

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — Its been more than a year since Newton Minow proclaimed television to be a Vast Wasteland. This facile phrase gained such broad currency that a strong impression was created that the public, to a man, was in complete agreement about television's aridity.

The impression was further reinforced a month or so later when the FCC announced that it had received 4,200 letters from citizens, 98 per cent of whom agreed with the Chairman's attitude.

But Elmo Roper recently released the results of a survey of public attitudes toward television and other media that tells a different story. As the two most powerful and pervasive media of public information both the press and television can look to the Roper report for guidelines in strengthening their claim to the public's loyalty.

NEWSPAPERS need not retreat from the fact that 57 per cent of the people still get most of their news about what's happening in the world from newspapers. Television apparently serves 52 per cent of the adults as their primary source of news.

The survey group was also asked to indicate if it thought each of the following was doing an excellent, good, fair or poor job: schools, newspapers, television stations, and local government. It's a tribute to our free and competitive system of news dissemination that a substantial majority of the public believes that both newspapers and TV are doing either an excellent or good job. Newspapers, in fact, ranked several percentage points higher than TV.

HOWEVER, the next findings reflected an especially high prestige for TV, something the great newspaper industry should accept as a challenge to ever greater service to the public. Ten per cent more people found television news reports more "believable" than newspaper reports of the same story. This is perhaps not too surprising when one considers that many news stories are reported visually on TV, thereby lending greater credence than the written word. It's hard to beat the idea, "I saw it with my own eyes."

And finally this same group of respondents reported that if they could keep only one of the four major information media—newspapers, TV, radio, magazines—42 per cent would keep TV, 28 per cent newspapers, 22 per cent radio, and 4 per cent magazines.

Certainly these results don't support the contention that the public agrees with Mr. Minow's characterization of TV as a vast wasteland.

THE FINDINGS also indicate the generally high regard most people have for both the newspapers and television, but, insofar as there is a competitive instinct between the two giants, neither can afford overconfidence. A healthy respect on the part of each for the other will heighten the vigor.

Riviera Man Promoted

Lorne E. O'Brien, of 223 Via Anita, in the Hollywood Riviera section of Torrance, has been promoted to division sales manager by Pacific Telephone.

His new position holds the responsibility for Lockheed Aircraft's telephone service in the Los Angeles area. He is also national co-ordinator of the industrial firm's communications provided by the Bell System.

O'Brien joined the communications field in 1953 as a traffic department assistant for Bell Telephone of Canada in Montreal.

He came to the Los Angeles area in 1957 and most recently was major accounts manager for Southern California Gas Co.

Born and educated in Montreal, he received a bachelor's degree in philosophy in 1953 from Loyola University in the Canadian city.

As an outside interest, he teaches religion in weekly meetings at St. Lawrence Martyr Church in Redondo Beach for Catholic high school students attending public schools.

He and his wife, Olive, have three children — Michael, 4; Stephen, 2, and Kevin, 6 months.

Bus Repairs to Be Done Out of Town

Because Gardena Bus Lines, a municipal operation, charge 75 cents per hour less for repairs, two Torrance Municipal buses damaged in accidents will be repaired in Gardena.

Approval of bids totaling \$828 was given by the city council this week but without comment from Councilman Nick Drale that the buses ought to be repaired in Torrance's own shops. The city already has recovered \$188.02 for damages to one bus and is hopeful of recovering the full damages to the second bus involved.

Awards to Be Presented

National Recreation Assn. awards will be presented July 11 to an individual and to the group who have made the most outstanding contribution to recreation in Torrance during the past year.

The awards will be made at the sixth annual awards dinner meeting of the Torrance Park and Recreation Commission, according to H. M. Sippel, commission chairman. The event is scheduled for 7 p.m. at the Jump'n Jack Terrace Room.

Zoning Variance Hearing Continued

A formal hearing on the petition of Mr. and Mrs. Milton Young, 3350 W. 171st St. for a zoning variance to allow them to erect a second dwelling on their R-1 lot, was continued until July 21, in action by the Torrance city council this week.

Stating the original application had not been properly prepared, Atty. Joseph Shane requested the continuance. Interested property owners will not be re-notified but are advised to appear for the continued hearing Tuesday evening, July 24.

McCord Will Head Area's Brown Drive

Clare McCord, well known civic leader, has been named co-chairman with Rosemary DeCamp of the Harbor Area Committee to Re-elect Governor Brown, according to the Governor's committee headquarters in Los Angeles. The area includes 19 cities from Long Beach and Lakewood to Playa Del Rey and Westchester.

"We are fortunate in securing a man with McCord's background for this important position," stated Gov. Brown. "He is not only well known and respected in Long Beach, but

throughout California as well." McCord was exalted ruler of Long Beach Elks Lodge in 1934-35.

In 1954 he was general chairman of the week-long celebration of the 50th anniversary of the Long Beach Elks Lodge, which ended with a giant initiation of 1,000 Elks from 22 lodges in Southern California.

He was sergeant-at-arms of the California Elks Assn. in 1959-60. For the last two years he has been membership director of the association, and largest in America, with 154

lodges and 149,634 members. He was formerly president of the Long Beach Democratic Club, and a member of the Los Angeles County Democratic Central Committee.

