

# Assignment TV

By **TERRENCE O'FLAHERTY**

Last year a group of hardy souls who were judges at the American TV Commercials Festival inflicted upon themselves the most cruel sort of torture. They watched 1,367 commercials at one sitting. Any regular television viewer will immediately react by saying, "Only 1,367? I look at that many every week!"

But these were different. They were the best of their kind according to a council of men who put them together. Recently I was shown 23 from a list of 63 winners in the competition.

In a good-natured introduction, a TV executive said: "I paraphrase the famous remark by Will Rogers, who never saw a man he didn't like, I can say I never saw a commercial I didn't like;" a viewpoint likely endorsed by the sales departments of every TV station in the land.

"I'm glad to be able to bring you these little oases in the vast wasteland — shown in a group, uninterrupted by entertainment," he said.

IT IS INTERESTING to note that most of them employed one of the following tricks which have become cliches by now: announcers with Jack Webb "Dragnet" voices, talking animals, noisy mouthfuls, and heaven help us, cute kids.

As the filmed introduction explained, "With a face-full of freckles, a kid can put his mother and father through college..."

It is perhaps unfair to acknowledge only part of the winners, but these were the ones selected from the 63 prize-winners which I was shown. To regular viewers they will seem as familiar as reading one's own private telephone book.

The winners: Volkswagen (showing how to design a station); Xerox (how even a chimpanzee can make copies on their machine); Chevrolet's spectacular shots of the 1963 models posed on a suspension bridge and another for Chevy trucks using baskets of eggs to show how their suspension ride eliminates bumps.

THERE WAS the charming Laura Scudder potato chip commercial where in a nice old lady bites down with a crunch that causes the ceiling to collapse; the dramatic plugs for headliners appearing at Harrah's Lake Tahoe; the police line-ups for women who didn't use Windex to clean glass; the drops of Trushay Skin Cream for thin-skinned women; the Polaroid snapshots of the kid practicing the trumpet.

There were beautifully enlarged drops of Foremost milk and glasses being noisily filled; the baby chicks stealing the Gravy Train dog food from a Great Dane; Betty Crocker's short cut to Noodles Italiano; the lady in the evening gown who changes the oil filter in her boy friend's car; the teacher who steals his pupil's Cracker Jack; the Sinclair gas that's good for every kind of car; and Genteel Baby Bath. That presumably is good for bathing babies.

THE PRODUCTION of commercials has become a highly specialized business employing some of the finest artistic and technical talent in the country. Each night they compete to catch the eye of the most selective audience in the world — the American television viewers.

The advertiser starts his commercial message with one strike against him because he is interrupting the viewer's entertainment to make a sales-pitch, which is about as welcome as receiving a collect call.

**Garrett Takes on Distribution of Automatic Radios**

Garrett AIREsearch Aviation Service Division has been appointed as exclusive United States distributor for RESCU-1 automatic radio distress beacons, according to Donald Neumayer, sales manager. The floating unit is designed primarily for use with inflatable life rafts either private or commercial.

**Does BLADDER IRRITATION MAKE YOU NERVOUS?**

After 11 common kinds of bladder irritation affect twice as many women as men and may make you tense and nervous from too frequent urination or itching, irritation both day and night. Bacterially, you may lose sleep and suffer from headaches, backache and feel old, tired, depressed. In such irritating conditions, GY-232 usually brings fast, relaxing comfort by curbing irritating germs in stone, acid urine and by analgesic pain relief. GY-232 at drugstore. Feel better fast.

# Marymount Sets Scholarship, Entrance Exams for Feb. 15

Fall registration and scholarship examinations will be held at Marymount High School, Palos Verdes, Feb. 15 from noon until 4:30 p.m.

Scholarship awards vary from \$400 to \$1,200 depending on examination ranking of competing students. Winning students are entitled to college preparatory training through the four high school years providing they maintain satisfactory standing.

Eighth grade students who have successfully completed the standard school course are eligible to compete, according to Marymount officials. Candidates must have approval of principal of school now attending.

Parents requiring further information on either scholarships or fall registration may contact the principal at 30800 Palos Verdes Drive East, PR 7-1717.

Dennis Pierce was installed as president of the Torrance Teens Club in ceremonies at the Torrance Moose Lodge Saturday night. Pierce was installed by a team representing the sponsoring Moose Lodge. Pierce succeeded Tanya Northcutt in the top office.

