

Assignment TV

By **TERRENCE O'FLAHERTY**

"Queen for a Day" is 20 years old this year and in its long reign it has probably stirred up the emotions of more women than anything since Cary Grant and distributed more appliances than Betty Furness.

I may have to turn in my Cynic's Badge by saying this, but I think "Queen for a Day" is a good show. However, I liked "This Is Your Life," too. I find far less fakery in them than in "Petticoat Junction" or the Andy Griffith Show. Why watch synthetic corn when you can get the genuine article, straight from the small manufacturer?

FOR THOSE who don't have a chance to watch "Queen for a Day," it's the show where women from the audience are interviewed by Jack Bailey, the emcee, and the neediest case (by audience vote) wins the scepter, gets her wish, and is driven around town in a gold limousine. In a matriarchy like America, it has been a most successful format.

I'm reminded of Ambrose Bierce's definition of a queen

in his "Devil's Dictionary." He says she's "a woman by whom the realm is ruled when there is not a king, and through whom it is ruled when there is."

As his own kind of power behind the throne, Bailey has managed to keep his sanity as well as his sense of humor in the face of enough trouble to suckle soap operas for a generation. Actually the show tries to stay away from things like coronary thrombosis and stick with women who have troubles of a lighter nature and managed to live through them cheerfully — like the lady whose big request was a new set of false teeth.

"QUEEN for a Day" started on radio and Bailey took the job, figuring it was good for about two weeks' work, because the producers were going to take the show to New York where they thought they could get better studio audiences. Bailey didn't want to leave California. After the first few shows, they decided there were enough nuts in Hollywood to stay there.

The statistics are impressive. In 20 years, the show has given away \$19 million in gifts, cash, appliances, housing, furniture, travel fare—and false teeth. The average queen is 37 years old and wins approximately \$3,000 worth of gifts plus enough memories to last a lifetime.

In 20 years you can turn out a lot of queens, and the show will crown its 5,000th monarch later this summer. Some of the winners have formed themselves into an "Ex-Queens Club." I once tried to talk Bailey into running a survey that would trace the old queens and find out how many of them, after their reign, took to the bottle, got divorced, landed in jail, or joined the Communist party.

"That's impossible," said Bailey. "It inspires them. The ex-queens have a slogan — 'Once a Queen, Always Queenly.'"

And I have a hunch he is absolutely right.

Four Local Firms Win SBA Awards

Contracts totaling more than \$38,000 were awarded to Torrance and Lomita concerns this week by government agencies under the Small Business Administration cooperative set-aside program.

Largest of the four awards went to Brown Mudd Co. for the application of soil sealant. The contract was valued at \$21,250.

Other awards included Blaine R. Butcher, \$4,550 for interior painting; Warren Southwest, Inc., \$3,496 for surfacing of an access road, and PPMC Sheet Metal Works, \$9,363 for repairs to roofs on metal buildings.

Garden Checklist

- 1. When it comes to plant material, the very best is the least expensive in the long run. Don't spend time, effort and material growing plants of poor quality. Check with your local California Association of Nurserymen member.
- 2. Now is the time to plant all types of container grown trees and shrubs.
- 3. This is also a good time to plant and divide the Bearded Iris.
- 4. Take a few seconds to cut back your summer-blooming perennials after they have bloomed. Be sure to leave some foliage at the base of the plant.
- 5. Pick faded blooms off all your favorite plants. This will encourage additional flowers to bloom and conserves the strength of your plant.

Is this your child's favorite sport?



Like many youngsters, your child probably spends long hours watching his favorite sports—and precious little time participating in them. If inactivity is the order of the day for your child, he may—like one-third of our school children—be unable to pass minimum physical fitness tests. Many schools are stepping up their programs of physical education. But in a surprisingly large number of them, there is still not enough emphasis on daily, vigorous activity. For the sake of your child's physical and mental progress, make sure that your school puts sufficient emphasis on physical education. To help you evaluate the program in your school, send for the free leaflet offered by the President's Council on Physical Fitness, Washington 25, D. C.

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BETTER FOOD MARKETS

JULY 4th

Food

7 BIG SALE DAYS THURS.-WED. / JULY 2-8

BETTER FOODS CRISPY FRESH

C-H-B TASTY

YOUR CHOICE - C-H-B

POTATO CHIPS

PORK & BEANS

MAYONNAISE SALAD DRESSING SANDWICHES



LARGE 59c PKG.

SAVE 20c

39c



LARGE NO. 2 1/2 CAN

SAVE 8c

15c



LARGE 24-OZ. JAR

SAVE 17c

2



ORCHID/Pkg. of 80/Paper Wrap

PAPER NAPKINS

SAVE 3c

10c



R.G./BAKED BY PACIFIC CRACKER

SODA CRACKERS

SAVE 6c

FULL 1-LB. BOX

19c



GOLDEN CREME/CREME PAC

ICE CREAM

SAVE 12c

SQUARE 1/2-GALLON ASSORTED FLAVORS

47c



HAPPYTIME FROZEN/12-OZ. PKG.

