

LIFE'S LIKE THAT

By FRED NEHER



"Do you mind licking this for me? I can't have any more calories today!"

A Closer Look

By Ernest Kreiling

HOLLYWOOD — Whereas television was once accused of creating a nation of non-readers, now it's actually encouraging reading. The television industry didn't intend it this way but it's happening anyway.

What at first glance appears to be a contradiction is the fact that broadcasters claim TV viewing remains steadily high. Since no one has yet created the 25th hour, there must be an explanation.

It's a problem that's been weighing heavily on my mind for months since I first realized how much more I was reading than I used to. At the same time I didn't seem to be missing any of my regular television programs.

BUT THE ANSWER was quite obvious all the time, although it took a research paper presented to the Assn. of National Advertisers in New York recently to make me see it.

Television, unwittingly killing its goose that lays golden eggs, has stimulated us into learning to do more than one thing at a time, namely, read and watch the tube simultaneously. This isn't really difficult when you have five, six, even ten minutes between programs in which to pick up a paper, book, or magazine.

THIS STUDY revealed that starting five minutes before the program until the actual program itself commenced, 6 minutes and 47 seconds of "clutter" intervened. The clutter was composed of 17 different non-program elements including commercials, of course, but also station identification, titles, credits, previews, and "billboards," those breath-taking announcements that inform us what sponsor's messages we can look forward to later in the program.

During the middle break of the program in question 2 minutes and 13 seconds of clutter involving 11 different elements took over. And finally at the end of the program more than 10 minutes of whirlwind announcements, titles, and the like swirled across the screen before the following program got underway.

SO DURING this 70 minute period which encompassed a one-hour network program, a total of 19 minutes and 13 seconds was graciously given us during which to read a newspaper or magazine.

You can do a lot of reading in 19 minutes, and over a full evening many of us probably devote an hour or two to reading and still not miss a program.

And think of the programs you miss altogether because in a six or 10 minutes period you become engrossed in a newspaper, book, or magazine. Even

if you look up to watch the program it has to come on strong or your attention drifts back to the reading and, before you know it, you've logged another hour's reading time.

PROGRAMS BEING what they are today in terms of scintillating originality the stock market listing can seem exciting to a pauper.

This is of rightful concern to national advertisers, because they pay an average of \$30,000 for a one-minute announcement on a network program. They have reason to doubt just how effective that announcement can be when it's hidden among so many other commercials and non-entertainment junk.

You can't blame them because we're probably reading their competitor's ad in that newspaper or magazine we hold in our hands every time we watch TV.

Crippled Children's Camp Opens

Two Torrance youngsters will be among a large group of Southern California handicapped children which will spend two weeks at summer camp. Christie Frantz, 8, and Katherine Leek, 9, will both attend the first session at the Crippled Children's Society camps.

Christie, who lives at 21503 S. Grace St., will be attending the Palivka camp. Katherine, who lives at 2726 Ridgeland Rd., will be going to Joan Mier camp.

More than 800 crippled children are expected to participate in the five camp sessions. The summer vacations are one of the several services which the Los Angeles Chapter of Crippled Children's Society provides.

Single Parents Group Will Hear Attorney Speak

Attorney Mary S. Beeks will be guest speaker at the regular meeting of the Long Beach chapter of Parents without Partners Friday, June 21. The meeting will be held at the American Legion Hall, 1215 E. 59th St., at 8 p.m.

Mrs. Beeks will speak on "Legal Problems of the Single Parent." She has taught at Long Beach State College, and is now practicing in Long Beach. Following her address, Mrs. Beeks will answer questions from the floor.

Garden Checklist

1. Use an iron compound on gardenias if their leaves show signs of yellowing.
2. Feed lawns once a month with a lawn fertilizer.
3. Another planting of corn can be made. Likewise squash and beans for your late summer enjoyment.
4. Cut faded delphiniums before they have a chance to set seed. You should get another bloom still from delphiniums.
5. Roses like food every month or six weeks until mid-September. Their fall bloom depends on the care they get now.



7 MAGIC SALE DAYS THURS.- WED., JUNE 20 THRU 26

Magic Chef presents... Exclusive

Melmac Dinnerware Dish-of-The-Week

Dish-of-the-week, Bread & Butter Plate June 20-26

\*Every week a different piece of elegant, break-resistant, child-proof Melmac will be offered at sensational savings! Two designs, with the touch and the tone of real china... Shelley, a contemporary aqua and design, or Gold Shield, in gold and beige with traditional floral spray. Dishwasher safe! Two year guarantee! Each \$5 purchase allows you to buy the item of the week at an amazingly low price!

ASSORTED VARIETIES — FROZEN

SWANSON DINNERS

regular size 49¢



GIANT

TIDE DETERGENT

quart jar 63¢

GOLDEN CREME COTTAGE CHEESE

pt. 25¢ qt. 49¢

RICH FLAVORFUL COFFEE FOLGER'S INSTANT

10 oz. jar 99¢

FROZEN

BANQUET CREAM PIES

8 inch size 29¢

F&P SLICED BARTLETT PEARS

3 no. 2 1/2 cans \$1

ASSORTED COLORS CHIFFON TISSUE

5 400 ct. boxes \$1

Colorfast Terry Cloth BEACH TOWELS

\$1.79 reg. \$2.98 36"x76" 6 diff. designs

Del Monte Mild Sweet Chipped Sweet Pickles  
Sunshine Biscuit Krispy Saltines  
Sunshine Cream style, the creamiest  
Del Monte Mission Whole Green Beans  
Green Beans

MINUTE MAID—FROZEN

ORANGE DELIGHT

6 6 ounce cans \$1

KINGFORD ARROW CHARCOAL BRIQUETS

10 lb. bag 59¢

Apricot, Orange Marmalade, Strawberry, Peach, Pineapple, also Grape Jelly

C.H.B. JAMS

4 10 oz. jars \$1

TENDER SELECTED HAPPYVALE SWEET PEAS

8 no. 303 cans \$1

MA PERKINS PORK & BEANS

5 no. 2 1/2 cans \$1

OH BOY FROZEN JUNIOR PIZZA

8 2 1/2 oz. size \$1

For the Month of Weddings CHEVAL BLANC CHAMPAGNE

fifth case of 12 \$20.41 \$1.89 white, pink, sparkling burgundy

KENTUCKY MALT LIQUOR

6 12 oz. cans 99¢

SARNOFF VODKA

full qua. \$3.69 100% grain spirits charcoal filtered

WISCONSIN CHEESE MILD CHEDDAR

59¢ lb.

COUNTRY LANE BISCUITS

sweet or buttermilk 3 8 oz. tubes 25¢

IMPORTED DANISH HAM DAK HAMS

1 1/2 lb. tin \$1.69



LARGE, SWEET BURMOSA PLUMS

2 lbs. 25¢

CINNAMON BAKERY

Custard filling & whipped cream topping! reg. \$1  
Italian Rum Cake .. 89¢  
One pound loaf made with milk, honey! reg. 29¢  
Whole Wheat Bread loaf 25¢  
Delicious Danish with pecans! Coffee mate!  
Pecan Coffee Cake .. 59¢

OLD FASHIONED DELICATESSEN

Ruben's. Stick-to-ribs sandwich fare! reg. 89¢  
All Beef Bologna lb. 69¢  
Ruben's. For hearty, appetizing snacks! reg. 89¢  
All Beef Knocks Franks lb. 69¢  
Old-fashion zesty dish for hearty meals! reg. 39¢  
Barrel Sauerkraut lb. 29¢

LARGE, BROWN STEAK MUSHROOMS