

TV CANDIDS

by
Terrence O'Flaherty

Once you've separated Ernie Ford from the commercials there isn't really much left to review of his new daily show. The time seems to be divided about half-and-half. It's like looking at a flower garden through a picket fence.

From what I saw of Ford he appeared to be in fine form, however. He's a friendly guy who sings well and obviously enjoys his work—even the commercials. He has surrounded himself with a lively group of permanent personalities: announcer Jim Lange, singers Anita Gordon, Dick Noel and a pair who call themselves Hank and Dean.

Ford is a big star—far bigger than most people realize. His popularity is enormous in that great area between New York and Los Angeles that the TV execs never see. The number of commercials on the programs is a testimony to his success as a pitchman. But there must be a point of commercial saturation and I suspect that Ford has reached that point.

Researchers have statistics to prove that a sizeable chunk of the female population likes to look at commercials because of the introduction of new products. If this is true, O'Ern' is IN. Even so, they leave a show in shreds.

The first show was arranged this way: Sponsor pitch, Ford sings "16 Tons." Commercial. Introduction of the people on the show. Commercial. Cable car number, "Trolley Song." Commercial for upset stomach. Introduction of Mayor Christopher. Commercial. Audience Sing, "I Wanna Go Home" by Hank and Dean. Commercial. Ford hymn.

One thing is immediately apparent. The set designer must have his throat cut as soon as possible. And while you're at it, get the lighting man, too!

Otherwise I'm sure the show is settled forever. And that's a very good thing. Ford is a welcome boost for daytime television and a real pro. It's just his upset stomach that I'm worrying about.

After viewing the farewell show of Jack Paar it occurred to me that often the chap himself is not quite as distasteful as the people who fawn upon him. They share an equal guilt with the Nation's newspapers for creating this little wax doll that cries real tears.

At his best, Paar was quick-witted and independent. At his worst he was a child as vicious as the one in "The Children's Hour." But at either extreme, he was surrounded by his fans. It was revealed on his last show that some of them are in very high places.

The filmed eulogies were to be expected from performers, but I didn't expect the Attorney General of the United States to spend five minutes at his official Government desk to praise him. Robert Kennedy's compliments were so effusive that at first I thought he was talking about the Unknown Soldier.

"And I want to thank you for all the Kennedys (i. e., the President) who will now have the opportunity to get a good night's sleep..."

When he returns this fall in a weekly hour-long program Paar will have the opportunity to shed the sob-sister cloak and give himself a new look or he can continue to be a desperately unhappy little man, looking for vindictiveness—and always finding it. And finding an audience with it.

Handicapped Worker Often Most Reliable

"A handicapped employee who has the qualifications for a particular job is likely to be the most reliable worker an employer can hire."

This is the fact that Murray W. Love, manager of Torrance office, State Department of Employment, would like to get across to Torrance employers. To further the Department's campaign, Mayor Yorty's Committee on Employment for the Handicapped has arranged a giant luncheon to be held in the Biltmore Hotel at noon on May 1. Chairman of the committee is Mrs. Virginia Scott Kellogg of Industrial Indemnity Co., Love said.

THE OCCASION will also honor Los Angeles' sister city, Nagoya, Japan, which has presented Mayor Yorty's Committee with the Japanese city's own detailed plan for aiding the handicapped. Kakuo Tanaka, president of the Japanese Chamber of Commerce of Southern California will discuss our sister city relationship following a "Tribute to Nagoya" by Councilman Karl Rundberg, Chairman of Los Angeles "People to People" Sister City Program Committee. The Consul General of Japan, Matao Uru, will be pre-

sent and the Japanese Trade Center will provide a display of Japanese products.

AWARDS OF U.S. Savings Bonds will be presented to 10 Los Angeles High School students who have written prize-winning essays on "The Role of the Community in the Employment of the Handicapped," Love said.

The winning students, who will not know their places in the contest until the luncheon are: Aime Teder, Susan Kolodny, Agnes Mishara Cheri Lewis, Dena Bliss, all of John Marshall High School; Sandra

Cook, Ruth Locke, Charles Weitekamp, and Suzanne Getzoff, all of Widney High School, and Helen Lansman of Hollywood High School.

THE RECEPTIONISTS will be six Los Angeles women of Japanese descent dressed in traditional kimonos and obis. Hostesses will be girls, representing five nations on the shore of the Pacific Ocean, who will wear clothing typical of Mexico, the Philippines, Free China, Japan, and the United States.

Presentation of the Colors at the start of the luncheon

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will be by the 442nd Nisei Veterans Association of Southern California, and the invocation will be by Father William McIntosh, S.J., School of Industrial Relations at Loyola University. Edwin Klein, vice-chairman of the Mayor's Committee on Employment for the Handicapped, will be master of ceremonies, according to Love.

Gem Society to Hear Geologist on May 1

The Palos Verdes Gem and Mineral Society will hold its regular monthly meeting Tuesday, May 1, at 8 p.m., at the Retail Clerks Hall, 25949 Belleporte Ave., Harbor City. Speaker for the evening will be Frank Carter, consulting geologist, who was formerly assistant manager, exploration department, Mobil Oil Western Operations. He will discuss the geology of the Southern California region, including the San Andreas fault.

