

# TV CANDIDS

by  
**Terrence O'Flaherty**

In all but one field television has been a terrible copycat.

The medium drew its variety format from vaudeville, its drama from the movies, its panel shows from radio, its comedy from burlesque and its travelogues from James Fitzpatrick.

But in the field of the documentary it is original. It is television's baby. It is television at its best. Never in the history of mankind have so many subjects been brought into focus, commented upon, and tossed into the public lap for action.

One of the most unique is the documentary-drama format of "Armstrong Circle Theater." It is one of the very, very few television programs which honestly earned the right to have its sponsor's name included in the title of the show.

Since 1955 the Armstrong Cork Co. has aimed at the highest sort of target possible in a mass medium—to educate as well as entertain with dramas of humble people to stories that stirred the mind and excited the eye. Its subject included very kind of social problem. Its commercials were always informative and tasteful.

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This season saw the final performance of "Armstrong Circle Theater." It was killed by Michael Dann, CBS vice president in charge of programming, with the weak explanation that the show was in danger of running out if its particular type of material. If this is true, Dann hasn't been watching the series. Its material comes from the news of the day, and there's more of it every day from which to draw.

Another explanation—and a more likely one—is to make room on Wednesdays at 10 p.m. for Danny Kaye next season.

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A further evidence of Armstrong's decent respect for the public intelligence was its partial sponsorship of the Merv Griffin Show—which was also removed against the company's wishes—this time by NBC to make room for a soap opera.

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Here we have two more examples of the networks taking the power in their hands to sway big blocks of viewers with programs of a lower common denominator. In the past the advertising agencies and the sponsors controlled the shows. Next year television programming will be almost entirely controlled by three networks.

If it means the loss of programs such as Armstrong Circle Theater to make room for a comedian—no matter how good—it cannot help but be detrimental to the American public.

Like many of the other good things on television, "Armstrong Circle Theater" was originally produced by David Susskind, whose record for association with quality efforts is unmatched by any other producer in television. His enthusiasm was joined by that of Armstrong's Max Banzhaf.

No matter what the future holds, the Armstrong Cork Co. leaves the air with the warmest possible affection of television's professional critics as well as the public, I am sure.

## Garden Checklist

1. Mulch hibiscus with a good layer of steer manure or planting mix and keep it moist.
2. Hydrangeas may be set out in bloom this month. Give them a shaded spot and plenty of peat in the planting soil.
3. Pinching out the center stalk of dahlias encourages bushier growth and more bloom.
4. Feed potted tuberous begonias every two weeks with fish base liquid food. Those grown in the ground need food only once a month.
5. Shear privet hedges so that they taper slightly from a wider base. This exposes the lower part of the hedge to sunlight, keeps it green and healthy.

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Dr. Ewing will continue to give the best visual care to former patients and is looking forward to the opportunity to serve new patients in the South Bay Area.



Specials  
to celebrate  
the 4<sup>th</sup>!

\* We'll be closed all day July 4th \*

7 MAGIC SALE DAYS THURS. THRU WED., JUNE 27 THRU JULY 3 (CLOSED JULY 4TH)

FROZEN  
**CAL FAME  
LEMONADE**

6 ounce  
can **7<sup>c</sup>** regular  
or pink



FRESH LOCAL  
**LARGE  
"AA" EGGS**

**29<sup>c</sup>** a dozen

GOLDEN CREME  
**PREMIUM  
ICE CREAM**

1/2 gal.  
round **59<sup>c</sup>**

DOLE  
**FRUIT  
COCKTAIL**

no. 303  
can **17<sup>c</sup>**

FROZEN  
**PICTSWEET  
MEAT PIES**

8 ounce  
size **15<sup>c</sup>** beef  
chicken  
turkey

SWIFT'S "OZ"  
**PEANUT  
BUTTER**

3 pound  
jar **99<sup>c</sup>** smooth  
or nutty  
(includes 12c off)

HUNT'S FOR THE BEST  
**PORK &  
BEANS**

51 ounce  
can **33<sup>c</sup>**

ROYAL DISH  
**TOMATO  
SAUCE**

4 8 ounce  
cans **25<sup>c</sup>**

Hearts O Quality Unpeel  
**Apricot M**  
Hot Dog, Sweet or Ham  
**Del Monte**  
Your choice of Whole Ke  
**Bits O H**  
Pitted, Mammoth size oli  
**Lindsay R**

FRUIT  
**CAL FAME  
DRINKS**

4 46 ounce  
cans **\$1**  
orange, grape, pineapple-grapefruit

ARROW  
CHARCOAL BRIQUETS

10 lb.  
bag **59<sup>c</sup>**

VITA PAK  
JUICE BARS

6 frozen  
bars **39<sup>c</sup>**  
fruit or orange

ASSORTED FLAVORS  
**SHASTA  
BEVERAGES**

12 12 ounce  
cans **\$1**

ORCHID PAPER W  
PAPER NAPK

80 count **10<sup>c</sup>**

GOLDEN CREM  
HAMBURGER  
HOT DOG B

8 count **29<sup>c</sup>**

Brewed with Finest Malts & Hops  
**Elder Brau Beer**

6 12-oz.  
cans **69<sup>c</sup>**  
case of 24 cans \$2.69

CHARCOAL FILTERED—100% GRAIN SPIRITS  
**SARNOFF VODKA**

full  
half gallon **\$6<sup>77</sup>**

"GLENMORE" KENTUCKY—REGULAR \$5.99  
**STRAIGHT BOURBON**

full  
quart **\$4<sup>98</sup>** limited  
offer

IDEAL FOR PICNICS  
**Dubuque Ham**

9 pound  
tin **\$5<sup>98</sup>**

CLOVERBLOOM SLICED PROCESS CHEESE  
**American, Swiss, Pimiento**

6 ounce  
package **25<sup>c</sup>**

GRAND TASTE FRESH  
**Liver Sausage**

**39<sup>lb</sup>**



SWEET, RIPE YELLOW MEAT  
**PEACHES**

DELICIOUS, SWEET  
**NECTARINE**

FRESH LONG GREEN  
**CUCUMBER**

CINNAMON  
BAKERY

Something delicious for breakfast! Our recipe!  
Orange Rolls 6 for 36c  
Pineapple filled, topped with almonds! Reg. 89c  
Burnt Almond Cake ea. 79c  
Crisp outside, tender in. Oven fresh! Reg. 39c  
French Bread loaf 33c

OLD  
FASHIONED  
DELICATESSEN

Flavorful liverwurst...real taste treat! Reg. 89c  
Braunschweiger lb. 69c  
Home-made chopped chicken liver. Reg. 1.80  
Chicken Liver lb. \$1.29  
Grand old-fashioned flavor you love! Reg. 45c  
Kosher Pickles lb. 39c