

# TV CANDIDS

by Terrence O'Flaherty

One recent Sunday evening "Maverick" was replaced by "Stan Freberg Presents Chinese New Year" or "The Chun King Show Mein Hour With Stan Freberg" who is, himself, a maverick in the advertising world. It was charming relief from television's usual diet of routine chop suey.

"I can promise that the show will be great," said Freberg, "but I hope people will feel they have seen something fresh and different."

That is exactly what happened. The satirical moments were aimed at several sacred American traditions such as canned applause, popular music idols and advertising itself — a subject Freberg understands very thoroughly. There were many refreshing elements in the hour — and all entwined with generous helpings of Chun King Chow Mein. As such, it was probably one of the longest, most pleasant commercials in recent TV history.

An example: A "typical" American family is sitting at the breakfast table having dinner. The youngster has a propeller beanie and his mother's head is in hair curlers. Freberg suggests that they try Chinese food.

"Look, that food is okay," says the housewife, "but an hour later you're hungry."

"I'll prove that you're wrong," said Freberg. "Eat your chow mein now and we'll come back at the close of the show and see if you're hungry again."

At the finale, Freberg rejoins them, and sure enough, they're hungry again.

"Okay, so you're hungry," said Freberg. "Just order a second can of Chun King Chow Mein the next time you shop and have two meals close together."

The show's success was due to an efficient, talented group including Freberg as writer-producer; designer Saul Bass; director Jack Donahue, and musical director Billy May.

In copy cat land where producers imitate each other all the time, I suppose we're in for more off-beat shows. The death of Ernie Kovacs called more attention to his charming brand of madness that he would ordinarily have enjoyed. Now with Freberg graduating from one-minute commercials to 60-minute commercials, it's certain to be an unusual season ahead.

Perhaps the most solid thing about the show is the backstage relationship of Freberg to his Chun King sponsors. For many months Freberg has been producing one-minute spots on radio and television for their products. They have been refreshing and funny — quite possibly the funniest things on radio today. Beside that they sold chow mein and other frozen products several times faster than ever before.

Even more interesting backstage is a telegram sent to Newton Minow by Jeno F. Paulucci, president of the Chun King Corp., charging that the networks favor the giant tobacco, soap, and food sponsors and won't allow the small firms with a limited ad budget to buy prime time commercial spots.

"My small corporation had to buy a full hour in order to obtain six minutes of commercial spot time — and even then it was only semi-prime time (6:30 p.m. on a Sunday). The only other alternative offered by the networks is to buy 26 weeks' worth of alternate sponsorship of some no-good, half-hour that is available only because it was a reject from the giants.

"Advertising is a healthy part of American business . . . The giants let you grow until you are interesting enough to buy you out. Then they say sell out or we will go in against you," says Paulucci, who claims the networks are aiding this practice by favoring the giant sponsors in prime viewing time.

The Freberg show cost Chun King \$150,000 for network time and \$250,000 for the show itself. And that ain't chow mein!

## Title Officer to Speak To Realtors Wednesday

David Griffith, vice president and associate counsel with Title Insurance and Trust Co., Los Angeles, will address the Wednesday meeting of the Torrance-Lomita Board of Realtors. George Hanback, program chairman, announced yesterday. The meeting is scheduled for 12 noon at the board auditorium, in Torrance. Hanback stated. The topic of Griffith's talk will be "Condominium" — aspects of ownership of property.

He and his wife, Lee, and their four sons have moved to Palos Verdes Estates from Santa Barbara, where Griffith was a director of the Santa Barbara Chamber of Commerce and general chairman of California Land Title Assn. education district for the counties of Monterey, San Luis Obispo, Santa Barbara, and Ventura. He is a member of the California State Bar and the Bar of the United States Supreme Court.

## Audrey Mostert Enters College

Audrey Harmanna Mostert, daughter of Mr. and Mrs. Harry Mostert of Torrance, has enrolled for the spring semester at California Baptist College in Riverside. She is seeking a bachelor of arts degree.