IMITATION MALTS / SHAKES

SAVE 4c

9c



WOODY'S 14-OZ. BOTTLE

BAR-B-Q SAUCE

23c

SAVE 35c LINDSAY MEDIUM PITTED/BIG NO. 1 CAN

RIPE OLIVES 49c

SAVE 10c C-H-B SMALL WHOLE/BIG 22-OZ. JAR

SWEET PICKLES . . . 39c

SAVE 8c C-H-B KOSHER/BIG 22-OZ. JAR

DILL PICKLES 29c

MANN'S/APPLETIME/L.G. 2 1/2 CAN

APPLE SAUCE . . . 25c

SAVE 14c MEN'S, WOMEN'S, CHILDREN'S

ZORIES SANDALS . 25c

7 1/2-OZ. PKG./MACARONI

KRAFT DINNER . . . 21c

MADE BY KRAFT/1-LB. CARTON/WHIPPED

MIRACLE OLEO . . . 31c

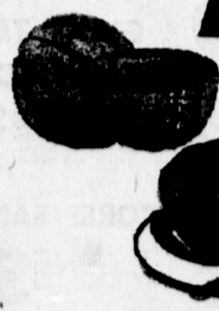
REG. PKGS. ASSORTED/NBC

SNACK CRACKERS 41c

WAXTEX/100 FT. ROLL

WAX PAPER 23c

FRESH PRODUCE



THICK MEATY JUMBO, FINEST EATING

CANTALOUPE

7c

FRESH MEATY **LONG GREEN CUCUMBERS**

EA. **5c**

U.S. NO. 1 **WHITE ROSE POTATOES**

8 LB. CELLO **45c**

FRESH LONG **SWEET CORN**

EAR **5c**

Van de Kamps
THURS. SUN. JULY 2-5
CHOCOLATE FUDGE CAKE

59c



AT STORES WITH VAN DE KAMP'S ONLY

- PALMOLIVE SOAP—Bath Bar 2 for 31c
- CASHMERE BOUQUET SOAP—Bath 2 for 33c
- AJAX DETERGENT—Giant Size 79c
- AJAX DETERGENT—King Size \$1.29
- FAB DETERGENT—Large Size 33c
- FAB DETERGENT—Giant Size 79c
- VEL LIQUID—12-oz. Container 39c
- VEL LIQUID—22-oz. Container 69c
- AJAX CLEANER—Regular 41c
- AJAX CLEANER—Giant 73c
- AJAX CLEANER—King 98c
- ACTION BLEACH—Reg. Pkg. 43c
- ACTION BLEACH—King Pkg. \$1.14
- AJAX CLEANSER—Reg. 2 for 33c
- AJAX CLEANSER—King 2 for 49c
- FLORENT ROOM DEODORIZER—7-oz. 59c
- CHEER DETERGENT—Large Pkg. 33c
- DUZ DETERGENT—23-oz. Pkg. 59c
- SURF DETERGENT—Giant Pkg. 79c
- BREEZE DETERGENT—Large Pkg. 37c
- VIM TABLETS—40-oz. Pkg. 69c
- ALL LOW SUDS DETERGENT—24-oz. Pkg. 39c
- ALL EX. FLUFFY DETERGENT—3-lb. Pkg. 81c
- ALL LIQUID DETERGENT—Quart 79c
- LUX LIQUID—12-oz. Container 37c
- SWAN LIQUID—22-oz. Container 69c
- WISK LIQUID—Quart Container 79c
- FINAL TOUCH—17-oz. Container 49c
- LUX FLAKES—Large Pkg. 35c
- LUX SOAP—Reg. Bar 2 for 21c
- LUX SOAP—Bath Bar 2 for 31c
- LIFEBUOY SOAP—Reg. Bar 2 for 25c
- LIFEBUOY SOAP—Bath Bar 2 for 37c
- PRAISE SOAP—Reg. Bar 2 for 29c
- PRAISE SOAP—Bath Bar 2 for 41c
- SALVO TABLETS—24-oz. Pkg. 41c
- DREFT DETERGENT—15-oz. Pkg.
- JOY DETERGENT—12-oz. Container
- IVORY LIQUID DETERGENT—12-oz.
- THRILL DETERGENT—22-oz.
- OXYDOL DETERGENT—Giant Pkg.
- TIDE DETERGENT—Large Pkg.

CASH PAYROLL CHECKS FREE!
PAY UTILITY BILLS FREE!
BUY SAFE MONEY ORDERS!



XLNT POTATO SALAD

1-lb. Wax Cup **29c**

LUER ALL MEAT OR BETTER FOOD/1-LB. PKG.

FRANKS 49c

BETTER FOODS/ALL BEEF or ALL MEAT/6-oz. Pkg.

SLICED BOLOGNA . . . 29c

BORDEN'S/PROCESSED/12-OZ. PKG.

Sliced American CHEESE 49c

GIANT PKG./INCL. 10c OFF LABEL

RINSO BLUE 67c

SCOTT/120 FT. ROLL

PAPER TOWELS 59c