Caucus this year at Starchant Motor Hotel in San Diego today, tomorrow and Saturday.

Local 18, Naval Air Station, North Island, will host the affair. Invitations are out to about 25 locals ranging from Oklahoma and Texas to Hawaii, Guam and Alaska.

Merle Norman Cosmetics

Now at 1138 7th Formerly at 1202 3rd Mrs. M. C. Reammich Phone: 522-0443

FESTIVAL PIANO

Save \$250!

Theorie Music Company's 16th annual Festival Sale brings YOU the piano buy of the year: superb, new* spinet pianos at the greatest saving in our history. One hundred and one of these fine pianos were special-purchased for the Festival from Hallet & Davis, makers of quality pianos for more than a century. Now you can own one at a \$250 saving. Buy now! *played only during the Frane festival

FREE PARK & SHOP CUSTOMER PARKING

640 BROADWAY, DOWNTOWN SAN DIEGO MISSION VALLEY CENTER OCEANSIDE PLAZA

MARS TWINS

Two Atlas space launch vehicles are shown in factory before delivery to Cape Kennedy, Fla., in preparation for a double launch of Mariner spacecraft to the vicinity of the planet Mars, Atlas 288-D, on cruise, and Atlas 289-D, in final assembly dock, will each launch Mariner spacecraft on eight-month journey to red planet later this year. Produced for the Air Force Space Systems Division by the Astronautics division of General Dynamics Corp., San Diego, these Atlas launch vehicles are identical to the Atlas used to launch the Ranger VII spacecraft on the first leg of its voyage to the moon last July 28.

Theorie Music Co.

239-8122

I-G-S stores

GRAND PRIZE BEEF Is 3 Ways BETTER!



1. ONLY the finest USDA Choice Beef is personally selected for the Grand Prize label.
2. Grand Prize Beef is aged just the right amount of time to insure maximum flavor and tenderness, consistently.
3. Grand Prize meats are cut and trimmed by experienced I-G Store meat cutters... tenderness is retained and you will like our no-waste trim.



USDA
CHOICE
GRAND PRIZE

PRIME RIB ROAST
6th & 7th RIBS lb. **75¢**
1st THRU 5th RIBS lb. **79¢**

USDA Choice Grand Prize
RIB STEAKS lb. **89¢**
USDA Choice Grand Prize
CLUB STEAKS lb. **\$1.39**

USDA Choice Grand Prize
SPENCER STEAKS

FINE TASTE NEW ZEALAND
LEG O' LAMB lb. **59¢**
Whole or Sirloin Half
NEW ZEALAND LARGE LOIN
LAMB CHOPS lb. **69¢**

PRICES EFFECTIVE
SEPT. 24 - 30

KRAFT MIRACLE WHIP
quart **39¢**

RINSO BLUE
Giant Size **49¢**

TABLE TESTED FROZEN
VEGETABLES
8 pkgs. **\$1.00**

KRAFT SLICED CHEESE, 3 for **1.00**
American, Swiss, Cheddar & Bacon

KRAFT MARGARINE 4 **89¢**
PUREX

BLEACH 5 Gallon **1.00**

CATSUP 10 6 oz. cans **69¢**

LEMONADE 4 12 oz. cans **1.00**

ORANGE DELIGHT 4 12 oz. cans **49¢**

BEEF STEW 24 oz. can **79¢**
CHALLENGE POWDERED

NON-FAT MILK 12 Quart Size **29¢**

CHILI Con Carne 303 can **29¢**
with Beans

JUMBO TAMALES no. 2 1/2 can **29¢**

YOUNG TENDER MIDWEST PORKERS

PORK SHOULDER ROAST lb. **29¢**

LEAN PORK STEAKS lb. **49¢**

DELICIOUS PORK CUTLETS lb. **79¢**

HOME-MADE PORK SAUSAGE lb. **39¢**

MAXWELL HOUSE COFFEE
1 lb. **79¢** 2 lbs. **\$1.57** 3 lbs. **\$2.35** 10 oz. Instant **\$1.49**



SCHOOLBOY DELICIOUS PEPPERS
Fancy Large Bell
Thompson Seedless

APPLES
10¢ lb.

