

A Closer Look

By Ernest Kreiling

HOLLYWOOD—"The news of the day, with Edie Adams, Carol Burnett, and the June Taylor Dancers."

The possibilities are unlimited, and I gratuitously offer the idea to ABC as a sure-fire way to compete more favorably with the news personalities of the other networks. Although such an approach can't materially change the substance of the generally depressing news, it would make it all a little easier to take.

I can afford to pass it on to ABC because I stole... and embellished, the idea from Danish TV, where attractive and

personable young ladies daily deliver the news.

SVEN RYE, a Danish-born American citizen who covers Hollywood for 30 European newspapers and magazines, told me that girls in Denmark are auditioned for appearance, voice, and personality, and then trained to newscasting. If they are affective they build loyal fans and develop a nationwide following.

Rye, who again visited Europe last summer, said, "Europeans generally don't watch TV as much as Americans do.

Their viewing is more selective.

"And serious drama is more important there than in this country and it attracts huge audiences," he added.

WHY IS serious drama more important? Probably, according to Rye, because Europeans learn to face the facts of life and to open their eyes to the real world earlier than Americans. They don't cling to or need fantasy as long as Americans.

"But serious drama isn't all there is to television in the Scandinavian countries. Perry Mason, the Flintstones, and some westerns are very popular. However, TV there isn't dependent upon American programs, which probably account for only about 10 per cent of the total. And comedy is important too, the Danes

having a sense of humor very similar to the Americans."

RYE CAME to the United States about 15 years ago, and after working as a dishwasher, maitre de, farm manager and other assorted jobs he became a secretary in the Danish Consulate in Los Angeles and for seven years vice-counsel.

Now he covers all news emanating from Hollywood, specializing in the background developments in the entertainment industry.

"Americans are the most misunderstood and underrated country in the world," Rye observed. "I think it stems from the realization that they no longer need America as they once did, therefore it's safer to dislike it."

But unfortunately the image is getting worse, rather than better, Rye found last year. "I think American movies and TV have a lot to do with it. We do too many stories with pretty people in pink cottages with pink pillows—things which are really as unreal here as they are abroad.

"AND THE Danes still rail bitterly about the crude American tourist or the uninhibited vacationing GI. They're really very narrow minded because they fail to see themselves when they flock to Majorca for vacation and act in ways they would never think of at home."

Through Sven Rye's perspective reporting, I have an idea his readers all over Europe are getting a balanced and more accurate view of Hollywood.

Garden Checklist

1. Prune fuchsias now, cutting them back at least one third to be sure of plenty of new growth to carry blooms.
2. Hurry up on the bare-root planting. The season is fast running out on us.
3. Make another plating of gladiolus if it's been about three weeks since you last set any out. This insures a successful bloom.
4. Other summer blooming bulbs such as begonias, tigridias, tuberose, cannas and callas may also be planted now.
5. Start working up a seedbed for that new lawn if you want to plant it this spring. Use plenty of manure, and peat moss, and also some commercial soil conditioner to keep it in good shape.

Seniors Have Seven Days to File for UCLA Scholarships

Only seven days remain for local high school seniors to file applications for UCLA Alumni Assn. scholarships, D. E. Johnston, district chairman, warned today.

All necessary forms must be post marked no later than Feb. 28, he said.

Those outstanding high school seniors who will enter UCLA in September are eligible for the association awards of \$200 and \$400. Applications are available from high school counselors.

Winners from high schools in this area will be selected by Johnston's district committee of UCLA graduates. The top winners will be nominated for memorial and special scholarships ranging up to \$1,000.

This year the UCLA Alumni Assn. will award over \$40,000 to approximately 165 students as part of its continuing program to encourage outstanding students to attend the university, Johnston stated.

UNDER NEW MANAGEMENT GRAND OPENING

Week Long Specials Thursday, Feb. 21st thru Feb. 27th
Open Monday - Thursday 9-6; Friday and Saturday 9-7; Sunday 9-6

Sliced Bacon	3 lbs. \$1	Wieners	3 lbs. \$1
Fresh Ground Beef	3 lbs. \$1	Bologna	3 lbs. \$1
Ass't'd. Cold Cuts	2 lbs. 98c	Chuck Roast	49c lb.
Boneless Rolled Roast	59c lb.	New York Cut Steak	89c lb.
Sirloin Tip Steak	79c lb.	Rond Steak Center Cut	79c lb.
Pork Spareribs	3 lbs. \$1	Pork Steak	49c lb.

Our Own Smoked PICNIC HAMS	Center Cut PORK CHOPS	Fresh, Fancy DRESSED FRYERS	Nice Plump Stewing HENS
39c lb.	89c lb.	29c lb.	23c lb.

Stock your freezer with this bargain!
HALIBUT STEAK An Extra Good Buy! **29¢** BONELESS STEW MEAT Extra Lean 69c lb.