Installed with Pierce were Thomas Patrick Walls Jr., vice president; Arthur Felix, chaplain; Elissa Davie, recording secretary; Roger Webb, financial secretary, and James Miller, sergeant-at-arms.

Each teen officer was accompanied by a parent during the entire ceremony.

James D. McCune, former director of the Torrance Teens, was installing officer. Mrs. Noel Peacock as installing guide presented the new officers to McCune. Greta Schinke was candle girl.

Others participating in the ceremonies included director Thomas Walls Sr., Mr. and Mrs. Thomas Britt, Mrs. Walls, Mrs. Joe Leone, and Carl Fisher, directors of the club.

Prior to the ceremony, men of the lodge served ham dinners. Dancing closed the evening.

**ENEMIES**  
Enemies are the heritage of success. Nobody envies a failure.

**SANTA ANITA DIRECT DELUXE BUS SERVICE**

LEAVES HERMOSA—Pier & Hermosa, Ave., 10:30 A.M.  
LEAVES REDONDO—Torrance Blvd. & 101 Hwy., 10:45 A.M.  
LEAVES TORRANCE—Torrance Blvd. & Post, 10:58 A.M.  
LEAVES GARDENA—Vermont & Rosecrans, 11:12 A.M.  
ARRIVE RACE TRACK—12 NOON  
SATURDAY SCHEDULE—15 minutes EARLIER  
For Complete Schedule & additional information—CALL

**M & M CHARTER LINES**  
DA 6-6688 — SP 5-1690 EVES. TE 3-5673

*Everybody Likes*

# CHICKEN 'N POTATOES

... and You Can Save Money on Them This Week at Market Basket!

**U.S.D.A. GRADE A FRESH**

**FRYING CHICKENS**  
YOUNG AND TENDER  
**WHOLE** LB. **27¢**  
CUT UP, PAN READY OR SPLIT BROILER FRYERS LB. **31¢**

**FRYING CHICKEN PARTS** YOUNG AND TENDER  
LEGS MEATY DRUMSTICKS LB. **49¢**

**WINGS** LB. **25¢** | **THIGHS** LB. **53¢** | **BREASTS** LB. **57¢**

**APPLE TIME**  
**APPLE SAUCE** 16-OZ. CAN **10¢**

**U.S. NO. 1 IDAHO RUSSET POTATOES** FINE FOR BAKING  
8 -LB. CELLO BAG **29¢**

**TOMATOES** FIRM RIFE CELLO PKG. **15¢**

**AVOCADOS** FUERTE EACH **10¢**

**Top Quality MEATS**

DINNER BELL BRAND FROZEN, U.S.D.A. GRADE A  
**YOUNG TOM TURKEY** 29¢  
4 1/2 TO 3 LBS. AVG. WT.

FARMER JOHN  
**THICK SLICED BACON** 5-LB. PKG. \$1.15  
SLICED BACON, 1-LB. PKG. 89¢, REGULAR SLICED

FARMER JOHN SKINLESS PORK  
**LINK SAUSAGE** 4 8-OZ. PKGS. \$1.00

FROZEN BREADED  
**VEAL CUTLETS** INDIVIDUAL PORTIONS LB. **79¢**

**FISH**

FROZEN NORTHERN CENTER CUT  
**HALIBUT STEAKS** LB. **59¢**

BONELESS  
**SWORDFISH STEAKS** LB. **59¢**  
(A SEAFOOD DELICACY)

FOUR FISHERMEN FROZEN  
**BREADED FISH STICKS** 8-OZ. PKG. **35¢**  
14-OZ. PKG., 89¢

**Delicatessen**

MARKET BASKET SLICED  
**COOKED HAM** 5-OZ. PKG. **49¢**

RATH FRESH  
**LIVER SAUSAGE** LB. **39¢**

OL' VIRGINIA ALL MEAT  
**FRANKS** 1-LB. PKG. **49¢**

OREGON MILD CHUNK  
**CHEDDAR CHEESE** LB. **59¢**

KRAFT DELUXE SWISS, AMERICAN, PIMIENTO OR CHEEZ 'N BACON  
**SLICED CHEESE** 8-OZ. PKG. **33¢**

MARKET BASKET COLE SLAW, MACARONI OR HEALTH  
**SALADS** 16-OZ. CTN. **29¢**

**Sundries**

TEFLON COATED IRONING BOARD PAD & COVER SET EACH **98¢**  
FITS ALL STANDARD SIZE IRONING BOARDS MAKES IRONING FASTER AND SMOOTHER

