

TV CANDIDS

by Terrence O'Flaherty

Brisbane, Australia—I ran across a story in the Brisbane Courier-Mail that made me feel right at home. It was a report of a speech by an Australian advertising executive and I am reprinting portions here because it should give considerable comfort to the Madison Avenue fraternity to know that their brethren Down Under are thinking about television at their same general level and are able to express their viewpoint so eloquently.

"People who criticize commercial television are academic Fascists and intellectual jackals," said Paul Jacklin, director of the J. Walter Thompson Advertising Agency in Melbourne.

THAT STATEMENT, I believe, should serve as a good starter regardless of which side you're on.

"It's a fashion nowadays—and a growing one—to criticize television, and in particular commercial television, as it is in Australia. This is no place to argue with the academic Fascists who want to impose on the viewers what they think is good for them—cultural programs. All you can say to them is that the act of switching on a television set is voluntary, and even when switched on, there is no way of making people look."

Jacklin continues: "With all the background and argument, too about television programs, it is necessary to nail down its primary field of usefulness, to set straight those who lambaste it for doing what it does best—getting to the majorities. And in any case, the ABC (Australia's government-controlled net) is there to take care of the minorities."

"Commercial television in Australia has resisted the yapping of the intellectual jackals and it has not done so badly."

★ ★ ★
Poor Mr. Jacklin! In one small helping of oratorical pap he has betrayed himself.

It might be entirely suitable for a fund to be raised, first, to keep Mr. Jacklin below the Tropic of Capricorn and second, to enlighten him regarding the link—no matter how weak—between television and the human brain. It is quite possible to cultivate both without endangering either. Or losing any commercial accounts because everyone—intellectuals, Fascists, majorities, minorities, critics and account executives—buys toothpaste, drives cars, drinks beer and smokes cigarettes.

★ ★ ★
I must agree with adman Jacklin on one point, however. Television's primary field of usefulness is, indeed, "in getting to the majorities." But if the means of getting to them is neither honorable nor intelligent, there isn't going to be much left to GET to.

To enlarge the cultural horizon is an obligation that must be shared by those who seek to entertain, as well as those who seek to educate. But more than anyone else, it is the obligation of the sideliners who profit momentarily by the medium, especially Mr. Jacklin and the office of J. Walter Thompson in Melbourne.

By definition, a jackal is not brave enough to fight but slinks on the sidelines. He lives by eating the flesh of his dead fellow beings. It is a term that applies more readily to people who wish to stifle the medium than to those who wish to breathe more life into it.

Bon Appetit, Mr Jacklin!

English Pair Tell Friends About Shock

The parents of Michael Fleming, Arlington Elementary School student, have received a letter from a Doncaster, England family, expressing the shock felt here at news of the Kennedy assassination.

Mr. and Mrs. Richard L. Fleming, 2015 W. 180th St., received the note from Mr. and Mrs. George Smith.

"We do feel so shocked, indeed the news has upset us very much," the Smiths wrote.

"That seems to be the general impression here—no one can believe it," the letter said.

The Smiths' son, Paul, and Mike Fleming correspond frequently. They were introduced through the mails by an exchange teacher who had Mike as a student during a tour of duty here.

All our actions take their hue from the complexion of the heart, as landscapes their variety from light—Francis Bacon.

Hearing Slated On Tideland Oil

A public hearing on the tidelands oil leasing question will be held in Sacramento Dec. 16 at a joint meeting of the Joint Legislative Audit Committee and the Senate Natural Resources Committee.

The hearing was scheduled after the Legislative Audit Committee, meeting in Long Beach, requested the State Lands Commission to take no further action in tidelands contract negotiations.



There's a lot to do in TORRANCE

If you've newly arrived, looking for the newest shows, the best places to eat, a week-end resort, your church or synagogue, places to shop or perhaps a home or apartment... read the TORRANCE HERALD

Welcome to the Wagon

Call DORIS STAMM DA 7-9193

VOLKSWAGEN TUNE-UP
By Expert Factory Trained Mechanic
NYSTEDT'S
HAWK SERVICE
PHONE FA 8-0453
Served at Arlington