CARROTS
FRESH CRISP
3 1-lb. cello bags **25¢**



VALUABLE COUPON

C&H PURE CANE SUGAR 5 LB. BAG **39¢**

With This Coupon
COUPON EXPIRES SEPT. 30, 1964

LIPTON'S TEA BAGS 48 Count **65¢**

SEGO DIET FOOD 4 cans **99¢**

BREAST O'CHICKEN TUNA 3 1/2 Tin **89¢**

STRAINED BABY FOODS 24 Count **79¢**

KOTEX 4727 **47¢**

GIANT NEWS 24 Count **29¢**

BIG SCOTT TOWELS 1-lb. **29¢**

BANQUET FROZEN DINNERS Each **39¢**

LIQUID TREND 22 oz. **47¢**

SARA LEE CREAM CHEESE CARE 14 oz. **79¢**

HASH BROWN POTATOES 3 lb. bag **29¢**

INSTANT PUDDINGS 2 for **23¢**

PURE BLACK PEPPER 4 oz. **39¢**

MARSCO PREMIUM SALTIMES 1-lb. **29¢**

WISHBONE ITALIAN DRESSING 8 oz. **39¢**

I-G-S STORES

- LUCKY MARKET 25th & C St.
- CALIFORNIA MARKET 3531 El Cajon Blvd.
- FIESTA MARKET 30th & Adams
- GARY'S RAINBOW MKT. 4727 Federal
- IBIS FOOD MART #1 1112 Fr. Stockton
- IBIS FOOD MART #2 2345 Reo Dr.
- LUCKY MARKET #2 Fairmount & Home Ave.
- LUCKY MARKET #3 6th & Palm, National
- MISSION BAY MKT. 4135 Mission Blvd.
- POPULAR MARKET 12th & Broadway
- STONE'S Rock & Roll' Mkt. 802 Jamacho Rd., El Cajon
- THRIFTY MARKET 4845 Newport
- VALLEY FARM MKT. Bancroft & Campo Rd., Spring Valley
- PENNSAVER MKT. 914 Palm, Imperial Beach

PENNSAVER MKT.

914 PALM AVE.
IMPERIAL BEACH

LUCKY MARKET
8TH & PALM AVE.
NATIONAL CITY

BUYRITE MARKET

25th & C, GOLDEN HILLS

Gary's Rainbow Mkt.
4727 FEDERAL BLVD., IMIG PARK

POPULAR MARKET
12th & BROADWAY, DOWNTOWN

IBIS FOOD MART

2365 REO DRIVE
PARADISE HILLS

VALLEY FARM MKT.
CORNER of BANCROFT & CAMPO RD.
SPRING VALLEY

DRAPERY CORNER

NEAR CORNER OF 54th STREET

5467 UNIVERSITY SAN DIEGO

CLOSING OUT SALE

5,000 YARDS DRAPERY REMNANTS
45" and 48" WIDE

63^C yd.

EXTRA FINE QUALITY that formerly sold up to \$4.95 yd. Perfect Useable Remnants up to 10 yds. . . . Many Matched Length! First Time Offered!

Values to \$4.95 Close-Out Price

PUBLIC NOTICE: WE ARE NOT QUITTING BUSINESS, but we were recently forced to cut our floor space in half. . . . At the same time we were most fortunate in being able to buy out the ENTIRE STOCK of discontinued upholstery and drapery patterns from a LARGE EASTERN MILL at tremendous discounts of 50%, and more! We cannot possibly store this large inventory in our new smaller space and must dispose of it IMMEDIATELY at drastic . . . unheard of . . . discounts on these fine quality fabrics.

Entire Stock of Eastern DRAPERY & UPHOLSTERY FACTORY

AT COST! NEAR COST! BELOW COST! HURRY!

54" WIDE IMPORTED PRINTED LINEN
1.96 yd.

Guaranteed Color Fast! For slip covers, draperies and even upholstery. First time in San Diego! Reg. \$5.95 yd. Close-Out Price

54" UPHOLSTERY FABRICS Values to \$7.95
1.96 yd.

Beautiful, luxurious Tapestry! Heavy Modern and Provincial Weaves, Damasks, Textures, etc. You'll Be Delighted!

