

# Assignment TV

By **TERRENCE O'FLAHERTY**

I have a secret suspicion that viewers are being denied some of television's greatest dramatic moments by not being provided with epilogues to the commercials.

For example: we are familiar with the man who hasn't taken his wife out to dance for years because she has gray hair. We have seen how she "washed away the gray" with a magic liquid available to everyone in The Great Society at the corner drug store. We have seen her husband glow with pride and we have been told that "he feels younger himself" simply by gazing at her long black hair. When the curtain falls the happy pair is headed for the nearest dance hall.

But what happens then? We don't even know if they're legally married. Did Euripides stop "Medea" at the first act curtain? Do we bid good-bye to Cinderella before she tries on the glass slipper? No, friends, a thousand times NO!

that causes cavities! Naturally his smile is rather alarming due to the thick coat of green fungus on each cavity-free tooth, but otherwise he never has to see his dentist. Only his psychiatrist.

WE HAVE ALL seen the commercial which is addressed to those two young people who need the "active" deodorant for overly active people. We have seen the handsome lad sitting in the grass and the pretty girl dawdling in the orchard. We have seen them suddenly become wildly athletic at close quarters, confident that they will never offend because their underarms are filtered.

But I have sad news. They never get married. They've used all their spending money to protect their overly active arms and they've neglected other problems. She has an active head of dandruff and he's wearing (phew!) those smelly sneakers.

HENCEFORTH, this column pledges itself to bring you the full story—starting with the gray haired lady and her raven-colored wash basin.

When they get to their first dance in five years, it is apparent that the husband does indeed, "feel younger himself"—so much so that he falls in love with the hat check girl who is a blonde. They are married five years before he discovers that his new wife is also really gray haired and it is costing him \$478.24 a year to wash it away.

Meanwhile his first wife, who has custody of the three children (all prematurely gray), has married her hairdresser, a handsome younger man with naturally wavy blond hair who has always wanted children of his own even if they're someone else's.

AND WHAT of the harried mother who can't get the members of her family to brush their teeth after every meal? As a matter of fact she can't get them to brush their teeth after ANY meal. They're always late for school or off to the Little League or have an appointment with their bookie.

Do they solve it all by getting up earlier? No, but the little rat in the baseball cap becomes world famous by his discovery that it is not necessary to brush his teeth to remain cavity-free.

Because of this typical housewife's laziness her son discovers that it is toothpaste

THINK OF THE countless unfinished dramas!

Did you know that the friendly neighbor who comes over in the afternoon to advise the housewife how to clean her sink stays to dinner and steals her husband?

Did you know that the dear old mother-in-law who shows that housewife how to wax her floors slips on the way out and breaks her neck? (It isn't the wax. Her daughter-in-law trips her.)

Did you know that The White Knight is going steady with The Jolly Green Giant? See what we're missing?

## Southwest Votes New Dividend

Directors of Southwest Savings and Loan Association have voted to increase the current yearly rate of earnings to 5 per cent, effective tomorrow.

The association, with offices in Inglewood and Torrance, was founded in 1945. The increase in earnings was voted as Southwest began celebrating its 20th anniversary with a July Reinvestment Period.

Anniversary festivities, scheduled to continue until July 12, will include a doll exhibition featuring unique and unusual dolls from the extensive collection of Mrs. Carlyss Keyes. During the period, the association will distribute American patriotic documents.

### Delicatessen

DUBUQUE BONELESS  
**COOKED HAM**

5 lb. can **\$3<sup>69</sup>**

POTATO, MACARONI, COLE SLAW  
FRESH XLNT SALADS 15 oz. plastic container 33c

GRAND TASTE  
**Tender 'N Juicy FRANKS**

1 lb. pkg. **39<sup>c</sup>**

ASSORTED 10-OZ. JAR. (ROQUEFORT 59c)  
ROD'S DRESSINGS 43c



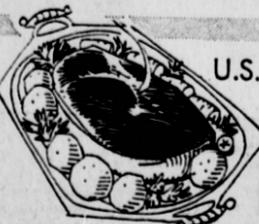
FROZEN  
**JOHNSTON FRUIT PIES**

Large 9 inch pie **49<sup>c</sup>**

Apple, Boysenberry, Cherry, Peach, Pineapple, Strawberry, Rhubarb  
save 20c

U.S.D.A. "CHOICE" BEEF  
**BONELESS STEAKS**

for barbecuing  
top round **89<sup>c</sup>**  
sirloin tip  
bottom round **lb.**



