Among the prizes going to the 1969 Miss America is a \$10.000 scholarship. Each participant receives \$500 and most of them received a \$1,000 prize for winning state title. state titles.

The Miss America Contest, it can be pointed out, is not fied the pageant last week. especially popular among the press. The idea of single housed a two week engage-

ing out an American beauty ment of the Ice Capades has often been considered that closed Saturday night.

ATLANTIC CITY, itself, does not go to extremes to mark the occasion of the annual pageant starting the day after Labor Day. Only a half dozen cubicals placed on the boardwalk to hustle souvenir programs and reserved parade seating identi-

Stage props were already being assembled for the queen contest. All judging takes place in the giant auditorium between Wednesday and Saturday. Crowds estimated as high as 20,000 will be thrilled to a display. will be thrilled to a display of swim wear in 3-dimen-sion, a variety show on the border on an Amateur Hour, and a fashion show with Toni home permanents.

The Miss America contest-

Pepsi Generation, yet thousands who have flocked into the hotels are predominently senior citizens who belong to the Geritol Generation.

With the accompanying long Labor Day weekend, hotel rooms have been at a premium. In some hotels only doubles are provided and go for \$20 to \$40. The prices dip a little during pageant week. Only the Holi-day Inn and the Claridge are not some type of fire

The fire that occurred Saturday morning threatened the Haddon Hall Hotel which is also "Control Center" for is also "Control Center" for the pageant. But only eight boardwalk business joints and a large section of the wooden walkway were ruined. Reconstruction was started immediately.

THE BEACH is closed at 10 p.m., but with the warm weather the boardwalk remains jammed until well past midnight.

The walk is a real leisure, but battery-driven "rolling chairs" which carry three persons are for hire for \$3 an hour. It's a bargain.

Hundreds of door-to-door gyp-joints, however, are a joke. A front page news ar-ticle told of a woman who successfully challenged an establishment which tricked her into paying a high price for a cheap ring. Near this same business was the hus-tling newspaper salesman who demanded 20 cents for

a copy of a 10 cent edition. Ironically, in the same vi cinity was a police mobile unit designed for crime prevention propaganda.

THE best policed function of Atlantic City is the Miss America Pageant itself. The girls did not know what it really meant to be chaper-until they came to town. A 40-page pamphlet dictates the policies of the pageant. It is rather conservative.

A contestant is not per-mitted to speak to a male member of her own family

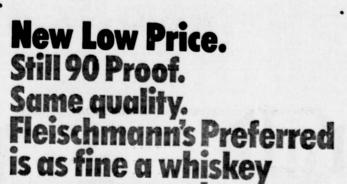
SCAG Issue Splits Council

logic doesn't extend from SCAG actually serves to "protect local government," not pre-empt it, Beasley

which owns the land in the Columbia Park area, has decided not to give the city the long-term lease first expected. Instead, the lease will be given on a year to year basis, with a one-year

except to obtain the federal . the fact that the Edison Co., grant, and suggested that the measure be put off until it is certain that the Edison lease terms are acceptable to the state and federal

SCAG is a voluntary



as money can buy.





THE FLEIGCHMANN DIST, CORP., N.Y.C. - BLENDED WHISKEY - SO PROOF - 65% GRAIN NEUTRAL SPIRITS

Methodists To Present Drug Talk

school lunches, saying "Our

one ear to the other!

Dr. Henry Hall, executive director of the Narcotic Education Association of Los Angeles, will be guest speak-er Sunday at the 10:30 a.m. service at Walteria United Methodist Church, 3646

wihout a hostess present. Rules are imposed to pre-vent any distraction from the beauty pageant, much to the annoyance of well-wish-

Finally, by Saturday night one of these 50 sweethearts will be asked to go out into the world for one year to serve as a goodwill ambas sador for America. She car begin on the Boardwalk!

Beasley also said that the hysteria against SCAG was generated three or four years ago when the John Birch Society "needed some-blick bear they objected to the solid like the solid like they objected to the solid like they objected they o notice of cancellation clause. it clear they objected to the basic idea of dishing out federal funds.

ISEN SAID there was no sion to point to joining the SCAG lems.

governments. group of Southern Califor-nia local governments pro-viding a forum for discus-sion to study regional prob-



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Join the 500 beaming businessmen, bankers and brokers who have moved to smogless Del Amo Financial Center, Southern California's most dynamic and desirable business location. Elegant offices at ordinary prices. Call 370-5832 for a tour or a talk.

If you face an hour's drive to work this morning,

perhaps it's time the mountain moved to Mohammed. Conserving your valuable executive time and energy tops a list as long as your arm of sound reasons for locating your company's offices in Del Amo Financial Center, Southern California's most elegant business address.

If your company sells things or services to people, you are probably already aware that Del Amo is teeming with big-spending shoppers...that it's "down town" to the 800,000 South Bay population and

cash registers are ringing merrily. Most of the businesses that moved in early at Del Amo met their two-year goals within the first six

months...and sales keep climbing.

If your company sells things or services to other businesses, you must have already thought about what a great location Del Amo is for fast, flexible nt to and from anywhere in the Southland...or the world, for that matter.

It's a six-minute helicopter flight from Del Amo's heliport (to be relocated atop the Bank of America Tower) to Los Angeles International Airport.

Torrance Airport can handle your company plane.

You couldn't help but notice the towering elegance of Del Amo Financial Center as you pass by, but stop and take a closer look. Breathtaking architecture, beautiful tree-lined grounds, fountains and lagoons, and inside, a richness of design and styling that

quietly says quality.

The climate, including humidity, is controlled, and so is the glare. High-speed elevators take you up, and

electric stairways take you down (to the parking areas).

There's lots of parking for all employees and customers. And all the room you need for expansion, no matter how fast your business grows.

Plus conference rooms, executive suites and a

full range of service facilities, including perhaps the

country's most plush barber shop.

At lunchtime you can slip down to the lounge of one of the brokerage firms, study the big board, and make yourself a fortune trading in stocks.

Staffing your offices will be a joy. Plenty of high caliber administrative and clerical talent waiting in line to work in these beautiful buildings (and avoid that daily drive all the way to Los Angeles).

Locating your business in Del Amo Center is just a matter of time. Don't lose any more. Call or write Marketing Director, Great Lakes Realty Corp., Suite 441-A, Del Amo Financial Center, Torrance, California 0.0507, who will array for. California 90503, who will arrange for a personally conducted tour, and send you our brochure. His number is (213) 370-5832.





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