



LET'S CELEBRATE... Ready to welcome in 1963 at The Pen & Quill in Manhattan Beach are (from left) Marlynn Burdette and Mae Kenny. Reservations are being taken now for the New Year's Eve party in the Manhattan Room.

Good Cheer to Reign At New Year's Party

The accent will be on revelry, good cheer, and festive dining when The Pen & Quill hotel-restaurant in Manhattan Beach stages its first New Year's Eve party in the sparkling "Manhattan Room" on Dec. 31.

Merriment will prevail from 9 p.m. until 1:30 a.m., highlighted by fascinating music and dancing entertainment. Featured will be a seven-piece band, including "The Eligibles," popular recording artists whose latest Mercury album is entitled "Mike Fright." The quartet has been showcased at three major Las Vegas hotels, on the Danny Thomas

and Bob Newhart television shows, Hollywood Bowl and the film, "The Music Man." Celebrants will herald the arrival of 1963 amidst fun hats, gay balloons, serpentine streamers, confetti, party horns, noise-makers and other joyful favors.

The New Year's Eve party, merrily packaged for \$12 per person, also includes a full-course festively served gourmet dinner. Across the promenade, in the Pen & Quill Restaurant, a regular New Year's Eve dinner will be served to guests not wishing to participate in the "Manhattan Room" revelry.

Tax Ruling Not Expected To Affect Motel Business

The general motel field will be little affected by the projected Jan. 1 income tax restrictions on expense accounts, according to a Lomita motel official.

"Our principal business is the sale of lodging which is a simple and established legitimate business expense where there is no great question of extravagance," Phillip C. Grace, operations manager of Leisure Lodge Motel Hotels with headquarters in Lomita, said.

"OUR LUXURY restaurant operations at the Mariner in Lomita are too new to be compared with previous years, but our competitors in this field say they have noticed that business is running very slightly behind that of 1961."

Grace said "playboys will play" no matter what kind of income tax regulations are put into effect, but to most travelers it will merely mean keeping more detailed records, with complete statements of items and the reasons for expenditures.

"NEARLY ALL the people on expense accounts have to make detailed reports to their own companies, anyway," Grace pointed out, "and the auditors of private companies can be pretty tough, too. But hotel bills are not often challenged."

"I should think we can expect to be doing more and more of our business through credit card organizations, including house cards such as the Leisure Lodge system, which provide an automatic record of dates and locations."

My Neighbors



A Closer Look

By Ernest Kreiling

HOLLYWOOD—Daytime television programs receive little attention in the entertainment pages of the newspaper, and little attention is precisely what they deserve.

The 10 most popular programs belong to CBS, and six of them are soap box operas. The highest rated one attracts 11 per cent of the nation's TV sets, and comes to the harassed housewife under the title, As the World Turns.

For the benefit of those who must miss these soul-soaring episodes, some of the other inspirational titles are: Guiding Light, Search for Tomorrow, Secret Storm, Edge of Night, and Love of Life.

IF YOU'RE depressed, if life's problems are becoming too much, I recommend you tune them in. You'll suddenly realize how really insignificant and meaningless your problems are. Last week I sat through several hours of them and suddenly felt better than I had in years, so petty had become my own worries. I heard about two wayward girls, three divorces, four love triangles,

two cases of alcoholism, four bankruptcies, one suicide, three major operations and one elopement, along with a multitude of minor neuroses that prompt anti-social behavior.

Part of their beauty lies in the fact that you get to live through each personal crisis several times. One program was largely devoted to a young wife telling her father why her husband had just abandoned her. The next day she related it with equal fervor to her sister. I didn't get to see Friday's installment, but I'm confident some other catastrophe befell her to tempt the viewers back on Monday and to give the distraught lass something to talk about for the next five days.

NONE OF these intense personal traumas occur on camera—the actors simply talk about them. Most of the programs have several sub-plots running concurrently, so if you're not a regular viewer you become easily lost in the welter of names, faces and

events. But the chief problem I had in following a few of the soap operas for several days was the similarity of titles and incidents. It was a while before I realized I wasn't watching the same programs each day. Somehow it didn't make much difference, because I felt I had been there before.

It's been said that the soap opera in American radio and TV is the only art form that is purposely written to be forgotten. If this is the case, the TV soap opera on CBS has indeed reached high levels in popular art.

BUT IF you want to take a noon break and can't stand of

suffer the trials and tribulations of these unfortunate folk, you will find a pleasant change of pace on NBC at noon with Merv Griffin. It's a pleasant and often interesting hour in the Tonight tradition. In fact, I find it far more enjoyable than Johnny Carson's late night escapade, because Merv Griffin gets far more interesting guests with whom to chat.

In cold weather your battery becomes less efficient, says the Automobile Club of Southern California. Lights, radio, heater, defroster, and frequent stops and starts in slow traffic tend to weaken a battery.

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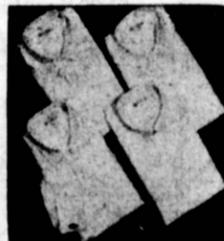


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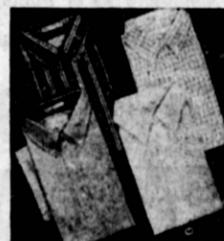
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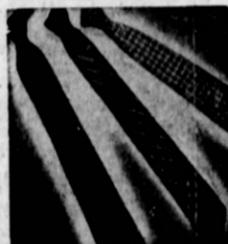
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