

A Closer Look

By Ernest Kreiling

HOLLYWOOD—"Ratings and rating services have been discredited almost to the point of uselessness."

After five weeks of sometimes comic-opera testimony in Washington concerning the radio and television audience measurement services, the truth of this statement is self-evident.

What makes the comment noteworthy, however, is that it is the lead sentence of an editorial in Broadcasting Magazine, the radio and television industry's principle trade journal and the chief spokesman for the industry's organized opinions and prejudices.

Broadcasting Magazine, which consistently puts everyone even remotely connected with broadcasting solidly on the side of the angels recognizes that the prevailing system of gauging American tastes in radio and television fare have been less than perfect. This is encouraging, because now perhaps more energy will go into creating new and dependable approaches to audience measurement than into defending the status quo.

ONE THING should be made clear, however. Whatever carelessness, deceit, dishonesty, or outright fraud may be involved with some of the leading rating firms, the broadcasting industry was not an accessory or an accomplice.

The worst that can be said of the television people is that they were uncharacteristically naive in dutifully paying large sums for program ratings knowing how they were compiled or having assurances of their reasonable accuracy and honesty.

The important thing now, as Broadcasting Magazine points out, is a sweeping reappraisal of the methods — and pur-

poses — of audience measurement.

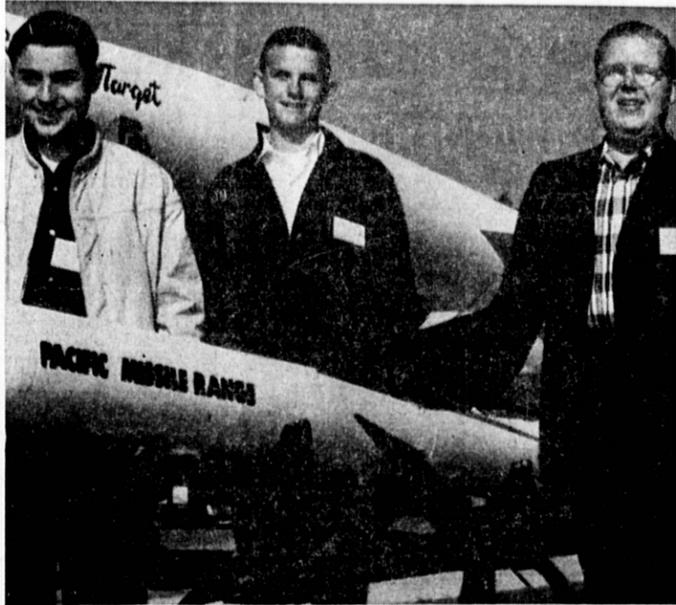
DOZENS OF ideas and plans have been tossed into the discussion, many of which have merit. Broadcasting Magazine believes that audience measurement must be in control of broadcasters — not advertisers and their agencies — just as the newspapers are in control of their circulation research. An institution similar to the newspaper's Audit Bureau of Circulation is probably indicated.

It's going to be a difficult period for program executives. It will be many long months before any more reliable method of audience estimation is available to them. In the meantime they will have to rely on the tarnished rating services — and invite public ignominy if they do — or decide program policy on the basis of their own personal judgment. At long last we may get an idea of how television executives in New York really estimate the public's tastes.

AND AS MORE reliable measurement techniques come into play, as eventually they must, we might get a reasonably good idea if The Beverly Hillbillies really does represent the most popular level of entertainment in America today.

The only thing I'll predict is that eventually we're going to see evidence to indicate that tastes in America today are higher than they've been credited with being. Some evidence emerged in the Washington hearings to indicate that Nielsen's sample was, among other things, heavily weighted with unusually low socio-economic households.

So maybe Beverly Hillbillies isn't really the most popular program in the country this spring. Perhaps it's really Red Skelton or Candid Camera.



DAY IN THE NAVY . . . With more than 150 high school journalism students from the Los Angeles area were three local residents who recently spent the day touring the Navy's Pacific Missile Range headquarters at Point Mugu. Left to right are Timothy Beck, 3222 W. 176th St., Sammy Urbach, 18933 Doty Ave., and instructor Guy R. Old Jr., 509 Esplanade, all representing North High School.

HC Hangs Children's Paintings

An exhibition of nearly 100 drawings and paintings by school children in England, Australia and the United States is on display at the library of Harbor College. Weekday hours are 7:30 a.m. to 9:30 p.m.

The pictures, which depict children's impressions of the English-speaking countries above which they have seen, were gathered and brought to the United States for a nationwide tour by the British Broadcasting Commission, and the Qantas Empire Airways.



OPENING DAY . . . Civic officials of Gardena and the Union Pharmacy at 14122 S. Normandie were on hand Friday morning for opening ceremonies for the pharmacy. Taking part were, left to right, Pete Jensen, Gardena mayor; Clark Mills, Gardena chamber president; Mrs. Sam Kaplan and Sam Kaplan, co-owners; Marcel Slemmons, druggist, and Bill Maron, co-owner. (Herald Photo)

Staff Changes Announced by George Kurtz

Personnel changes announced by George Kurtz, chairman of the Torrance Library commission, are the appointment of Mrs. Frances Zinsley as librarian at the new Isabel Henderson branch in Victor Park, and of Mrs. Lois Borman as circulation librarian at the Walteria branch. Mrs. Borman was formerly at Isabel Henderson branch and Mrs. Zinsley at El Retiro.

Miss Mary Jo Vines, a professional librarian formerly with Army Special Services in Japan, has recently joined the staff of the Torrance Libraries as director of El Retiro branch.

Torrance Firms To Be Licensed

The contractors' state license board has announced it plans to issue licenses to two Torrance firms if no protests are received by April 24.

John W. Cuffel and Kenneth J. Webb, Webb-Cuffel, Inc., 1001 Engracia, will be issued a painting and decorating contractor's license. Paul P. Riggi Construction Co., 4103 W. 177th St., will be issued a general building contractor's license.

Safety Belt Clinic Slated

Seat belts will be installed in automobiles at three different locations in Torrance during a weekend late next month.

Junior Chamber of Commerce members are sponsoring the seat belt clinic scheduled

for May 25 and 26. The clinic will be held in conjunction with the Traffic Safety Council "circle of safety" campaign which will provide free automobile safety inspections.

Locations of the clinics will be announced soon.

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Moose Lodge Holds Board Installation

Joseph W. Marley, a member of the Torrance Moose Lodge for the past six years, was installed as governor at ceremonies held last night at the Torrance Moose Home, 1744 W. Carson. Past governor, Douglas Dixon, acted as installing officer.

Other elected officers who will assume their duties with Marley are Charles Northcutt, junior governor; Joe Powers, prelate; Claude Williams, treasurer; James A. Evans, secretary; and John Johnson, James D. McCune, and Art Galinsky, trustees.

Appointed officers installed were Bernard Finke, sergeant-at-arms; Donald Bishop, assistant to the sergeant-at-arms; Richard Collins, outer guard;

and Vernon Knowlin, inner guard.

DURING HIS years as a member of the Torrance Moose Lodge, Marley has served as ways and means chairman, membership chairman, civic affairs chairman and building chairman. He has served as trustee twice, and been elected treasurer and junior governor.

Marley and his wife, Ruby, live at 920 Patronella with their children Patricia Ann, 19, and Joseph Jr., 16.



JOSEPH W. MARLEY
New Governor

Optimists View Film on Russia

Ernest Dandoy, program chairman of the Torrance Optimist Club, closed Monday's meeting with the showing of the film, "Nightmare in Red," a documentary on the rise of Communist Russia.

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