U.S.D.A. "CHOICE" BEEF

**SWISS STEAK**

arm bone **69<sup>c</sup>**  
shoulder **lb.**

U.S.D.A. "CHOICE" BEEF

**CHUCK STEAK**

blade cut **39<sup>c</sup>**  
**lb.**

U.S.D.A. Grade "A" California grown  
New crop

**FRESH HEN TURKEYS**

JR. TURKEYS 6-8 lb. avg. flash frozen **49<sup>c</sup>**  
10-14 lb. average **49<sup>c</sup>**  
**lb.**

**FRESH GROUND BEEF**  
**39<sup>c</sup>**

Fresh, lean Ground Chuck 59<sup>c</sup>  
Fresh, extra lean Ground Round 69<sup>c</sup>

U.S.D.A. INSPECTED  
FRESH CHICKEN FRYER PARTS

LEGS 49<sup>c</sup>  
THIGHS 59<sup>c</sup>  
BREASTS 59<sup>c</sup>  
Drumsticks 59<sup>c</sup>

LANCASTER FARMS

**FRESH ROASTING CHICKENS** U.S.D.A. Grade "A" One Day Fresh **59<sup>c</sup>**

LUER'S, HORMEL or RANCHER'S  
**SMOKED PICNICS**

Shank Half or Whole Picnics **39<sup>c</sup>**  
**lb.** pre-sliced & tied 49c lb.

FANCY MIDWEST  
**PORK SPARE RIBS**

light weight **59<sup>c</sup>**  
**lb.**

FRESH LOCAL BARRACUDA by the piece **39<sup>c</sup>** color slices 49c lb.

FRESH FILLET OF ROCK COD **69<sup>c</sup>**

GORTON'S FROZEN SCALLOPS 7-oz. pkg. **59<sup>c</sup>**

GORTON'S FROZEN FISHSTICKS 14-oz. pkg. **69<sup>c</sup>**

U.S.D.A. "CHOICE" BEEF FOR B-B-Q

**BONELESS ROASTS**

for barbecuing  
top round **89<sup>c</sup>**  
rump  
sirloin tip **lb.**

U.S.D.A. "CHOICE", DECKLE OFF

**FRESH BONELESS BEEF BRISKET**

whole or point cut **79<sup>c</sup>**  
**lb.** flat cut 98<sup>c</sup>

Red Shield bacon fries up swell for a bacon 'n eggs breakfast! 1-lb. package sliced **HORMEL SLICED BACON 69<sup>c</sup>**

Range bacon is a great filler in sandwiches, hors d'oeuvres! Good eating anytime! thick sliced **HORMEL THICK BACON 2 lb. pkg. \$1<sup>39</sup>**

Mormel's quick breakfast sausage starts the day right! Just brown 'n serve! 8-oz. package **BROWN 'N SERVE SAUSAGE 49<sup>c</sup>**

LIGHT MEAT  
**CARNATION CHUNK TUNA**

no. 1/2 can **19<sup>c</sup>** save 10c

Real taste tempters! 22 ounce jar **Pickled 39<sup>c</sup>**  
Perfect to your sandwiches. Big 24-ounce jar **Salad Mustard 33<sup>c</sup>**  
Pour on pancakes and enjoy! 12 oz. bottle **Maple Syrup 39<sup>c</sup>**  
Saves time and energy! 18-inx25-ft. roll **Aluminum Foil 89<sup>c</sup>**

RICH, RED, RIPE  
**SWEET WATERMELON**

**4<sup>c</sup>**  
**lb.**



SWEET, JUICY, LARGE  
**NECTARINES**

**10<sup>c</sup>**  
**lb.**

GARDEN FRESH  
**RADISHES or GREEN ONIONS**

**5<sup>c</sup>**  
**bunch**

DEL AMO SHOPPING CENTER  
CORNER OF HAWTHORNE & SEPULVEDA

**MAGIC CHEF**



**2 FOR THE PRICE OF 1**  
LIQUID FERTILIZER

Buy One and Get 1 FREE . . .

BANDINI PLUSH  
PENTREX  
ORTHO GRO

NOW IS THE TIME TO PLANT

**TREES**  
for Summer Shade

**20% off**

ON . . .

Brazilian Pepper, Evergreen Elm, Silk Oak, Indian Laurel, White Birch, White Alder, Olive, Evergreen Ash and many others.

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