



**GAVEL CHANGE . . .** Donald Shaw (left), recently elected chairman of the Torrance-Lomita Board of Realtors Multiple Listing Committee, accepts the gavel and a \$75,000,000 goal from retiring chairman Harold Lippard. The Torrance board's sales in 1963 grossed more than \$60,000,000, and things look even better for 1964, according to Shaw.

**TV CANDIDS**  
by  
**Terrence O'Flaherty**

There's a lot of talk about Pay Television these days and many systems have been suggested. I would like to tell you about MY system of Pay-TV.

It is called PAID-TV. In other systems the viewer pays to see certain shows. PAID-TV will be unique - the VIEWER gets paid instead. For example, I figure the average American family should be paid at least \$2 to sit through "Beverly Hillbillies." Watching Irene Ryan play Granny, alone, accounts for \$1.75 of it.

In other words, the worse the show, the more the viewer is paid to watch it.

To sit through an entire Art Linkletter House Party should bring a remuneration of \$5 for adults. If there are children in the family, the price is \$10, rising with each below-the-belt innuendo at \$1 per belt.

A program of any kind starring Hermione Gingold or Jack Paar should bring subscribers \$4 an hour. If Gingold and Paar are on the SAME show the price is \$15 per hour. The same goes for shows featuring Sammy Davis Jr., either as a singer or dancer. If he plays a dramatic role the price is doubled.

Danny Thomas and Andy Griffith fall into the same general category and are worth \$3 for the viewers' time. Any program in which Thomas makes a speech brings \$3.50, and if he mentions St. Jude, the price rises ten cents per mention.

Unfortunately for subscribers to my system, the Jerry Lewis Show has gone off the air - but there's still the Steve Allen Show, which is on nightly, and therefore five times worse. For college graduates the Allen show is worth \$4 per show for high school graduates \$3; and for viewers who never completed grammar school the price is two bits.

Payments to subscribers for watching the Garry Moore Show depend on whether or not he and Durward Kirby wear costumes. If they dress up as little boys the price is \$5. If Kirby wears women's clothes, the price is doubled.

The "Today" show with Hugh Downs is worth anywhere from \$2 to \$3. If Downs does NOT appear, the price falls to 25 cents with a substitute host - provided the host is not Hermione Gingold, in which case the price rises to Miss Gingold's regular \$4 per hour.

A half hour of "What's My Line" brings subscribers \$3. If Dorothy Kilgallen does NOT appear the price falls to 50 cents. Without the opening introductions the remuneration is cut to 25 cents. If Martin Gabel is on the panel, the price is doubled.

Even the most casual television viewer can see the advantage of such a system to the average American family. It will give them the opportunity to get a financial return for the investment of their time and the wear and tear on their psyche.

For any program where the background music does not stay in the background, subscribers will be paid \$3. All situation comedies where the laugh track is used, bring \$2 per half-hour unless Hermione Gingold appears—in which case the price is increased by \$4.

Re-runs are a particularly nice deal for Paid-TV subscribers. All programs which have been shown before bring an additional \$1—except repeats of "My Little Margie," which are \$2.

At present there is only one thing that is holding up a test of PAID-TV and that is how much to pay subscribers for watching the washing machine interviews with ladies who don't know they're on television.

I'm holding out for \$25—and if you think she actually DOES know she's on television the price should be \$50.

If farmers can be paid for not raising corn, the public shouldn't have to pay for watching it.



7 MAGIC SALE DAYS — THURS. THRU WED., JAN. 9-15

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4 pak 29¢  
incl 5c off save 12c

GIANT SIZE  
**TIDE DETERGENT**  
save 24c 55¢ includes 5c off



ALL VEGETABLE  
**SNOWDRIFT SHORTENING**  
3 pound car 59¢

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**PRUNE JUICE**  
quart jar 39¢

Derby. Family favorite with tasty, old-fashioned flavor! 16 ounce jar  
**Chicken & Noodles** 29¢  
Wishbone. Try old-world flavor for tempting salads! 8-oz. bottle  
**Italian Dressing** 35¢  
Gifford Medium. Make plain foods look better, taste better! tall can  
**Pitted Ripe Olives** 29¢  
Try something tasty and different for dessert today! 16-oz. frozen  
**Rose Royal Cheese Pie** 69¢

Derby. Chili w/beans for a hearty treat to heat and eat. 15 1/2-oz. can with beans 25¢  
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**Freestone Peaches** 29¢  
Quick or Regular. Nothing beats a good hot breakfast! 42-oz. carton  
**Quaker Oats** 49¢  
Enjoy fresh-tasting strawberries on cereal! 10-oz. package frozen  
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CHEF'S DELIGHT  
**CHEESE FOOD**  
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**Minute Rice**  
Hearty, wholesome refreshment  
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Double-rich evaporated milk  
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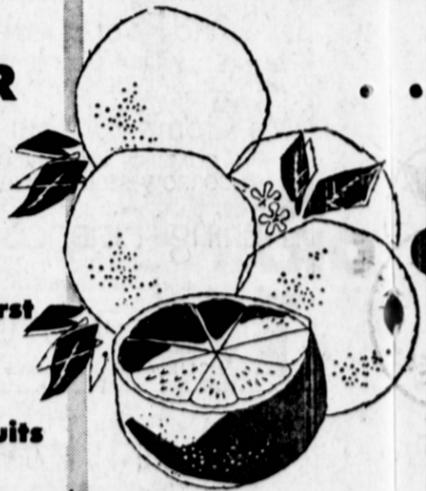
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**Ironing Board Pad & Cover Set**  
54-inch silicone cover with soft padding. Treated with aluminum, heat reflective, scorched resistant, durable. Cover: 100% cotton plus 10% maximum aluminum coating. 59¢

A South-of-the-Border favorite for a lunch with punch! 15-oz. can  
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Green Giant golden corn, full of country sweetness! tall 303 can  
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Peter Piper. Picked, pickled and packed for perky meals! 22 oz. jar  
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Festival. Fresh fruit flavor for your fresh baked bread! 44 ounce jar  
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12-oz. cans 10 79¢

FINE LIQUORS  
100% GRAIN CHARCOAL FILTERED  
**SARNOFF VODKA**  
\$3.69 full quart  
DOUBLE SPRINGS 7 YEAR OLD  
**KENTUCKY STRAIGHT BOURBON**  
86 proof \$3.79 full fifth  
ARIZONA'S FAMOUS  
**A-1 PILSNER BEER**  
CASE OF 24 8-oz. bottles \$2.29 no deposit, no return

WISCONSIN  
**MILD CHEDDAR CHEESE**  
59¢ lb.  
ROSEN'S KOSHER  
**Salami, Franks, Knackwurst**  
12-oz. pkg. 69¢  
COUNTRY LANE  
**Sweet or Buttermilk Biscuits**  
3 8-oz. tubes 25¢



RIPE  
**FUERTE AVOCADOS**  
2 for 25¢



Currier & Ives  
**Ovenware** 69¢  
with \$5.00 purchase

January 9-15, 1964  
Ideal for baking, serving or storing! Finished in translucent white, each piece has a different famous American scene in blue and carries a lifetime guarantee against breakage due to oven heat. Collect your 6-piece set of Glasbake Ovenware this easy way . . . only 69¢ with a \$5.00 purchase!

Kosher style, tender and delicious! reg. \$2.39 lb.  
**Hot Corned Beef** lb. \$1.98  
Tell them you made it! They'll love it! reg. 45c  
**Homemade Potato Salad** lb. 39c  
Assorted favorites for buffet trays! reg. \$1.10  
**Italian Cold Cuts** lb. 98c