

# Assignment TV

By **TERRENCE O'FLAHERTY**

The tie that binds the television industry to Hollywood is made of film — reels and reels of it. Since the first TV sets began to be plugged into walls of the world's living rooms, a large part of the entertainment has been provided by movies — old and largely B movies.

Despite being bedfellows on many occasions, the movies and television have a mutual disrespect for one another that is astonishing and childish. TV has been immensely important to the Hollywood film-and-television economy. At M-G-M alone the filming of television programs has pulled the old lion out of the red for the first time in years. And some of the films-for-TV are better than the films-for-theaters.

HOWEVER, one of television's most distasteful traditions is its disrespect for the old movies. The manner in which they are sliced to ribbons to make room for old commercials is infuriating because it is so unnecessary. One of the major mysteries is how television station management gets away with this butchery day-in-night-out.

Several years ago when the M-G-M package was sold to individual stations across the country an effort seemed to be

made to respect the material enough to edit it properly. But it was not until the networks inaugurated their prime time

film showings (Monday Night at the Movies, Saturday Night at the Movies, etc.) that films got a fair shake on TV. Even these have been given some bad moments.

ON THE OTHER hand the movie industry has never fully appreciated itself. In many neighborhoods they show their wares in movie houses that are uncomfortable, dirty, and filled

with mannerless morons eating popcorn. This condition has made movies on TV — as badly as they are presented — often more palatable than going to the theater to see them. Sometimes the wide screen and the color aren't enough to outweigh the discomfort and the candy-breaks.

Shortly after the war Hollywood faced another serious problem called "runaway pro-

duction." The rising labor costs and union demands drove Hollywood producers to foreign countries to shoot their pictures. There they found authentic locales, cheaper labor, and greater profits. It is still continuing although somewhat abated because the natives learned fast.

DURING THE PAST two TV seasons the movie industry and

its problems have been the subject of some unflattering television documentaries and Hollywood — like an aging beauty looking into a mirror — has not reacted favorably. The sight of wrinkles, no matter how honestly they have been won, is never a cause for celebration.

Recently "CBS Reports" — television's most distinguished and reliable documentary se-

— tackled the film-and-television in an hour long look at "The Flight From Hollywood." Many stars, directors and producers joined in to discuss the changes in the movie industry over the past decade: its diversification, its runaway problems, the rise of more inventive movie makers aboard, and the tyranny of the stars.

Despite the competition, television and the movies need each other. Like two wild animals sharing the same cage they might as well start learning to get along because the public who supports both, either through the box office or in the purchase of products, doesn't really care whether they destroy each other or not.



# Easter Value Parade

VALUES TO REMEMBER FOR AN OLD-FASHIONED EASTER DINNER

PRICES EFFECTIVE THURSDAY THROUGH SATURDAY MAR. 26-28

LUER'S QUALITY FULLY COOKED FARMER JOHN FULLY COOKED RATH BLACK HAWK (REGULAR) SMOKED, SKINNED

## HAMS 33¢

SHANK PORTION (AS CUT) LB. BUTT PORTION (AS CUT) LB. 45¢

ANY THICKNESS, LB. 89¢

SWIFT'S PREMIUM FULLY COOKED, BONELESS CENTER CUT BONELESS HAM SLICES

## CANNED HAMS 9-LB CAN \$5.98

5-LB. CAN, \$3.79

BAKE YOUR HAM IN HEAVY DUTY REYNOLDS WRAP 49¢ 25-FT. ROLL PRICE INCLUDES 10¢ OFF.

### Pipeline of Life



PLEDGE YOUR PINT TODAY!



**Kite Safety and fun checklist for earthboys**

- Launching Pad**—Open field away from overhead wires.
- During Countdown**—Make sure kite has no metal parts.
- Ground Control**—Dry cotton string only (never wire or metallic).
- Crash Procedure**—Abandon kite immediately if it catches in any wires!



Southern California Edison

Play "Market Basket—Your Friendly Stores" WIN UP TO \$100,000

Get Details and Free Tickets at Your Nearest Market Basket!



WINNER of 1964 CHEVY II NOVA 400 STATION WAGON

Enter the "Friendly Stores" Sweepstakes

YOU CAN STILL WIN A 1964 CHEVY-ROLET IMPALA STATION WAGON. DETAILS AT YOUR NEAREST MARKET BASKET

MORE \$100,000 WINNERS:

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|---|---|---|--|
| MORRISON  | MEIBAUER  | BERTRAND  | CADENA   |
| Mable F. Bertrand<br>2710 Lorton St.<br>Pasadena    | Barbara Bonning<br>12145 Excelsior Dr.<br>Norwalk     | Mrs. B. E. Lewis<br>19118 Woodock St.<br>Apt. 5, Covina | Mrs. Karl Ruffing<br>1044 N. Alameda<br>Alhambra         |
| Y. Levan Wiseman<br>2103 S. Rosewood<br>Santa Ana   | Mrs. Carol A. Morrison<br>122 Mercat St.<br>La Puente | Ira W. Holmoyd<br>22309 Cantara St.<br>Covina Park      | Helen Golden<br>7135 Colwater Cyn.<br>No. Hollywood      |
| Judy L. Gelfarth<br>20531 Armita St.<br>Covina Park | Mrs. Marcel Cadena<br>12751 Landaia<br>N. Hollywood   | Lorenso Farley<br>1016 S. Walnut St.<br>San Gabriel     | Mrs. Anne Beyer<br>241 N. Orlando Ave.<br>Los Angeles 48 |
| Blah J. Angel<br>11833 Lonsdale<br>El Monte         | Mrs. Eric Tolman<br>10961 Westwood Dr.<br>Culver City | Mrs. Jean Pank<br>923 N. Lake Ave.<br>Pasadena          | Mrs. Nel Bell<br>8123 1/2 Blackhawk<br>Los Angeles       |

PRICE INCLUDES 10¢ OFF.  
**FAB 49¢**  
4 1/2-OZ. (GT.) PKG.  
HILLS BROS.

**COFFEE 73¢**  
3-LB. CAN, \$1.45  
1-LB. CAN  
INSTANT COFFEE, 10-OZ. JAR, \$1.39  
PRICE INCLUDES 20¢ OFF.

JERSEYMAID FIRST QUALITY BUTTER GRADE AA 1-LB. CTN. 67¢

CHICKEN OF THE SEA  
**TUNA 4 1/2-OZ. CANS \$1.00**  
LIGHT MEAT CHUNK STYLE

DUNDEE FRESH  
**EGGS 39¢**  
LARGE GRADE AA DOZEN IN CTN.

BEST FOODS  
**MAYONNAISE 45¢**  
32-OZ. JAR

BETTY CROCKER ASSORTED FLAVORS  
**CAKE MIXES 25¢**  
19-OZ. PKG.

BETTY CROCKER CREAMY FROSTING MIXES, 13-OZ. PKG. 25¢

JERSEYMAID CATERING, ASSORTED FLAVORS  
**ICE CREAM 59¢**  
1/2-GAL. CTN.

LIBBY'S  
**PORK & BEANS 19¢**  
16-OZ. CANS

CHIFFON  
**FACIAL TISSUES 5 PKGS. OF 40 \$1.00**

LIBBY'S CORNED BEEF Hash 3 1/2-OZ. CANS \$1.00

LIBBY'S VEGETABLE Juica Cocktail 3 4-oz. CANS \$1.00

LIPTON Tea Bags 59¢ PKG. OF 48

LIBBY'S Fruit Cocktail 5 17-OZ. CANS \$1.00

LIBBY'S Mustard 9-OZ. JAR 15¢

LIBBY'S Soup Mixes CHICKEN-NOODLE 2 IN PKG. 27¢

LIBBY'S Diced Chicken-Noodle, 2 IN PKG., 35¢

STORES WILL BE...  
**CLOSED EASTER Sunday, Mar. 29**

SWIFT'S PREMIUM BONELESS  
**CANNED PICNIC SHOULDER \$1.89**  
FULLY COOKED 3-LB. CAN

SWIFT'S BUTTERBALL OR DELICIOUS BRAND U.S.D.A. GRADE A, NEW CROP FROZEN YOUNG  
**HEN TURKEYS 35¢**

FRESH CALIFORNIA GROWN, YOUNG ECONOMY QUALITY SKIN TEARS  
**ROASTING CHICKENS 39¢**

LIBBY'S SLICED  
**PINEAPPLE 5 1 1/2-OZ. CANS \$1.00**

PLEISCHMANN'S MADE WITH CORN OIL  
**MARGARINE 35¢**  
1-LB. CTN. A KTLA TV FEATURE

PRINCELLA  
**YAMS 25¢**  
89-OZ. CAN

NABISCO PREMIUM 1-LB. PKG.  
**SALTINE CRACKERS 33¢**

PACIFIC HONEY TREAT 1-LB. PKG.  
**GRAMAM CRACKERS 35¢**

GENTLE  
**PUREX BLEACH 39¢**  
1/2-GAL. BOT.

Market Basket Frozen Foods  
SIMPLE SIMON APPLE, BOYSENBERRY OR PEACH  
**FRUIT PIES EA. 29¢**

OH-BOY—9 1/2-OZ. SIZE  
**CHEESE PIZZA 39¢**

30-OZ. CHEESE, 69¢—9 1/2-OZ. SAUSAGE, 49¢  
19-OZ. PEPPERONI, 79¢

MINUTE MAID.....  
**ORANGE DELIGHT 7 6-OZ. CANS \$1.00**

GREEN GIANT—A KHL-TV SPECIAL  
**SLICED GREEN BEANS CORN NIBLETS OR PEAS PKG. 29¢**

FARMER JOHN FULLY COOKED LUER'S QUALITY FULLY COOKED MORSEL FULLY COOKED RATH BLACK HAWK (REGULAR) SMOKED, SKINNED  
**WHOLE HAMS 39¢**  
**FULL SHANK HALF 35¢**

