

Assignment TV

By **TERRENCE O'FLAHERTY**

There is only one thing worse than a loud wife and that's a loud TV commercial. Unfortunately, they're both on the increase, but if it will provide any comfort for those who care, it must be noted that the chairman of the FCC is attempting to do something about the problem—loud commercials, that is, not loud wives. There are some things even a government commission can't alter.

In a recent New York speech to broadcasters, chairman E. William Henry announced that one of the chief concerns of the FCC is the problem of loud commercials. There seems little hope for more tranquil ones.

Also high on the list of FCC concerns is the means of getting financial aid for the Nation's 93 operating educational stations which are continually in a financial crisis. San Francisco is lucky. Its educational station is on a low-number channel and it is one of the very few in the Nation that telecasts six days a week. Even in big, rich, New York City, its educational station was recently forced to eliminate its Saturday programming because of lack of funds. But programming costs money and the costs are rising every day.

AFTER acknowledging ETV's debt to many sources in the past, Henry recognized the growing need for funds to support educational stations in the future. He made a particular bid for funds from the commercial nets: "There is nothing startling

in the thought that those who reap a profit from the use of broadcasting frequencies have a special obligation to contribute to the support of educational television. If you have already done much, you should do more. Educational television is entitled to look to you for a portion of its financial support.

"You broadcasters operate the most powerful selling instrument ever invented. If it can sell soap, automobiles and potato chips, it can certainly sell an idea with the intrinsic merit of educational television. You have the knowhow and you have the facilities."

ONE OF THE most interesting developments of the new season has been the emergence of ABC. Nielsen averages of all prime-time, sponsored network shows place ABC in first place; CBS second and NBC third.

NBC's chairman of the board, Robert Sarnoff, once asked me, "Why do all you columnists deplore ratings and yet you always give them plenty of space in your columns?"

Answer: The ratings are still based on woefully meager information and they vary as much as bartenders' jiggers, but they are important only because broadcasters consider them important. Any means of audience measuring which determines what viewers will be allowed to see is newsworthy but not necessarily praiseworthy.

THE ROMANCES of Richard Chamberlain on the "Dr. Kildare" series have a history that would frighten Typhoid Mary. Whenever the young bachelor would kiss a young lady she either died of an incurable disease, fell off a surfboard or was hit by a truck. Currently Kildare is having a love affair with an Italian actress named Daniela Bianchi. I hate to tip off the ending, but it's so unusual I can't resist. He doesn't get the girl—but she LIVES!

Pvt. Roger K. Chadwick, son of Mrs. Ilene E. Chadwick, 1327 W. 220th St., completed a five-week disbursing specialist course at the Army Finance School, Ft. Benjamin Harrison, Ind., Nov. 14.

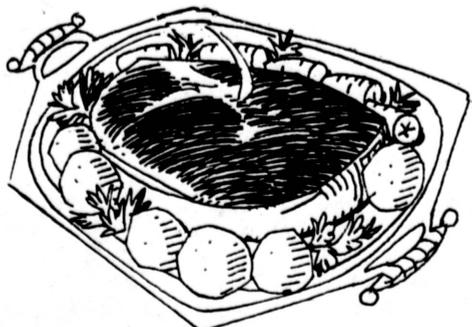
WELCOME VISITOR
There's a lot to do in **TORRANCE**

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

PRESS-HERALD
Welcome to Torrance

Call **DORIS STAMM**
DA 7-9193

THE PALMS
COCKTAILS CHARCOAL BROILED STEAKS PRIME RIBS
NOW 1925 W. Carson
OPEN FA 8-2424



U.S.D.A. "CHOICE" BEEF
CHUCK ROAST
blade cut **39¢ lb.**

U.S.D.A. "Choice" Beef. Tender, juicy, and expertly trimmed to give you full food value!
ROUND BONE SWISS STEAK shoulder cut **69¢ lb.**
U.S.D.A. "Choice" Beef. Tender, juicy, grain-fed beef, a superb choice for festive occasions!
CLUB STEAK **98¢ lb.**
Simmer these flavorful cubes of beef with your favorite vegetables and herb combination!
BONELESS STEW BEEF **79¢ lb.**
U.S.D.A. Grade "A". One day fresh from local Lancaster Farms. Tender, plump, and delicious!
FRESH ROASTING CHICKENS **59¢ lb.**



Farmer John Fully Cooked Ham
FULL SHANK HALF HAM
7-8 lb. average **35¢ lb.**

Farmer John Fully Cooked Ham
BUTT PORTION 4.5 lb. average **49¢ lb.**
CENTER SLICES **98¢ lb.**
WHOLE HAMS **49¢ lb.**

U.S.D.A. "Choice" Beef
CHUCK STEAK
49¢ lb.



