

...Let's Go

By LARRY MACARAY

If I were ever to lead a screwy in the idea department against anything, it would surely be against the absolutely idiotic television commercials that we are compelled to endure. Maybe it's a personal insult or maybe it's just their bad taste . . . anyway, if they aren't kidding, somebody is really

repulsive that in time they may be injurious to my health . . . high blood pressure, if I watch them . . . or a broken leg from tripping over the coffee table in my hasty exit.

For just a starter . . . how about those smart-alec kids who tell the stupid father (who offends without knowing it) that the way to social and business success is some colored water that passes for a mouth wash or . . . some "magic soap" that creates miracles after just one shower. Those brats need a good spanking for treating the head of the family that way.

Even poor old grandma has come in for a bit of juvenile advice.

SOAP COMMERCIALS are in a special class by themselves. I would like to see that magician on the white horse stumble and fall in a pile of mud. The way he gallops on people's lawns and jabs everybody with that overgrown wand is pretty hard to swallow.

Have you seen that 10-foot washer? It's so far fetched that it isn't even a fantasy. It's ridiculous. Who would want a 10-foot high washer? What does it mean? Who

cares? Whatever the soap is, I won't buy it. If they can work on our subliminal processes . . . I can too. If I see a particularly nauseating commercial, I automatically cancel it out of my budget.

The testimonials are two grades lower than the soap commercials. Where do they find those people to give the gibberish about their products? They actually have to act "being stupid" . . . they are acting, aren't they? Their voices are raspy and piercing . . . they have become uncommon in their quest for appearing common. Talking about voices . . . the majority of products are being given the "soft voice" treatment . . . low and pseudo-sexy.

SEX AND HAIRCREAM . . . even the words don't sound right together. One hair preparation tries to give the impression that all a man has to do in order to further his conquests is to smear his head with their brand of goo. Of course they assume that all men are primarily interested in the pursuit . . . which is taking a great deal for granted . . . even if they were serious about it.

A low-talking, toothy gal who talks directly to all the "tigers" in the audience really works hard to appear sexy. Can't honestly remember what kind of product she is selling (see, I did manage to cancel it out of my mind), but there must be lots of "tigers" in the audience who are rushing to the market or drug store to buy it . . . at least she makes a variety of commercials.

Once she used the same low pseudo-sexy voice advertising some edible product . . . and that really does nothing. Could those "tigers" be the same ones that are being recruited for use in gas tanks? Have you heard the one about the "tiger" in the gas tank . . . what is he doing there? Is that what the toothy gal is talking about?

CREDIT BUREAU MEET

Members of the Credit Bureau of South Bay District, Inc., Ernest Blenkhorn, president, and Frank M. Blenkhorn, executive vice president, and their wives are attending the 53rd annual meeting of the Associated Credit Bureaus of America at Montreal, Canada. The convention, which started Sunday, will close tomorrow.

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WHY PAY MORE?

REG. or SUPER MODESS

4 BOXES OF 12 EACH \$1



• TORRANCE — 1327 El Prado
• LOMITA-HARBOR CITY — Pacific Cost Hwy. at Western
9:00 A.M.-9:00 P.M. DAILY, SUN. 10-7

WHY PAY MORE?

CIGARETTES

5 PAKS. REG. KING OR FILTER \$1

BOX OF 50 BOOKS BOOK MATCHES 9¢

WHY PAY MORE?

SCOTTIES TISSUES

5 REG. 25¢ EA. 99

COUPON SALE

SAVE 20-30-40% & MORE!

WE GIVE BLUE CHIP STAMPS

WHY PAY MORE?

SYLVANIA FLASH BULBS

99

WHY PAY MORE?

KLEENEX NAPKINS

2 BOXES OF 50 DINNER SIZE REG. 2/49¢ 33

WHY PAY MORE?

AQUA NET HAIR SPRAY

13 OZ. CAN 53¢

WHY PAY MORE?

CREME RINSE or SHAMPOO

ROYAL—HALF GALLONS 88¢

WHY PAY MORE?

TRANSISTOR BATTERIES

9 VOLTS—FOR RADIOS, ETC. 15¢

WHY PAY MORE?

SAMSON BLEACH

LIQUID 1 GALLON 19¢

WHY PAY MORE?

NYLON KERCHIEFS

PRINTS OR SOLIDS 29¢

WHY PAY MORE?

ZORI SANDALS

FOR CHILDREN OR ADULTS 19¢

WHY PAY MORE?

MESH CAR CUSHION

KEEPS DRIVER COOL 99¢

WHY PAY MORE?

12-PACK SPONGES

ASSORTED SIZES - CELLO 23¢

WHY PAY MORE?

LISTERINE MOUTH WASH

REG. \$1.25 20 OUNCE 77¢

WHY PAY MORE?

FOAM CHAISE PADS

2 FOR 10 LB. AVG. WT. \$5

WHY PAY MORE?

30qt. PICNIC ICE CHEST

LIGHTWEIGHT - ALL FOAM \$1.09

WHY PAY MORE?

BLEACHED FLOUR SACKS

4 LARGE 34" x 38" FOR 88¢

WHY PAY MORE?

STRIPE OR PEPSODENT

2 Reg. 89¢ ea. \$1 FAMILY SIZE TUBES

WHY PAY MORE?

'PRO' Toothbrushes

2 REG. 69¢ HARD OR MEDIUM 49¢

WHY PAY MORE?

CHARCOAL BRIQUETS

10 POUNDS 39¢

WHY PAY MORE?

WHITE ENVELOPES

PACKAGE OF 100 21¢

HOF BRAU LAGER BEER

PREMIUM QUALITY—24 - 12 OZ. BOTTLES \$2.69 Plus Deposit

WHY PAY MORE?

MESH FLY SWATTER

WIRE MESH DON'T FORGET WE GIVE BLUE CHIP STAMPS 5¢

WHY PAY MORE?

6 PANEL BEACH BALL

INFLATABLE 24 INCH 33¢

Lucky is co... by the cons... picture of... ANTEE OF... eating...
BEECHN... GERBER... SWIFT D...
LIBBY'S... BONED... BEAN T...
WONDR... CAKE M... PANCA...
SNOWD... WESSON... POMPE...
MORTO... C & H S... SUCARY...
PEANUT... LOG CA... MARY...
CIGARE... BRIQUE... FIRE ST...
FRENCH... TOMAT... DEL MO... BLUE R...
AWAR... SAFFOL... CARNA... MILKM...
ZEE PA... COLOR... KOTEX... ZEE LU...
CALGO... GOODV... CLORO... DASH... IVORY... THRILL... IVORY... PERSO... LAVA... VANO...