

Assignment TV

By **TERRENCE O'FLAHERTY**

There is no award category for Best Adult Secret Agent because there is only one who qualifies for nomination: Patrick McGoochan.

His portrayal of the title role in "Secret Agent" on CBS two seasons ago was a remarkable achievement because, unlike James Bond and other Playboy Club heroes, he was interested largely in staying alive and accomplishing his mission. He always made it without performing a similar service for a girl.

McGoohan's long-awaited new series, "The Prisoner," is currently being aired by CBS as a summer replacement for the "Jackie Gleason Show." It was filmed in Britain where

McGoohan is a national favorite for his long run in "Secret Agent," or "Danger Man" as it was titled there.

"This Prisoner" is far from routine adventure. It is a wildly unconventional dramatic series with a continuing mystery and enough hidden meanings to satisfy both Sigmund Freud and George Orwell. Spies of mine say the British were confused and mad when it was shown there this past season. God only knows how American viewers will react.

THE PREMIERE episode opened with a sports car jazzing through London with McGoochan at the wheel. When

he reaches his destination he leaps out, enters a building and tosses a letter of resignation on a desk. Then back to the car without a word. Later at his bachelor apartment he is packing to leave on a vacation when he notices a gas seeping under the door.

He wakes up in a bizarre village with gardens, fountains, courtyards and turrets painted in lovely colors. The village has a restaurant, a hospital, a graveyard and a Palace of Fun—surrounded by mountains and sea. In this village McGoochan is "The Prisoner." His name is "Number Six." His captor is "Number Two" and nobody knows much about "Number One," the mastermind.

"WHO HAS abducted him?" teases the CBS publicity department. "They could be his own people. They could be his enemies. Perhaps both. He has no idea where he is except that the compound is a completely self-contained village. It could be anywhere in the

world and there is no way of knowing..."

McGoohan told British newsmen that the series isn't intended to be a parable of man's imprisonment by society. Instead it is thoughtful entertainment with a firm base in fact, according to the American-born Irish star, who was given a completely free hand in the creation of the series.

his career than most actors. He doesn't talk about his private life (he's married to actress Joan Drummond and they have three daughters) and he thinks seriously about his roles.

For some strange reason CBS never fully promoted McGoochan as "Secret Agent" and even now this exceptionally fine actor's new series is used as a summer replacement during low viewing months even though his work is superior to any on the network. Why?

THAT is the mystery I would like to have explained.

The Old Timer

"About the only redeeming feature of failure is freedom from taxation and envy."

Dry Cleaning Complaints Submitted to Arbitration

Area residents who depend on dry cleaning and laundries to keep their garments fresh and clean now have some recourse if their belongings are lost or damaged.

E. W. Cummings, president of the South Bay Harbor and Greater Long Beach Area Better Business Bureau, has announced that its newly established Textile Arbitration Program is in effect.

The plan provides for the arbitration of alleged loss and damage complaints filed with the BBB by consumers. It will accept such complaints for arbitration from a customer of a participating industry member only. Before a customer may appeal to the BBB for help in such a problem he must have made an effort to secure an adjustment from the company involved. The written complaint submitted by the customer to the BBB is then brought to the attention of the company, which is required to respond with a written statement of explanation concerning the matter.

The customer's and business firm's statements along with the garment in question is then referred to the Arbitration Panel. It consists of an equal number of home retailers, educators, dry cleaners, laundry technicians, fabric people, as well as clothing manufacturers. More than 18 individuals in all.

Marjorie S. Christiansen will direct the Textile Arbitration Program for the BBB. She holds a bachelor of science degree in home economics from the University of Wisconsin and has spent the last 20 years working with business as well as consumers in marketing, merchandising and product research for such companies as the Faultless Starch Company, General Electric and the Westinghouse Corporation.

In addition to conducting the affairs of the Textile Service Program, Mrs. Christiansen will also be available as a speaker before women's clubs to counsel with them on fabric selection and care.

Never hog the road, advises the National Automobile Club, but share it with your fellow motorists.

BETTER FOODS

MARKETS

GET MORE GOOD FOOD

MORE Exciting Specials in Every Ad! MORE Neighborly Service! MORE Convenience!