SWIFT'S PREMIUM RED LABEL SMOKED, SKINNED FULLY COOKED  
**HAMS 45¢**  
WHOLE OR FULL SHANK HALF

WILSON'S FESTIVAL FULLY COOKED  
**BONELESS HAM 98¢**  
WHOLE OR HALF

U.S.D.A. GRADED CHOICE BEEF  
**7-BONE SHOULDER ROAST 39¢**

BONELESS  
**SHOULDER CLOD 79¢**

BONELESS  
**CHUCK ROAST 69¢**

BONELESS  
**STEWING BEEF 69¢**

7-BONE  
**SHOULDER STEAK 49¢**

ROUND BONE  
**SHOULDER STEAK 59¢**

BONELESS  
**FAMILY STEAK 79¢**

SWIFT'S PREMIUM EASTERN  
**SLICED BACON 49¢**  
1-LB. PKG.

JONES DAIRY FARM  
**LINK SAUSAGE 89¢**  
1-LB. PKG.

FRESH FILLET OF  
**TRUCOD or ROCK COD 59¢**

Market Basket Delicatessen  
SWIFT'S PREMIUM ALL MEAT  
**FRANKFURTERS 49¢**  
1-LB. PKG.

SWIFT'S PREMIUM OLD FASHIONED, SLICED  
**DRIED BEEF 59¢**  
4-OZ. PKG.

RATH'S FRESH CUT  
**LIVER SAUSAGE 39¢**  
LB.

"CRACKER BARREL TYPE"  
WISCONSIN CHEESE  
**AGED CHEDDAR 69¢**  
LB.

KRAFT NATURAL SLICED  
**SWISS CHEESE 33¢**  
4-OZ. PKG.

MARKET BASKET  
**GELATIN SALADS 29¢**  
14-OZ. CTN.

PILLSBURY CRESCENT  
**DINNER ROLLS 29¢**  
8-OZ. PKG.

Pampered Produce

CENTRAL AMERICAN

## BANANAS 2 LBS. 25¢

FANCY

## RED YAMS 2 LBS. 25¢

FRESH HAWAIIAN

## PINEAPPLE LB. 10¢

EASTER LILIES  
TOP QUALITY LOW PRICES



ADD SALES TAX TO TAXABLE ITEMS. COPYRIGHT 1964 MARKET BASKET

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|---|--|--|--|---|--|---|--|
| ALTADENA—2270 N. Lake<br>—2505 N. Fair Oaks<br>ANAHEIM—10550 Magnolia St.<br>—1221 S. Los Angeles St.<br>ARCADIA—30 S. First Ave.<br>AZUSA—601 E. Foothill<br>BALDWIN PARK—4150 N. Main | BELLFLOWER—16122 Bellflower<br>BIRBAUM—883 N. Victory Blvd.<br>CANAJOGA PARK—2281 Vanowen<br>6751 Fairbairn<br>COSTA MESA—2975 Harbor Blvd.<br>Covina—549 W. San Bernardino<br>—532 E. Basilio (Berkeley Square) | COMPTON—1900 N. Long Beach<br>CULVER CITY—3827 Culver Center<br>EL MONTE—12030 E. Valley<br>EL SEBASTO—4210 Huntington Dr.<br>FULLERTON—920 W. Commonwealth<br>HOLLYWOOD—1841 N. Western Ave.<br>HUNTINGTON BEACH—7242 Edinger | LOS ANGELES—8208 W. Third St.<br>LA MIRADA—14214 Valley View<br>—14549 Adella Drive<br>LA PUENTE—154 N. Glendora<br>—18400 5th Avenue<br>LONG BEACH—3392 N. Bellflower<br>—1000 Sludabaker Dr. | MONROVIA—128 W. Lamar<br>NEWPORT BEACH—2100 Balboa Blvd.<br>—1150 Irvine Ave., Westcott Plaza<br>N. HOLLYWOOD—19725 Vanowen<br>NORWALK—Norwalk Square<br>ONTARIO—1040 N. Mountain<br>PALM SPRINGS—8425 McCallum | PASADENA—Foothill-Rosemead Center<br>—1818 E. Washington—1280 E. Lake<br>—1180 N. Fair Oaks—40 N. Santa Anita<br>POMONA—1645 W. Holt<br>—Famous Valley Center<br>REDLANDS—1150 Brookside<br>REDDING BEACH—1401 S. Hamilton | RIVERSIDE—3381 Chicago<br>SAN BERNARDINO—140 W. 40th<br>SAN GABRIEL—111 W. Valley<br>—4340 N. Rosemead<br>SAN MARINO—500 Washington<br>SANTA ANA—810 W. 17th St.<br>—2311 S. Bristol (Bristol Center)<br>SANTA FE SPRINGS—11550 Telegraph | SOUTH PASADENA—820 Fair Oaks<br>STUDIO CITY—11815 Ventura<br>TUSTIN—424 S. D Street<br>VENICE—880 Lincoln Blvd.<br>WEST LOS ANGELES—11748 Whittier<br>WHITTIER—401 E. Whittier<br>WILMINGTON—229 Lomita Ave. |
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