

A Closer Look

By Ernest Kreiling

HOLLYWOOD—Apt though we are to criticize our own television we don't realize how lame it has actually become. That is if we are to believe the British impression of television in America.

The British Broadcasting Corp.'s attitudes toward television here was sneeringly outlined in a documentary film, "Television and the World," prepared for the British public and recently viewed by members of the Academy of Television Arts and Sciences.

With the camera dwelling on oceans of antennae and the scenes musically supported by the Mr. Kleen jingle, the BBC conveyed the impression that TV has replaced all of life's other pursuits and interests, as presumably proven by a view of three youngsters crowded into one bathtub and watching a program during the course of their bath.

AS A NATION we're apparently concerned primarily with crime and divorce, if the BBC version is to be believed. For example, excerpts from a presumably typical television news cast included only reports of murder, a divorce, and Mickey Cohen. And with great relish the pompous BBC narrator announced that CBS even had a permanent Divorce Court installed in its Hollywood studios.

The whole trouble, according to the BBC, is that "American television is a business and business alone. All other aims come second. The advertisers are in charge, and what most people want is what all people get."

The film did pay an oblique compliment to our assembly line skill of appealing to mass audiences night after night.

ON BALANCE, however, the BBC concluded that 10 per cent of American television is good, 5 per cent excellent. The remaining 85 per cent was apparently written off as being insufficient substance for anyone but Americans.

Although the BBC clearly touched on some valid points, their value was dissipated in the overstatement and in the obvious failure to present a fairer picture of the operations of our commercial system of broadcasting. But their motives are clear.

The BBC is a governmentally chartered corporation, which in recent years has encountered devastating competition at the hands of England's commercial network. Further the BBC faces the threat of a second commercial network and a PAY-TV system in the next few years. One needn't look much further to see what motives prompted this biased appraisal of television in America.

THIS, OF COURSE, raises the question, "Just how good is television in England?" Here is what Brooks Atkinson, the New York Times' noted Critic At Large, found during a recent visit there: "I think it's soggier than ours in its mediocre passages and less brilliant than our in its best moments. It excels in the low pressure programs concerned with art, education, and religion. . . . Britons have a good deal less TV than Americans do, which in itself may be an achievement. . . . But the general level is no higher than the voluble American stations."

And Brooks Atkinson has never been accused of being a sudy apologist for the popular arts in America.

Training Program Set for Medical Office Personnel

Plans for a special training program for medical office personnel from communities throughout the South Bay and Torrance areas were announced by Cabrillo Memorial Hospital, 1845 Pacific Coast Hwy., Hermosa Beach.

The seven two and one-half-hour sessions, sponsored by the hospital's education department in cooperation with the Medical Economics Workshop, a division of Coast Credit Corp., were announced by Thomas M. Joyce, hospital administrator, and Dr. Brice Martin, chief of staff, both of Manhattan Beach.

THEY WILL be conducted by prominent authorities in such fields as medical office public relations, insurance claim processing, medical service plans, workmen's compensation, credit and collections and other administrative and economic phases of professional operation.

Each session, starting Feb. 12 and to be held thereafter on consecutive Tuesdays at 8 p.m., will be divided into a lecture and workshop segment, under direction of Robert E. McCullough, training director of the Medical Economics Workshop, assisted by Miss Dee Russell, administrative assistant, Broadway Hospital.

"Purpose of the course," McCullough explained, "is to increase the effectiveness of medical assistance in today's

complex operational world, and at the same time to create through such techniques a better relationship between physician and patient and office employee and hospital."

Dr. Martin said the new course has been announced to doctors in Inglewood, San Pedro, Wilmington, Manhattan Beach, Hermosa Beach, Redondo Beach, Torrance, Hawthorne, Westchester, Gardena, Lomita, Lawndale, El Segundo, Palos Verdes and other communities.

SIGHT-SEEING QUIZ

Can You Name This Spot?



Clue: BUILT IN THE 13TH CENTURY, THIS GOTHIC ABBEY FORTRESS IS PERCHED ON A ROCK IN THE BAY OF CANCALE.