SIDES OF BEEF CUT TO YOUR SPECIFICATION 49c LB. PRICE INCLUDES WRAPPING AND MARKING

Meaty Beef Rump Roast 15-18 lbs. 39¢ Cut into 2 or 3 Roasts Free!	PACKAGE DEAL Our Family Size Package Deal 4 lbs. Bone Roast 2 lbs. Round Steak 3 lbs. Rib Steak 2 lbs. Ground Round 2 lbs. Sliced Bacon 2 lbs. Center Cut Pork Chops 1 lb. Ass't'd. Cold Cuts 3 lbs. Fryers—Cut up	BONELESS TOP SIRLOIN T-BONE PORTERHOUSE STEAKS 79¢ 5-10 LBS. CUT TO ORDER
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COWBOY MEATS
15226 HAWTHORNE BLVD. Between Compton and Manhattan Beach Blvd.

PUNJABS
by gumputz

DOUBLE, DOUBLE, TOIL AND TREBLE

FINAL 7 RIOT DAYS—Hurry!

BIG WILD PRICE CUTS TO CLEAR OUT THE STORE in the Few Remaining Days—Don't Miss This

QUITTING

AFTER 10 YEARS

BRING THE CHILDREN FOR SCHOOL & SUMMER SHOES... CAREFUL, EXPERT ATTENTION TO FIT!

MEN'S & BOYS' DRESS SHOES Famous Kingsway Men's Shoes! Black slip-on and collegiate or casual style ties... Sizes 6 1/2 to 12, and Big Boys' sizes 3 1/2 to 6. NOW PRICED AT \$4.00 Reg. to 10.95	RED GOOSE BOYS' AND GIRLS' SCHOOL SHOES Red Goose, fine American made shoes for youngsters. Sizes 8 1/2 to 3. Black, brown, Scurf toes, Moc toes, Gophers, Slip-ons, Side ties, Zips in Oxfords for boys. Saddle Oxfords, Loafers, Nylon Velvet, For Girls Expert Attention to Fit As Usual 300 PAIR TO GO! — REG. TO \$8.95 NOW \$3.00 and \$4.00	RED GOOSE — GIRLS' DRESS SHOES Dressy styles... Many for Wear into Spring 100 PAIR TO GO! REGULAR TO \$6.95 NOW \$2.00 and \$3.00
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JOHN C. ROBERTS OR KINGSWAY MEN'S SHOES 150 TO GO! Finest collegiate and executive styles... Black or brown slip-on or tie... New current styles. ENTIRE STOCK REGULAR TO \$18.95 NOW \$6.00 to \$8.00 Also a Few FLORSHEIMS at \$12	LADIES' DRESS & CASUAL SHOES GRACE WALKER AND ACCENT... CHOOSE FROM OUR ENTIRE STOCK! Heels, Flats, Wedgies, Duty Shoes, Etc. Values to \$10.00 NOW \$3.00 to \$5.00
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LAST CHANCE... FINAL DAYS... Store Closes Feb. 28th

U.S. KEDS ONLY AT A LIQUIDATION SALE LIKE THIS WILL YOU FIND THIS NAME BRAND ON SALE! ★ CHAMPIONS for Children Regular to \$4.25 \$3.00 ★ CHAMPIONS for Ladies. Plain or tapered toe. White beige, black, Dacron, cords. Regular to \$4.99 \$3.00 ★ Boys' BIG LEAGUER. High and low top. Black or white. Regular to \$5.99 \$4.00	Our Regular Top Quality MEN'S SLIPPERS Wallco or Evans... Shearings, Corduroys, Opera, Cherokes, Cushion, Crepe or Hard Sole. Sizes 8 1/2 to 12. Reg. to \$7.95 \$2.00 - \$4.00	MEN'S WORK SHOES High top. Elk tan top. Nylon crepe sole. Foam insole. Also service station oxfords. ENTIRE STOCK Reg. to \$11.95 WE QUIT—\$6.00	Ladies' Slippers OR Canvas Casuals Top name brand... Dozens of styles to choose from. ENTIRE STOCK REGULAR TO \$5.95 \$2.00	All Our Reg. 1.00 SEAMLESS NYLONS Mesh, demi-toe and reg. seamless. Out they go—We quit! 3 Pair \$2
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RIOT PRICE CUTS FOR FINAL FEW DAYS
FORCED TO LIQUIDATE STOCK AT COST, NEAR COST, BELOW COST

Notice to Public: Hurry—Don't Let These Fine Shoes Go to Dealers

LIQUIDATION SALE

STORE CLOSURE FOREVER THURS., FEB. 28TH

TORRANCE BOOTERY 1333 EL PRADO
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CASH - CHECK - BANKAMERICARD - OPEN FRIDAY NIGHT 'TIL 9

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Meet Ford's all-new Command Performance cars fresh from their world premiere in Monaco! At center is the hot new Falcon Sprint V-8 that won first in its class at the famed Monte Carlo Rallye. Bucket seats, sports-type steering wheel, 164-hp V-8 and tachometer are standard. More news! V-8 engines now available with any Falcon! Top: the new Fairlane 500 Sports Coupe that took Alpine grades like a native. There's a choice of two V-8's and a vinyl covering in black or white for its Thunderbird roof. Foreground: new Super Torque Ford Sports Hardtop with V-8 zoom up to 425 hp and sleek new roof-line. This beautiful new hardtop looks like a convertible!

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AT YOUR FORD DEALER'S!