U.S.D.A. "Choice" Beef
RIB STEAK
79¢ lb.

Fresh Ground Meats
GROUND BEEF **39¢ lb.**
GROUND CHUCK **55¢ lb.**
GROUND ROUND **69¢ lb.**

Boneless Beef Roasts
U.S.D.A. "CHOICE" BEEF
SHOULDER CLOD **89¢ lb.**
or CHUCK ROASTS



U.S.D.A. "CHOICE" BEEF
STANDING RIB ROAST
full 7" cut from 4th, 5th, 6th and 7th ribs **79¢ lb.** small end **98¢ lb.**

(2 pound Range, thick slice \$1.15) 1 lb. pkg. sliced
Hormel Red Shield Bacon **59¢**
(Crab legs, 12 oz. froz. **99¢**) Frozen 6 ounce pkg.
Wakefield Crab Meat **79¢**
Patman's, Boneless Cryovac. Solid Pack. A tasty snack.
Corned Beef Rounds **69¢ lb.**

Skinned and sliced. Fresh, flavorful beef liver!
Young Beef Liver **49¢ lb.**
Spiced just right for your snacks. 1 pound roll
McCoy's Beef Sausage **39¢ lb.**

ENRICHED
OLD MEDAL FLOUR
lb. bag **39¢** save 20c

GOLDEN CREME
ICE CREAM
half gallon **59¢** Creme Pac

Whitest whites in the neighborhood! 1/2 gallon
Liquid Bleach **39¢**
Dress up the bathroom to suit your mood! 4 pack
Toilet Tissue 4 roll **35¢**
There's plenty of room for dessert! reg. pkg.
Jelatin 6 for **\$1**
Vitamins, minerals, and the flavor he likes! No. 1 tall can
Big Food 2 for **29¢**



XLNT CHILI BRICK
8 oz. size, 37c
XLNT MALES
9 oz. 1 male **\$1**
XLNT Chili Bricks
8 oz. size, 37c
89¢
33¢

STUART
SCOTCH
95 86 proof limited time
Italy, Portugal, or Chile (your choice) fifth **99¢**
World **6** (glass pak cans) **\$1 17**

DEL AMO SHOPPING CENTER
CORNER OF HAWTHORNE & SEPULVEDA

MAGIC CHEF

ICE CREAM 1/2 GAL. 59¢

VERMONT DAIRY
(BETWEEN CARSON AND SEPULVEDA)
22400 S. VERMONT FA 8-4891

ENJOY MILK
YOU KNOW IT'S FRESH AROUND-THE-CLOCK
AT VERMONT DAIRY

BLUE RIBBON WINNERS OF THE STATE FAIR
HOMOGENIZED, PASTEURIZED VITAMIN "D"

MILK 1/2 GAL. 43¢
HALF & HALF . . . qt. 43¢

NEW 10 QUART HOME DISPENSER
21¢ QT. IN 10 QT. HOME DISPENSER
\$215 FULL PRICE
AT OUR DRIVE-IN STORE

Farm Fresh EGGS

Low in Calories **28¢** Half Gallon
NONFAT MILK .. **25¢** Half Gallon
UTTERMILK .. **69¢** Half Gallon
RANGE .. **49¢** Half Gallon
JUICE .. **49¢** Half Gallon
FROZEN MILK BARS .. **49¢** Half Gallon
Judgicles .. 1 Dozen **49¢**
0.50 Bars .. 1 Dozen **49¢**
Fruit Punch—Orange Drink .. 1/2 Gal. **24¢**
Black Cherry Drink .. 1/2 Gal. **19¢**

GRADE AA
LARGE — 45c Doz.
3 DOZEN \$1 30
MEDIUM — 39c Doz.
3 DOZEN \$1 10

ICE CREAM 1/2 GAL. 59¢

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