SLICED

BACON

PENNY WISE

Sugar Cured

1-Lb. Pkg.

59¢

TENDER FLAVORFUL

RIB STEAK

USDA CHOICE

COMPARE THE QUALITY, COMPARE THE PRICE!

89¢

The Aristocrat of Beef Roasts

STANDING RIB ROAST

5-6-7lb. Ribs

79¢

SPENCER STEAK

Boneless Waste-Free

USDA CHOICE STEER BEEF

\$1.79

CLUB STEAK

FINEST, FORK-TENDER STEER BEEF

USDA CHOICE

\$1.09

Tender, Juicy and Flavorful!

BONELESS RIB STEAK

Every Steak Carefully Trimmed

\$1.09

WHIPPED

NUCOA MARGARINE

Deal Pack SAVE 12¢

1-lb. Carton

25¢

Better Foods' Own Rich

COFFEE

Robust Blend! Full Pound Vacuum Can Guaranteed To Please You

57¢

Fresh Every Day at Your Better Foods' Markets

LARGE, Grade AA Fresh EGGS

Dairy Fresh Brand Dozen In Carton

Better Foods' Own LARGE EGGS dot. 35¢

33¢

Jack and the Bean Stalk BRAND

CANNED FOOD SALE!

Your Choice—Mix 'em or Match 'em!

Seasoned, Sliced or Cut No. 303 Cans

GREEN BEANS, Cut Wax BEANS, Super Sweet Peas 5 for \$1

CORN Golden Whole or Cream Style PEAS & CARROTS 3 for \$1

CORN Whole or Cream Style Golden GREEN BEANS Sliced or Cut 3 for \$1

BEETS Sliced or Diced CARROTS Diced or Shredding 6 for \$1

Purple Plums Jack and Beanstalk No. 2 1/2 Can 29¢

Corn on Cob 4 ears in can con 49¢

WHOLE GREEN BEANS No. 303 Can 29¢

BLACKBERRIES No. 303 Can 39¢

HEAD and SHOULDERS

Dandruff Remover Shampoo Medium Jar or Large Tube \$1.10 Value

88¢

STYLE Regular or Super HAIR SPRAY 13 oz. Can 88¢ Value **66¢**

GLEEM TOOTH PASTE Extra Large Tube 79¢ Value **59¢**

CHB TUNA

LIGHT MEAT No. 1/2 Can

5 for \$1

Larry's Sandwiches Frozen Barbecue Beef, Ham or Pastami Pkg. of 2 **49¢**

SARA LEE Frozen DANISH PASTRY INDIVIDUAL 6 VARIETIES Save 20¢ Pkg. **59¢**

NALLEY'S XLNT or TACOS Frozen, Reg. Pkg. Taco-Elites or ENCHILADAS Pkg. 3 for 1 **39¢**

FOREMOST ICE CREAM

Premium Quality 1/2 Gallon Round

69¢

All Flavors

Pictsweet Vegetables

FROZEN FOOD SALE

PEAS, PEAS & CARROTS, CHOPPED or LEAF SPINACH CHOPPED BROCCOLI

6 for \$1

10 oz. Pkg.

NORTHERN FACIAL TISSUE

Box of 150 Sheets

15¢

Larry's Frozen Foods

POOR BOYS SANDWICHES, Pkg. of 2 ... 83¢

HOT TURKEY SANDWICH, 8-oz. ... 43¢

GARLIC or CHEESE BREAD, 6-oz. ... 37¢

STUFFED POTATOES, Cheese or Sour Cream 35¢

Sunshine Krispy CRACKERS, 1-lb. Pkg. ... 37¢

Super CONFIDETS, Pkg. of 12 ... 45¢

County Fair APPLE PIE, 8-inch Frozen ... 39¢

DON the BEACHCOMBER BARBECUE SAUCE 11-oz. ... 69¢

Tony's MARIANNE, 8-oz. ... 59¢

Mutt's CATSUP, 14-oz. Bottle ... 25¢

Mutt's Tomato SAUCE, No. 300 Can ... 23¢

Mutt's Italian Style TOMATOES, No. 2 1/2 Can ... 39¢

BUTTER-NUT COFFEE 1-lb. Can **69¢**