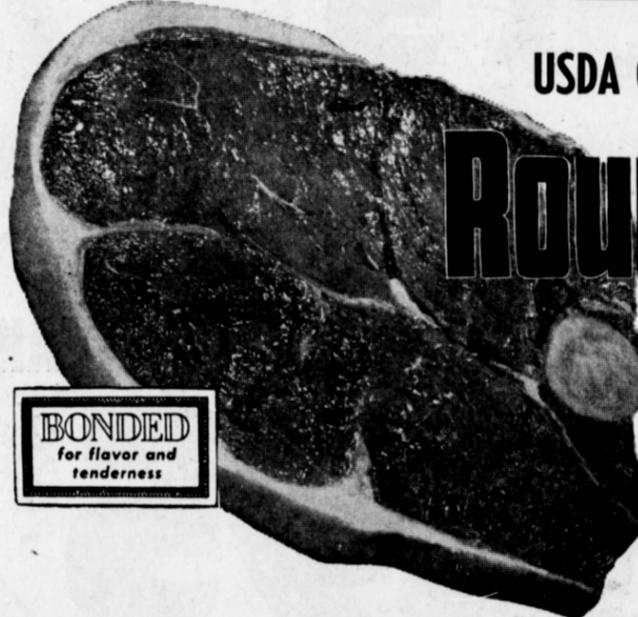
0.22¢ A
0.30¢ A
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0.89¢ A
0.10¢ A
0.23¢ A
0.49¢ A
0.69¢ A
0.49¢ A
0.49¢ A

LOWER TOTAL AT LUCKY...

Mary Morgan
Our Own Home Economist

Gift-Giving-Time will soon be upon us, so it isn't too early to begin planning those small "make-ahead" food items that will be carried to the houses of neighbors and friends.

Check the wall rack in your favorite Lucky Supermarket this week and take up a collection of our Free Holiday Recipe Cards.



RUMP ROAST 69¢ lb.

CANNED GOODS

TAKE ADVANTAGE OF THIS OUTSTANDING SALE

COFFEE 45¢
PREMIUM LUCKY BRAND
1-lb. Can

CUT GREEN BEAN 303 Can
HARVEST DAY
303 Can

PEANUT BUTTER 99¢
LUCKY
3-lb. Jar

CHUNK TUNA 6 1/2-oz. Can
CARNATION

USDA CHOICE or LUCKY BONDED

Round Steak

Guaranteed for flavor and tenderness

69¢ lb.

LAMB SHOULDER ROAST 37¢ lb.

USDA CHOICE or LUCKY BONDED
USDA CHOICE



SMALL LOIN CHOPS . 1.09 lb.

USDA CHOICE LAMB
RIB LAMB CHOPS ... 89¢ lb.
USDA CHOICE LAMB
LEG OF LAMB 65¢ lb.
USDA CHOICE LAMB

LARGE LOIN LAMB CHOPS 69¢
USDA CHOICE LAMB
SHOULDER LAMB CHOPS 69¢
USDA CHOICE LAMB
ROUND BONE LAMB CHOPS 89¢
USDA CHOICE LAMB
LAMB SHANKS 39¢
USDA CHOICE LAMB
BREAST OF LAMB 9¢
USDA CHOICE LAMB
LAMB PATTIES 39¢
USDA CHOICE LAMB

Suggestions For Your Weekly Shopping List

FROZEN ORANGE JUICE MINUTE MAID 12-oz. Can	73¢	DU PONT SPONGES 6 c. w.	29¢
FROZEN MEAT PIES BANQUET 8-oz. Pkg.	4 for 89¢	SCOTT TOILET TISSUE 1000 Sheets	2 for 27¢
CHUNK TUNA Price includes 3c off STAR KIST 6 1/2-oz. Can	3 for 91¢	SCOTT TOILET TISSUE 4 650 Sheet Roll Pkg.	37¢
SNOWFLAKE CRACKERS NABISCO PREMIUM 1-lb. Box	33¢	WATER SOFTENER WHITE KING Giant Box	57¢

4 FISHERMEN FISHSTICKS 8-oz. Pkg.	39¢	PACIFIC GRAHAM CRACKERS 1-lb. Box	35¢	CALO DOG FOOD 1-lb. Can	2 for 31¢	WHITE KING SOAP Giant Box	69¢
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GROUND ROUND LUCKY BONDED for flavor and tenderness
E-Z CUT CUBE STEAK USDA CHOICE or LUCKY BONDED
SIRLOIN TIP STEAK BONELESS—USDA CHOICE or LUCKY
SIRLOIN TIP ROAST BONELESS—USDA CHOICE or LUCKY
SLICED BACON HORMEL—SWIFT'S—RATH—FARM
Delicatessen
LUCKY BISCUITS Sweet or Buttermilk
ROD'S DIPS Clam, Garlic, French Onion, Bleu Cheese
SLICED SAUSAGE SWIFT'S PREMIUM—Cervelat—Smoky
XLNT TAMALES Large

BEECH-NUT STRAIN BABY 3 4 1/2-oz. Jars

SHASTA BEVERAGE Regular and Lo-Cal. 12 for

INDOOR SET OF 7 LIGHTS... U
RIBBON PACK
GIFT TAG ASSORTED
LADIES' SHIFT

2510 PACIFIC COAST HWY. AT GOULD LANE - HERMOSA BEACH