He served as president of the Long Beach Advertising Club. For several years he was editor of the monthly magazine of the Long Beach Elks Lodge, the Long Beach Moose Lodge, the Long Beach Executive Assn., and the year books of the Long Beach Bowling Assn., and the California State Bowling Assn.

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BIG BEN OLD TIME VALUE DAYS

BIG BEN TURNS BACK THE GIANT CLOCK!
It's a known fact your dollar bought more in 1936 than it does today—now Big Ben makes your 1962 dollars worth just as much as they were in 1936 with its tremendous discounts.

MORE FOR YOUR FOOD DOLLAR HAS ALWAYS BEEN BIG BEN'S POLICY! HERE ARE JUST A FEW OF THE MANY FOOD, MEAT & PRODUCE ITEMS THAT OFFER YOU TREMENDOUS SAVINGS

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<p>CHOICE FRESH CHICKEN PARTS</p> <p>BREASTS 41¢ lb Legs & Thighs 36¢ lb</p> <p>WINGS 15¢ BACKS AND NECKS 8¢</p> <p>● WE FEATURE U.E.D.A. CHOICE BEEF ONLY!</p> <p>FRESH GROUND BEEF . . . 29¢ BEEF PATTIES 39¢ GROUND CHUCK 49¢ GROUND ROUND 59¢</p>	<p>GOLDEN SWEET CORN EXTRA FANCY</p> <p>5¢ ca.</p> <p>ORANGES 7¢ lb.</p> <p>Extra Fancy Kentucky Wonder</p> <p>GREEN BEANS 10¢ lb.</p>	<p>ADORN HAIR SPRAY</p> <p>Regular \$1.50</p> <p>79¢</p>
<p>FRIDAY OPENING SPECIAL</p> <p>FRESH GRADE AA LARGE EGGS 27¢ doz. 10 A.M. to 12 NOON</p>	<p>Saturday Opening Special</p> <p>USDA CHOICE ROUND STEAK 59¢ lb. 10 A.M. to 11 A.M.</p>	<p>SUNDAY OPENING SPECIAL</p> <p>RATH'S ASSORTED LUNCH MEATS 19¢ 4-oz. Pkg. 10 A.M. to 12 NOON</p>

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On Big Ben's Front Lot July 4th

BIG BEN

<p>BELL BRAND—Reg. 49c Size</p> <p>Potato Chips 33¢</p> <p>It's Ice Tea Time!</p> <p>LIPTON TEA 2 FOR 29¢ 16 Count tea bags, Reg. 25c</p> <p>LIPTON JUMBO 4 1/2 SIZE INSTANT TEA 99¢</p> <p>HILLS BROS. COFFEE 59¢ lb. 2-lb. can \$1.16 4-lb. can \$2.29 6-oz. Instant 49c</p>	<p>JUMBO 12-OZ. SOFT DRINKS</p> <p>Assorted Flavors No deposit glass bottles</p> <p>6 FOR 39¢</p> <p>CLOTHES PINS 2 FOR 1¢</p> <p>All Year Super Colossal GREEN RIPE OLIVES 19¢ #1 Tall can</p>	<p>FOREMOST — CATERING QUALITY ICE CREAM</p> <p>1/2 Gallon Round Pack 59¢</p> <p>— DELI. DEPT. —</p> <p>RATH'S 12-oz. Pkg. FRANKS 33¢</p> <p>RATH'S Honey Glazed CANNED HAMS \$3.49 4-LB. CAN</p>
<p>FRESH GARDENIA PLANTS</p> <p>In pots, in bloom, large fragrant blooms.</p> <p>BIG BEN SPECIAL 33¢ ea.</p>	<p>6 1/2" x 20" All Purpose SILL TRAY</p> <p>Use as planter tray, utility tray, bathroom or kitchen tray. Decorator colors, heavy duty, long lasting.</p> <p>Reg. \$1.19</p> <p>49¢</p>	<p>MARY PROCTOR HI-LO IRONING TABLE</p> <p>● Sturdy metal ironing board ● Easy rolling wheels ● Steam vent top ● Adjustable to your height for your convenience</p> <p>Regular \$10.95</p> <p>BIG BEN SPECIAL 6.72</p>
<p>Portable COMFORT</p> <p>Solid 100% pure polyfoam with heavy duty vinyl cover. Assorted colors for beach, chaise, lawn, pool and gym.</p> <p>Regular \$6.95</p> <p>BIG BEN PRICE 3.99</p>	<p>REPEAT OF A SELLOUT! One Piece Chaise LOUNGE PADS 2.83</p> <p>In solid colors and floral prints.</p> <p>Folding Aluminum CHAISE LOUNGE 5.99 5 Web • Reg. \$10.95</p> <p>Folding Aluminum CHAIRS 2.99</p>	<p>PROCTOR SILEX STEAM & DRY IRON</p> <p>● Nice large steam vents ● Oversize steam chamber ● Instant fingerlip switch from steam to dry ● Fabric selector out front</p> <p>BIG BEN PRICE 5.83</p>

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● Selectronic color beam
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Regular \$24.95

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