

Los Angeles  
Proud of Forest  
Lawn Cemetery

Glendale, Calif. (UPI)—Southern California has never been accused of shyness when it comes to letting the world know about its climate, its movies and even its traffic jams, but what may be its most high-powered advertising campaign is conducted on behalf of a cemetery.

Visitors to the area are often shocked to find streets jammed with billboards plugging hard for something called "Foreverness," which, it seems, you can get at Forest Lawn Memorial-Park.

Forest Lawn, obviously, is no commonplace graveyard. Noted for its tradition-shattering ventures, it has become a fashionable address for the dead as Beverly Hills is for the living. Mere burial in its idyllic hills will boost your social status in death despite any failures in life.

Forest Lawn is proud of itself and unabashedly ballyhooes its product. In fact, it is so intent on spreading its message that it recently fired its 10th advertising agency in 10 years.

"We use billboard campaigns to explore the public's notion that Forest Lawn services are expensive," said publicist Victor Stark. "This is a competitive field and our prices are competitive."

Funeral rates run as low as \$90 but can soar astronomically depending on the vanity of the deceased and his family. Forest Lawn will build you a pyramid to equal that of Cheops if you can afford it.

The interment of Errol Flynn amid the park's sprawling lawns and awesome statuary last year brought renewed attention to the cemetery, a tourist mecca that attracts 1,500,000 visitors annually.

Flynn joined a list of peers that includes Humphrey Bogart, Lon Chaney, Wallace Beery, Russ Colombo, Marie Dressler, Jean Harlow, Tom Mix, Carole Landis, Florenz Ziegfeld, Earl Carroll, John Gilbert and Jean Hersholt.

Marked "Our Baby" Jean Harlow's marbled tomb is stamped with lipstick from her mother's kiss. The platinum-haired beauty is in a \$25,000 crypt in the Sanctuary of Benediction Hall.

Carole Lombard receives fresh flowers every day in her Sanctuary of Trust vault. Mix and Gilbert lie in Whispering Pine while Ziegfeld rests in the Sanctuary of Prairie section.

More than 170,000 persons have been buried or entombed on its serene grounds. But the cemetery's motto is "Forest Lawn Serves the Living." Therefore, it permits only flat bronze plaques over burial plots, has sprinkled the landscape with 1,000 pieces of statuary and houses some of Southern California's finest art treasures.

These include a stained glass window of "The Last Supper," a 200-foot long painting of the Crucifixion, the complete works in reproduction of Michaelangelo, and several Donatelli originals.

More than 45,000 persons have been married in the Wee Kirk of the Heather Chapel and Church of the Hills. There are christenings, flower shops and soft organ music piped everywhere.

"We feel that Forest Lawn is not for the dead but for those left behind," Stark said. "They can visit here under pleasant conditions and feel that they too would like to be buried here."

Forest Lawn stands as an 80-million-dollar tribute to 78-year-old Dr. Hubert Eaton, director-manager who envisioned more than 40 years ago what the park is today.

Dr. Eaton, a mining engineer, created the park out of 50 acres of land in 1917. Today, it consists of 300 acres here plus another 500 in Long Beach and the Hollywood Hills and employs 850 persons.

Jury Chosen for  
McDonald Trial

Portland (UPI)—A jury of nine women and three men will hear the trial of Levi S. McDonald, former Stereotypers Union negotiator accused in the dynamiting of newspaper trucks Jan. 31.

The jury of nine married women, a college professor, a retired lumber worker and a janitor was picked in surprisingly speedy fashion Tuesday, the first day of the trial.

McDonald, 31, is charged with causing injury to property by explosives, a felony which carries up to a 20-year prison term. He has maintained his innocence since he was implicated by four youths who have pleaded guilty.



