

A Closer Look

By Ernest Kreiling

HOLLYWOOD — One of the pleasures of writing a TV column is that everyone you meet is eager to voice his ideas of what's right and what's wrong with television. At least that used to be the case. Things have changed.

Today the only thing people say is, "Oh, I never watch TV any more." It's the fashionable thing to do these days.

But the A. C. Nielsen Co., according to Broadcasting Magazine, continues to find that the average daily hours of viewing totals 5 hours and six minutes per home. If yours is an average home your TV set is on one hour and 29 minutes between 10 a.m. and 5 p.m.; 55 minutes between 5 and 7:30 p.m.; one hour and 54 minutes between 7:30 and 11 p.m.; 26 minutes between 11 p.m. and 1 a.m.; and another 22 minutes before 10 a.m. or after 1 a.m.

Not many of us admit to having the set burning that long each day.

THE BROADCASTING Magazine article reporting these findings was headlined, "TV's Audience Continues Growth," a fact the article later confirmed when it reported that there are two million new TV homes since last year. However, buried in the article was a more significant statement. Prime time viewing, 7:30 to 11:30 p.m., has dropped steadily from a peak of two hours and three minutes in 1958 to one hour and 54 minutes this year.

A loss of nine minutes viewing per evening isn't likely to drive network executives into fits of despondency, but it's my hunch that the viewing drop-off will continue.

NEWSPAPER readership continues to increase, book sales are robust, movie attendance is up, album sales are soaring, and FM radio listening is rising. These are but a few signs that TV doesn't have the same firm grip on America's evenings that it once had.

In addition, there's a striking lack of excitement in the new season's entertainment programs. There are many good ones, to be sure, but somehow very little new and compelling has come along. Where once many of us didn't want to miss our favorite program, today most of us don't really care. Pretty much the same thing will be around next week anyway.

Newton Minow, chairman of the FCC, probably located one of the sources of this continuing blandness in programming. "The basic trouble," he said, "is that many broadcasters underestimate the audience. I believe they think that people are not terribly bright."

MINOW IS right. There's increasing evidence that our society is rapidly becoming more literate, more sophisticated, and more knowledgeable. Although TV can take much credit for fostering this trend, it's also failing to keep abreast of it by offering increasingly intelligent and engrossing fare.

When a few more millions of families wander away from their TV sets broadcasters will either have to come up with new levels of imaginative programming or be satisfied to let television be the casual household companion it's rapidly becoming.

UCLA Announces Spring Real Estate Certificate Classes

Announcement of spring classes in the Real Estate Certificate Program of University Extension, University of California, is being made to South Bay residents by Karl Venter, head of the professional program.

Given in cooperation with the California Real Estate Assn., classes are offered in Compton, Inglewood, and Torrance, as well as many other southern California communities. Program is designed for brokers, salesmen, escrow personnel, appraisers, and others in allied fields.

OPENING during the week of Feb. 4, there are six 7-9:30 p.m. Inglewood classes at George W. Crozier Junior High School, 151 N. Greville Ave. They are:

1. Trend and Factors Influencing Real Estate, beginning Monday, Feb. 4, with Malcolm H. Rhodes instructing.
2. Legal Aspects of Real Estate, Thursday, Feb. 7, with Martin F. Roston instructing.
3. Real Estate Finance, Wednesday, Feb. 6, with Mitchell E. Toland instructing.
4. Principles of Real Estate Appraisal, Thursday, Feb. 7, with instructor Stanley H. Yorshis.
5. Real Estate Exchanges and Taxation, Thursday, Feb. 7, Norman L. Jacobson instructing.
6. Income Tax Aspects of Real Estate Transactions, Monday, Feb. 4, with instructor Abraham Green.

REAL ESTATE Exchanges and Taxation begins Thursday, Feb. 7, from 7-9:30 p.m. at Compton College, 1111 E. Artesia Blvd., in Compton. Charles H. Boxbaum is instructor. Income Tax Aspects of Real

Estate Transactions begins at 7-9:30 p.m., also at Compton College, Wednesday, Feb. 6, with instructor Granville B. Smith.

Torrance weekly 7-9:30 p.m. classes will be at North High School, 3620 W. 182nd St. They are Principles of Real Estate Appraisal, beginning Wednesday, Feb. 6, with instructor Paul Belous; Advanced Real Estate Appraisal, Monday, Feb. 4, with Mr. Yorshis; and, Commercial and Investment Properties, Tuesday, Feb. 5, with Whyllie Somers instructing.

UNIVERSITY Extension offices at 818 S. Hill St., Los Angeles 14 (MADison 3-6123) will send Real Estate Certificate Program brochures with course descriptions, fees and registration forms on request. Early registration is advised as all South Bay real estate classes are limited in enrollment.

Bloodmobile Slated Jan. 7

A Red Cross bloodmobile will be stationed at Leonard's Department Store, 25405 Crenshaw Blvd., from 12:30 to 5 p.m., Jan. 7, in response to a request from Rolling Hills Plaza business concerns.

Open to the public, individuals may donate to the blood bank for personal credit or the donation may be made in the name of a firm, club or family.

Besides the host store, other organizations signed as donors are Houston Fearless, Mayflower Trailer, Shopper's Market, J. J. Newberry, Space Equipment, National Guard, Foods Co., Thrifty Drug, the Paracol and the Jump 'n' Jack.

Appointments for the Jan. 7 bloodmobile may be made by calling Red Cross at TE 2-8321.

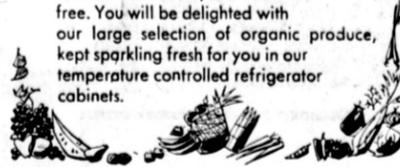
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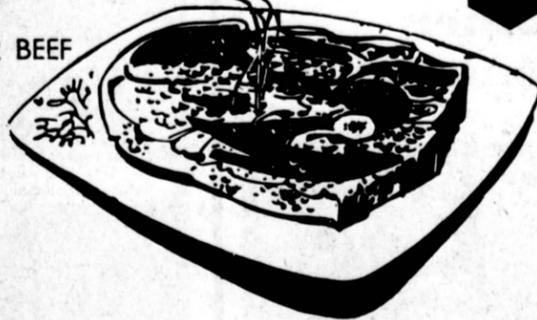
ORGANIC VEGETABLES

Organically grown fruits and vegetables supply you with more nutrition and vitamins! Naturally grown, with no protective sprays, insecticides or artificial fertilizers, they have no chemical residue whatsoever, and are weed free. You will be delighted with our large selection of organic produce, kept sparkling fresh for you in our temperature controlled refrigerator cabinets.



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69¢ lb.



U.S.D.A. "CHOICE" STEER BEEF

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Boneless Beef Stew
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PRECISION GROUND HOURLY

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NORTHERN HALIBUT, WHITE MEAT, FROZEN-IN-FLAVOR

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Attractive assorted colors is true quality!
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Detergent 69¢
and always delicious. (Incl. 6c off) 1-lb. pkg.
Margarine 33¢

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REFRESHING
ANADA DRY HI SPOT
6 king size bottles 39¢

SWEET & JUICY
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10¢ lb.

MS 10¢ lb.
2 15¢
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THURS. FRI. - SAT. Jan. 3, 4, 5

LADIES' NYLON HEEL CAPS Reg. \$1.25 A \$1.50 99¢

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