BY THERMOS—PINT SIZE  
**VACUUM BOTTLES** EACH **99¢**  
FOR HOT OR COLD LIQUIDS. NEW TIP PROTECTOR AND CUSHION ABSORBER

"MIRROR" COPPERTONE  
**SALAD MOLDS** EACH **79¢**  
SEAMLESS, RUSTPROOF, CLEANS EASILY, HEATS QUICKLY, 4 PATTERNS TO CHOOSE FROM

NEW PUSHBUTTON CAP, NEW LARGER 7-OZ. SIZE, NEW MODERN SCENTS  
**ALL NEW GLADE MIST AIR FRESHENER**  
NEW LOW PRICE! **2 7-OZ. CANS \$1.00**

**Del Monte**  
**CATSUP** 2 14-OZ. BOTS. **25¢**

**DEL MONTE CREAM STYLE GOLDEN CORN** 3 17-OZ. CANS **49¢**

**DEL MONTE PINEAPPLE GRAPEFRUIT DRINK** 46-OZ. CAN **29¢**

ROUNDS, BURGER OR CHICKEN  
**Kal Kan Pet Food** 2 15 1/2-OZ. CANS **29¢**  
M.P.S. CHUNK, 14-OZ. CAN, 8 FOR 33¢  
HORSEMEAT, 15-OZ. CAN, 8 FOR 45¢

**START YOUR SET NOW!**

Every important event in America's progress from Columbus to Johnson is pictured and told in this magnificent set with all its excitement, adventure and heartbreak. America's story unfolds realistically from date to date and from book to book... all linked together to show how our country was shaped and grew and formed. Your youngsters will discover a whole new insight and interest in American History. And they'll use this set night after night to improve their grades. Buy a book a week and save!

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**PICTORIAL ENCYCLOPEDIA OF AMERICAN HISTORY**

ALTAGENA—2270 N. Lake  
—2505 N. Fair Oaks  
ANAHEIM—10500 Magnolia St.  
—1721 S. Los Angeles St.  
ARCADIA—30 S. First Ave.  
AZUSA—425 E. Foothill  
BALDWIN PARK—4150 N. Maine

BELLFLOWER—16123 Bellflower  
BURBANK—553 N. Victory Blvd.  
COMPTON—1800 N. Long Beach  
CANAJO PARK—20821 Vanowen  
COSTA MESA—2975 Harbor Blvd.  
Covina—549 W. San Bernardino  
—932 E. Redhill (Berkeley Square)

CULVER CITY—3827 Culver Center  
EL MONTE—12030 E. Valley  
EL SERENO—4910 Huntington Dr.  
FULLERTON—920 W. Commonwealth  
HOLLYWOOD—1841 N. Western Ave.  
—1000 Shubert Rd.  
HUNTINGTON BEACH—7142 Edinger  
LOS ANGELES—6298 W. Third St.

LA MIRADA—14014 Valley View  
—14949 Adelia Drive  
LA PUENTE—155 N. Glendora  
—18400 5th Avenue  
LONG BEACH—3030 N. Bellflower  
—1000 Shubert Rd.  
MONROVIA—128 W. Lemon

NEWPORT BEACH—3100 Balboa Blvd  
—1150 Irvine Ave., Westcliff Plaza  
N. HOLLYWOOD—12925 Vanowen  
NORWALK—Norwalk Square  
ONTARIO—1040 N. Mountain  
POMONA—1545 W. Holt  
—Pomona Valley Center

PALM SPRINGS—2425 McCallum  
PASADENA—Foothill-Rosemead Center  
—1823 E. Washington—1250 N. Lake  
—1160 N. Fair Oaks—40 N. Santa Ar  
REDLANDS—1150 Brookside  
REDONDO BEACH—1401 S. Hawthorne  
RIVERSIDE—3981 Chicago

SAN BERNARDINO—140 W. 40th  
SAN GABRIEL—111 W. Valley  
—5340 N. Rosemead  
SAN MARINO—900 Huntington  
SANTA ANA—910 W. 17th St.  
—2311 S. Bristol (Bristol Center)  
SANTA FE SPRINGS—11550 Telegraph

SOUTH PASADENA—920 Fair Oaks  
STUDIO CITY—11315 Ventura  
TUSTIN—5th & D Streets  
VENICE—383 Lincoln Blvd.  
WEST LOS ANGELES—11756 Whittier  
WHITTIER—401 E. Whittier  
WILMINGTON—129 Loomis Ave.