# MOM'S THE GREATEST!

## BRONZE CASSEROLE SETS TV HASSOCKS

**6 Piece Demitasse Set** Heavy Bronze \$4<sup>95</sup>  
Buffalo Bone Handle, EACH SET  
**2 Piece Salad Set** Silk Brocade Box  
With Candle Warmer \$2<sup>49</sup>  
For 2 Silver Dollar Stamp Books OR  
Square — Plastic Finish, \$4<sup>88</sup>  
Kapok Filled.  
Several Colors \$6.95 value

MOTHER'S DAY  
SUNDAY  
MAY 8

Make it a Great Day

"Evening in Paris" Gift Sets \$1.75 plus tax and PRICES SLASHED ON WHOLE LINE

Lovely Ladies Timex Watches 17 Jewel \$19.95 plus tax

Beautiful, Dainty Earrings Wide Variety of Styles \$1.00 plus tax

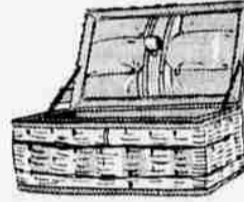
For the Mother that Loves Beautiful Clothes

Visit Our **MEZZANINE** QUALITY ECONOMY

### Fancy SEWING BASKETS

If Mom is a Sewing Bug, She'd Love This Colorful Regular \$1.98 Value

98¢



### CHOCOLATES



- Whitelaw
- Whitman's
- Rogers
- Sweet's
- Brown & Haley

THE FINEST CANDIES

If The Sun Don't Shine More Than It Has Been You Won't Want These Bamboo Blinds.

- 3 Ft. \$1.39
- 4 Ft. \$1.59
- 5 Ft. \$1.79
- 6 Ft. \$2.29
- 8 Ft. \$2.69
- 10 Ft. \$3.49
- 12 Ft. \$3.98



For Window — Patio or Just A Shady Spot Anywhere.



### NYLONS

Fancy 60 Gauge 15 Denier Lanolized for Extra Wear.

2 PAIR 69¢

1/2 Price Sale!

### TUSSY DEODORANTS

Cream • Stick • Roll-on Reg. \$1.00 Now 50¢ plus tax For a limited time only.

BIG Y MARKET

## IS MOM A

IF SHE IS BE SURE SHE HAS GOOD EQUIPMENT — SHE'LL JOIN YOU MORE OFTEN AND HAVE MORE FUN!



THERE'S NOTHING LIKE FAMILY FUN!  
For Mom's Fishing Pleasure

## SOUTH BEND "78" Spin-Cast Reel and LITE-WEIGHT POWER-CAST SPIN ROD

- PUSH BUTTON LINE RELEASE FOR EASY CONTROL.
- LEVEL WIND FOR TROUBLE FREE FISHING.
- SMOOTH DRAG — IT'S EASY TO HANDLE THE BIG ONES.

Regular Retail Value \$32.90

Mom's Day Special \$23<sup>88</sup>

### OUTDOOR SHOES FOR OUTDOOR MOMS

#### Ladies Scuffs

Wide Range of Colors and Styles. Cool-Comfortable \$3<sup>88</sup> pair

#### Ladies Wedgie Slippers

Latest Styles. ● White ● Black ● Gold & Neutral ● Tan & Neutral ● Silver & Black \$4<sup>88</sup> pair

### MIRRO ALUMINUM CAMP OUTFIT

- 12 Pieces Regular \$10.95 \$8<sup>88</sup>
- 8 Qt. Kettle
  - 4 Qt. Kettle
  - 2 Qt. Coffee Pot
  - 10 Inch Fry Pan
  - 4 Plates
  - 4 Cups
  - 1 Fry Pan Handle



## Tiffany Traveler

duster robe... pamper Mother in 100% Arnel Jersey

Let her be comfortable... look feminine... and relax in a soft, tailored cover-up that practically takes care of itself. It has a special knack for washing easily, drip-drying quickly with no ironing necessary. Always looks wrinkle-free fresh, too. (Essential for traveling... packs in a small space without muzzing!) Very prettily fashioned in navy, firmament blue or glitter red... with white cording trim.

Tiffany Traveler Sizes 10 to 20 \$9<sup>98</sup> Sizes 40 to 44 \$11<sup>98</sup>

mother's day gifts  
Summer's loveliest styles in dresses that Mother will live in and love! See them!

SIZES 7 to 15—10 to 20  
HALF SIZES 12½ to 24½  
\$6.98 to \$14.98

Half Slips Sm., Md., Lge. White and Pastels \$3.98

Fancy Panties Rayons 39c Nylon \$1.00 ALL SIZES