ANSWER: MONASTERY OF THE NORMAN COAST OF FRANCE.

Good eyes mean good memories. Care for your eyes at all times.

LIFE'S LIKE THAT

By FRED NEHEP



"A new hat is a tonic to me . . . it gives me enough strength to buy a dress, shoes and purse to go with it."

MARY WISE



FRESH DATES ADD to the flavor of Date Popcorn Balls. Peanut butter in the candy mixture further enhances the goodness of these balls designed as a school lunch box treat.

Make a Luncheon Date with Popcorn Treats

Whether for lunch box treats or television snacks, Dated Popcorn Balls are delightful.

Buy ready-to-eat popcorn or better still, let the children have the fun of making it. Then combine it with such favorites as chopped California dates, molasses and peanut butter.

For ease of handling, lightly grease hands with butter or margarine before shaping the balls.

- DATED POPCORN BALLS**
- 1/2 cup fresh dates
 - 3 quarts popped popcorn
 - 1 cup molasses
 - 1/2 cup light corn syrup
 - 1 tbs. vinegar
 - 1/2 cup peanut butter

Chop dates. In large bowl, lightly toss dates and popcorn.

In deep saucepan, combine molasses, corn syrup and vinegar. Bring to boil and cook to 250 degrees on candy thermometer or to hard-ball stage.

Remove from heat and stir in peanut butter. Four over date-popcorn mixture, mixing to coat thoroughly.

Cool sufficiently to handle and shape into 12 or 14 balls. Cool on cake racks.

Another Suggestion: Valentine's Day calls for

COOKIE CORNER

Cookies for dessert are delightful. Especially good are these macaroon-like Almond Lemon Cookies.

Serve them with fruit and coffee for dessert.

- ALMOND LEMON COOKIES**
- 2 egg whites
 - 1 1/3 cups fine graham cracker crumbs
 - 1/2 tsp. salt
 - 1 cup brown sugar, packed
 - 1/2 tsp. grated lemon rind
 - 1/4 cup roasted diced almonds

Halved blanched almonds. Beat egg whites until stiff but not too dry. Mix together graham cracker crumbs, salt, brown sugar, lemon rind and almonds. Fold in beaten egg whites.

Drop onto greased cookie sheet and flatten with fork. Garnish each cookie with 1/2 almond.

Bake at 325 degrees for 15 minutes. Allow to stand 2 or 3 minutes before removing from pan. Makes 14 cookies 2 1/4-inches in diameter.

FRESH PEARS ARE PLENTIFUL ITEM

Fine quality fresh pears—the delight of gourmets—continue in abundant supply in western markets and have been designated a plentiful food by the USDA.

It is reported that supplies in western areas total nearly a million boxes more than last year.

Baked pear macarons are a crisp version of fresh baked pears. Pare, halve and core fresh pears. Coat outside with a crumbly mixture of melted butter, brown sugar, cinnamon, honey and bread crumbs.

Place pear halves, cut-side down, in buttered baking dish. Bake 30 minutes at 350 degrees or until tender. Serve pears hot with chilled cream.

something special in the way of food. This easy-as-pie dessert is a combination of fruits which adds lightness as well as goodness to dinner.

DATE-PINEAPPLE TEASERS

- 1 cup fresh dates
- 1 cup fresh grapefruit sections
- 1/2 cup chopped red apple
- 1 (8 1/2-oz.) can pineapple tidbits

- 1 tbs. lemon juice
- 2 tbs. rum
- Maraschino cherries

Cut dates into wedges. Combine with other fruits, syrup from pineapple, lemon juice and rum; chill. Garnish individual servings with cherries.

Cherries Are February's Own Fruit

Red tart cherries are plentiful now and have been designated as a food to feature by USDA.

They can be used in a variety of ways to brighten winter meals and have long been known as a special dish for the month of February.

Old-fashioned cherry pie is tempting. Be sure to use enough of the cherries to make a full filling—two #303 cans for a 9-inch pie. Use just enough slightly thickened (cornstarch or tapioca) juice for a firm filling.

A hint of almond extract will add an interesting flavor.