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## Torrance Hi To Explain Iowa Tests

The Iowa Test of Educational Development, given recently to Torrance High School students, will be explained to parents on Wednesday evening at 7:30 in the Torrance High School auditorium. A letter of invitation to parents issued by Dr. Carl R. Ahee, principal of Torrance High School, indicates that pupil scores on the Iowa test will be interpreted to parents.

"The test, requiring three days to complete, consists of nine separate tests, each of which deals with abilities im-

portant for success in high school," Dr. Ahee stated. These tests concentrate on broad intellectual skills and understanding, and the ability to use what has been learned, rather than on sheer knowledge of names, dates and formulas. Student Reading skills were tested in social studies, natural sciences, and literature. Other areas tested included a test of general vocabulary and uses of sources of information.

Individual test profiles are to be developed by students and will be taken home for parent information. The meet-

ing scheduled for Wednesday, will feature members of the counseling staff under the leadership of Leonard Lifton, assistant principal pupil personnel.

Delegates from First Christian Church of Torrance will attend next week's annual World Fellowship meeting of Christian Youth Fellowship of the Harbor-Bay District of Christian (Disciples of Christ) Churches. Some 80 youths are expected at the study meetings March 2 and 3 at First Christian Church of Wilmington.

## Scholarship Program Set In Fine Arts

Scholarships in music, theatre arts and art will be offered by Marymount College through its fine arts scholarships program beginning at 1:30 p.m. on Saturday, March 31st, on the Palos Verdes Estates campus.

Candidates must submit a formal application, high school record, scholastic aptitude examination of the College Entrance Examination Board and recommendation of the high school principal before March 25.

Music scholarship applicants must be prepared to sing or

play selections of their choice. If the candidate cannot be present for a valid reason, the selection should be taped and forwarded to the college.

Applicants for theater arts scholarships will be required to do a reading from a play, and many bring friends to play in opposite roles if necessary.

A portfolio of samples of work done must be presented by art scholarship candidates, who will also be asked to demonstrate their skill in drawing or painting.

Further information may be obtained from the Director of

Admissions, Marymount College, Palos Verdes Estates, Calif.

Frank D. Tuttle, fireman apprentice, USN, son of Mr. and Mrs. Frank Tuttle of 1750 Elm Ave is serving aboard the tank landing ship USS Suffolk County, a unit of the Atlantic Fleet Amphibious Force, headquartered at Norfolk, Va., which celebrates its 20th anniversary on Feb. 20.

Organized on Feb. 20, 1942, the force lead every major Allied amphibious landing in North Africa and Europe during World War II.