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SLIP COVER PRINTS
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3,800 Yards to choose from! Reg. to \$2.95, Close-Out Price

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45" Wide
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54" VINYL UPHOLSTERY and MASLAND "DUBAN" Cloth-Back Plastic
Reg. to \$5.95
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1.44 yd.

OPEN NIGHTS
MONDAY, THURSDAY AND FRIDAY 'TIL 8 P.M.
SATURDAY 'TIL 6 P.M.

Schiller Jewelers Celebrate 64 Years

Schiller Jewelers will celebrate 64 years of uninterrupted service to the community with a complete stock reduction and sale of special merchandise now through the month of October.

The company, founded in San Diego in 1900, now has four stores. Managers of the stores are Bernard Kerker, College Grove; Ted Adams, Downtown San Diego; Don Newman, Chula Vista, and Bernard Rudolph, Escondido.

Sidewalk Cafes Still Lack Okay

County Health Director J. B. Askew was sent back to the "pantry" to satisfy city councilmen's whims to have sidewalk cafes in San Diego, an issue which dates back to Oct. 24, 1963.

Last fall proposed revisions in the city's food handling ordinances were submitted to the city council so they might be followed by conform with changes in state laws.

COUNCILMEN are still pressing for an ordinance which will cover open cooking, "hibidai style," and similar food preparation techniques as well as open air farmers' markets.

ASKEW WAS requested to research the same three questions which arose last year with food holding temperature degrees in both restaurant and vending operations; outdoor food cookery and selling foodstuffs, vegetables and fruits in open air markets.

The council ordered City Manager Tom Fletcher to submit a report covering procedures of other California cities which permit fisherman wharves, sidewalk cafes and farmers' markets.

HOUSE OF UPHOLSTERING
6847 Mission Gorge Rd., AT 8-3855, AC 2-0467

Sofa & Chair Upholstered

Volume buying of fabric by-the-bolt saves you up to 50%! Samples shown in your home—day or night—no obligation. Your sofa & chair made to look like new. 5 yr. guarantee on our workmanship. Naugahyde our specialty . . .

4750 Labor

"San Diego's Largest"

Unfinished Desk Sale

ACACIA'S BIG SUMMER CLEARANCE SALE IS ON! 3 drawer student's desk made of clear pine — smoothly sanded; easy to finish — ACACIA'S DISCOUNT CLEARANCE PRICE only 10.99! Chests and bookcases to match. Largest selection of unfinished desks — ALL DISCOUNT PRICED!

\$10.99

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Since 1947 in San Diego — BE 6-5801

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We really know our business. Ask your neighbor who the best carpet cleaners in town are, then call us for an estimate. No obligation — our work guaranteed. Wall to wall carpet cleaned 10c per sq. ft. This week till Oct. 1 . . .

8^{pc} per sq. ft.

BAR-TOM Carpet & Upholstery Cleaners
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8930 University Ave. — Free Estimates

9x12 Rug Cleaned \$6.95
Wall to Wall 6c sq. ft.

Your 9x12 wool rug cleaned, \$6.95. Wall-to-wall wool carpeting cleaned, 6c sq. ft. for empty room. Free estimates. All work guaranteed. Professional cleaning at reasonable prices.

6^c sq. ft.

FOAM RUBBER CENTER
1063 University — Across from Sears — CY 8-1241

Special! Expanded Vinyls

B.F. Goodrich expanded vinyls. Beautiful colors and patterns for every upholstery need. 54" wide . . .

\$1.89 yd.

Full line of upholstery supplies — Bankamerica

AAA AIR CONDITIONING & HEATING CO.
2029 El Cajon Blvd. — CY 8-9548
Same Location for 15 Years!

Kitchen Range Hoods

RangeMate Kitchen Range Hoods complete with exhaust fan, 2 filters, enclosed light & switches. All sizes: 30", 36" & 42" widths. Attractive copper-tone! Reg. \$31.50, very special

\$19.88

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COUCH AND CHAIR CLEANED

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Wall to Wall 6c sq. ft.

Your 9x12 wool rug cleaned, \$6.95. Wall-to-wall wool carpeting cleaned, 6c sq. ft. for empty room. Free estimates. All work guaranteed. Professional cleaning at reasonable prices.

6^c sq. ft.

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—Photo by Sam Stone