Breakfast Brightener

Prepare quick-cooking tapioca pudding, using cherry juice drained from cherries as part of the liquid needed in the recipe.

Add cherries—1 can for each 6 to 8 servings—and flavor to taste with almond extract and lemon juice. Serve with cream.

Cherry Valentines are appropriate for February. Use juice drained from cherries as liquid needed to prepare cherry flavored gelatin.

When slightly thickened, fold in cherries, diced celery and nuts for salads or cherries, sliced bananas and miniature marshmallows for desserts.

Either way, mold in heart-shaped large mold or individual molds of like shape.

Pancakes Are Rated Cherry-sausage pancakes rate top honor. Shape fresh pork sausage into thin cakes 3-inches in diameter and cook until brown on both sides.

Prepare small pancakes of like diameter. For each serving, take 3 pancakes and 2 sausage patties and stack alternately.

Place stacks in baking dish and pour slightly thickened, gingerale-sparked cherry sauce over them. Bake at 375 degrees until heated through—about 15 minutes.

Meat Loaf Extenders

You can vary the texture and flavor of meat loaf several different ways. Toasted or plain bread, cracker crumbs, rolled oats, rice and other cereals are some ideas.

Vegetables and fruits such as grated potatoes and carrots, peas and grated apple can be added, too. Remember to keep the amount of these additions small so that you taste the good flavor of the meat.

SHOPPERS MARKETS
SHOPPERS MARKETS

WE GIVE BLUE CHIP STAMPS

Shoppers MARKETS

FIRST IN AMERICA WITH

7 SALE DAYS

THURSDAY thru WEDNESDAY
FEBRUARY 7 thru FEBRUARY 13, 1963
TAX COLLECTED ON TAXABLE ITEMS

FARMER JOHN
HAMS
FULLY COOKED
SHANK PORTION
39¢

FOR YOUR HEALTH:
A NEW HEALTH AND
DIET FOODS SECTION

SPECIAL!
TIGER'S MILK

8-OZ. PKG. **79¢**

FRESH • SHOULDER CUT
PORK ROAST
• LEAN
• SAVORY
33¢

MANNING'S
CUBE STEAKS . . . 98¢

MANNING'S
CLUB STEAKS . . . \$1.09

BONELESS ROLLED
CHUCK ROAST
CUT FROM MANNING'S BEEF
89¢

MANNING'S
RIB STEAKS
TASTY • TENDER • LEAN

PORK CHOP

VALUABLE COUPON

WITH THIS COUPON ONLY • LIMIT ONE

FREE

ONE REG. ROLL

SCOTTOWELS

COUPON GOOD THURSDAY thru WEDNESDAY • FEBRUARY 7-13, 1963

BETTY CROCKER
BISQUICK
LARGE 40 OZ. BOX
SAVE 16¢

33¢

SONA • SAFFLOWER
MARGARIN
100% SAFFLOWER OIL
UNSALTED OR SALTED

4

CENTRAL AMERICAN • GOLDEN RIPE
BANANAS
2 lbs. **25¢**

FANCY • JUICY
SUNKIST LEMONS
2 LBS. **29¢**

DEGLETT-NOOR
DATES
10-OZ. PITTED OR 12-OZ. UNPITTED
2 BOXES **39¢**

LOS ANGELES
Pico at La Cienega
Central Avenue at 43rd Place

E. LOS ANGELES
1819 E. First Street
at the Triangle

SANTA MONICA
Wilshire Blvd. at Berkeley
Lincoln Blvd. at Ocean Park

WESTCHESTER
Lincoln Blvd.
at Manhattan

LAURA SCUDDER
PEANUT BUTTER
INCLUDES 4¢ OFF
16-OZ. JAR **55¢**

WISHBONE
ITALIAN SALAD DRESSING
8-OZ. JAR **37¢**

WESTON CRACKERS
A.B.C. GRAHAMS
1-LB. PKG. **35¢**

DEEP • DARK DELICIOUS
YUBAN COFFEE
1-LB. CAN **69¢**

ZEST
BEAUTY BAR
REG. 2/27¢
BATH 2/39¢

SHOPPERS MARKETS
SHOPPERS MARKETS