# KEEP THEM Healthy

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<b>Vitamin "A"</b> 25,000 units, 100 caps. 1.25	<b>Multi-Vitamins</b> A dietary supplement of 30 vitamins and minerals in one cap. Bottle of 100 2.75	<b>B-Complex</b> 100 tablets . . . . . 98c
<b>Vitamin "B-1"</b> 10 mg., 100 tabs . . . . . 53c	<b>Therapeutic Formula</b> High concentration of all vitamins. Aids in vitamin deficiencies. Bottle of 100 2.85	<b>Vitamin "B-12"</b> 25 mcg., 100 tabs . . . . . 1.35
<b>Vitamin "B-12"</b> 5 mcg., 100 caps . . . . . 53c	<b>Liquid Vitamins</b> Especially formulated for use by children. 1 Pt. 1.09	<b>Dicalcium Phosphate</b> 100 caps . . . . . 55c
<b>Vitamin "B-12"</b> 10 mcg., 100 tabs . . . . . 75c	<b>Sav-on SUNDRIES</b>	<b>Thiamin Chloride</b> 10 mg., 100 tabs . . . . . 53c
<b>Vitamin "B-1"</b> 100 mg., 100 tabs . . . . . 2.75	<b>Vaporizer-Humidifier</b> Famous name, fully automatic vaporizer. 12 to 14 hours operation on one filling. Shuts off when water is used up. Guaranteed. List 6.95 3.98	<b>Thiamin Chloride</b> 25 mg., 100 caps . . . . . 95c
<b>Vitamin "C"</b> 100 mg., 100 tabs . . . . . 79c	<b>Preparation H OINTMENT</b> Contains Bio-Dyne. Shrinks hemorrhoids. Relieves pain. Reg. 98c — 2 oz. 59c	<b>Vitamin "E"</b> 100 mg., 100 caps . . . . . 2.75
<b>Vitamin "E"</b> 30 mg., 100 caps . . . . . 1.09	<b>Empirin COMPOUND</b> For relief of pain from simple headaches, neuralgia & common colds. Reg. 1.35 98c	<b>Vitamin "C"</b> 50 mg., 100 tabs . . . . . 50c
<b>Vitamin "A &amp; D"</b> Bottle of 100 tabs . . . . . 65c	<b>PHILLIPS Milk of Magnesia</b> Gentle laxative — Antacid gives complete relief. Choice of Regular or Mint flavor. 1 Pt. 10 oz. Reg. 99c 69c	<b>Vitamin "A"</b> 50,000 units, 100 caps 2.25
<b>Sav-on ASPIRIN TABLETS</b> U.S.P. — 5 Grain Reg. 19c 9c	<b>Brewer's Yeast TABLETS</b> 7 1/2 Grain Reg. 1.59 1.19	<b>Thorexin with FREE COFTABS</b> Speeds relief to the 1 1/2 cough control center. Chewable COFTABS acts in the same manner. Reg. 79c 79c
<b>Ladies Sweaters</b> Full Fashioned by Hickory House. 100% Orion Acrylic yarn with full button front. Assorted solid colors, machine washable. Reg. 5.95 4.98	<b>Sweat Shirts</b> 100% Cotton MEN'S 1.79 BOYS' 1.69	<b>PHILLIPS MENTHOLATUM Deep Heat</b> For arthritis, rheumatism, sore muscles etc. Extra strong for faster results. Reg. 1.69 1.29
<b>Jergen's Lotion</b> with FREE Jergen's MOISTURE CREAM . . . 1.18 value . . . . . ONLY 39c	<b>Girls' Full Length Pajamas</b> Tailored by Greencraft Washable flannelette of 100% cotton. Exclusive of decorations. Assorted prints & colors. Sizes 10 to 16. 1.89	<b>CHILDREN'S Flannelette Two-Piece Sleeper</b> Sleepers featuring plastic dot sole and snap fastener. 100% cotton — exclusive of decorations. Assorted nursery prints and colors. 1.39
<b>ICE BLUE Secret DEODORANT</b> Roll-On Reg. 1.00 Cream Reg. 69c 59c 39c	<b>Charmeen HOSIERY Special</b> • Top-to-Toe Proportioned Fit • Complete Range of Sizes • All New Spring Shades • Available Only at SAV-ON	<b>Plastic Containers</b> Pint size containers with lids. Ideal for storing left over foods in refrigerator or freezer. 1.19 value. Pack of 8 69c
<b>Plastic TOYS</b> ANDY GARD — Assortment of 8 toys. Including Power Shovel, Car with detachable trailer, boat & motor, Dump Truck, etc. Your Choice Reg. 1.00 77c	<b>Full Fashioned Sheers</b> 51 Gauge 15 Denier Pencil line seams, flattening narrow heels. Ideal for office or everyday general wear. Reg. 69c ea. 2 PR. 1.00	<b>Heating Pad</b> CENTURY — 3 Position heat control. 12x15" removable cover. UL approved. Guaranteed for 1 year. 2.29
<b>Gauze Diapers</b> J.P. Stevens "Cradle Set" — 100% soft, absorbent cotton. Large 21x40" size. Reg. 3.19 Dozen 2.29	<b>Oral B</b> It's more than a toothbrush! Sensitive gum lines need special protection. Oral B gives you this protection with over 2500 special bristles of softer, finer nylon. Use the same specially designed brush for both teeth and gums. Ask for Oral B! Get yours at the nearest drug counter. ORAL B 60 Adult Size . . . 75c ORAL B 40 Adult-Junior . . . 75c ORAL B 30 Junior Size . . . 50c	<b>Sav-on Ice Cream CONES</b> Rich, creamy ice cream in a wide variety of flavors. Large Scoop 5c Double Dip 10c

Ad Prices Prevail: Feb. 25th-28th  
Sunday through Wednesday

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