WE GIVE Blue Chip Stamps

Sav-on DRUGS AND SUNDRIES

Tampax Box of 10 **35c**

Hand & Body LOTION TAYLOR—Beautifies & softens skin. Reg. 1.50 **1.00**

Lustre-Creme Hair Rinse & Conditioner. Reg. 99c **2:1.00**

89c BRYLCREEM For smart hair grooming. King size **69c**

DOAN'S Pills Mild diuretic to the KIDNEYS. 40 Pills **63c**

WOODBURY Shampoo New beauty for dry lifeless hair. 10 oz. 1.00 Value **49c**

DUZ Detergent. Dishware inside each box. Starter Size **35c**

IVORY FLAKES King 79c Bath 2 for **35c**

ZEST ZEST Bath 2 for **25c**

35c CAMAY Bath 2 for **25c**

LAVA SOAP Large 2 for **25c**

MAALOX ANTACID Non-Constipating. Reg. 1.49 **98c**

ANACIN TABLETS. Bottle of 100. Reg. 1.39 **98c**

1.00 HALO Spray Set. Choice of Reg. or Super Soft. 14 oz. Cans. **78c**

CURAD Bandages—Can of 51 flesh color plus box of 31 in 2 sizes. 1.39 Value **89c**

Sav-on solution of Hydrogen Peroxide 10 volume 8 oz. **13c**

HOLD-IT Hair Spray. Brightens, adds lustrous highlights. Reg. 1.50 **98c**

FISHING supplies

Salt Water Rod & Reel Compact 7' Glass Rod. Meal boat rod. 2-piece rod with 4 spin guides. Detachable hardwood butt with chrome seat. List 7.95 **6.95**

Plastic Tackle Box 4.95

3 Cantilever trays. 20 lure compartments. Real clip, divided storage space. 17 1/2 x 7 x 5 1/4"

Compact "Cadillac" Spinning Reel Fast retrieve—4 to 1 gear ratio. Holds up to 200 yards of 18 lb. monofilament line. List 17.99 **12.49**

Fresh Water Outfit LAMBLEY Spin Casting—5 1/2' light action, 2-piece solid glass rod. Three chromed guides & tip. Complete with 100 yds. of 8 lb. mono. List 11.99 **7.49**

Fresh Water Spinning Reel Dolphin #700—Ideal for trout. Ball bearing construction, full ball, metal spool. Holds 100 yds. of 6 lb. test mono. List 6.99 **6.49**

Sav-on Deluxe Hand Packed ICE CREAM

Rich, creamy ice cream in assorted flavors. You get up to 40% more when it's packed at SAV-ON.

Flat 30c or 59c

KRISPY Ice Cream CONES Box of 12 **19c**

Baseball Shoes Black split leather, lock-stitched construction. Molded rubber sole, spikes molded in. **3.98**

9.00 Fielder's Glove "Heavy White"—Flexible notched double tie-down web design. Full sheepskin lining. Local fingertips. Adjustable wrist strap. **6.95**

Baseball Bat Little League bats made of selected Ash and Hickory woods. Autographed by big leaguers. Choice of 29, 30, 31 or 32" lengths. List 2.99 **1.89**

10.00 Fielder's Glove "DM Monogrammed"—Large size glove of tan mitt leather. Laced down palm, thumb and little finger padding. Leather lined. **12.98**

SPALDING Softball Lively compressed felt center with a durable, double stitched white leather cover. Built to take it! List 1.99 **1.19**

Soft Drinks Assorted Flavors. 12 oz. Cans. Reg. or Low Calorie

3:25c-24:1.89

LIQUID TREND For dishes and glass tables. Reg. 40c... 22 oz. **39c**

SWEET HEART SOAP Sweet-Mild. Bath Size **4:39c**

Kitchen—Household Gloves by CYRALON. Super-tough vinyl gloves with non-drip turn back cuffs and non-slip surface. List 79c **2:1.00**

COFFEE-MATE by Carnation. Non-dairy coffee creamer. 11 oz. Jar **69c**

CASHEW NUTS NUT SHELF—Salted... Vacuum packed. 14 oz. **79c**

Whistling Tea Kettle MUREX—Copper-tone color with a 2 1/2 qt. capacity. Black handle with trigger for easy pouring. Reg. 4.25 **1.98**

WINDEX Cleans windows, mirrors, pictures, etc. 29 oz. **35c**

PADDY PADS by BRILLO. Disposable Soap Pads—Disposer inside. 20 PADS **4:1.00**

Plastic Cake Safe Clear plastic dome with knob. Base is 13" in diameter and comes in red or yellow color. **98c**

BEADS-O'-BLEACH HEAVY DUTY—Controlled Bleaching Power. 16 oz. **3:88c**

METRECAL LIQUID Complete low calorie nutrition for effective weight loss. Ass't flavors. Pak of 6 **1.49**

LITTLE Golden Books Assorted story books for children. Reg. 29c & 29c **5:1.00**

Hostess Grill BELIKE Serving Sets. Hostess Grill Cart 15 1/2 x 21 1/2" tray on 24" high brass finished cart with casters. Matching grill, 4 trays, food-wood, grill liners, shavers and book of instructions & ideas. **5.98**

Spartan Rollies 4 coils to a pak. **29c**

MENMEN Spray Deodorant 3 oz. **1.00**

1 1/2 oz. **64c**

Fine mist spray. Dries rapidly, no drip.

Card Table or Chair by SAMSONITE. Strong tubular construction, tough—but beautiful vinyl upholstered seats and table top. Glides-open feature, can't slip, can't slip fingers. Card Table or Chair Your Choice **4.98**

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