

Assignment TV

By **TERRENCE O'FLAHERTY**

Heretofore, the most precarious position in any theatrical production has been the role of the younger leading man who has an unimportant part and is not related to the producer. But this old tradition has broken down in Hollywood, where the producers have been having employment problems this summer.

At least eight shows being prepared for the new season have changed producers once or more, including "A Man Called Shenandoah," starring Robert Horton, "The Wild, Wild West," "O.K. Crackerby," "The Dean Martin Show" and "The Smothers Brothers," which looks like a winner this fall.

As far as the public is concerned, the producer is an unknown name which is held on the screen twice as long as all the rest when the credits are rolled off at the beginning of the program. In some instances the public disinterest is entirely justified. Sometimes even the stars don't know who he is.

It is the producer's job to hold all the strings of the marionette show together—the actors, the director, writers, the art director and the financial department.

IN SOME CASES the responsibility turns producers into monsters who become more absorbed with themselves than with the quality of the shows they produce. Some have so little to do they can produce a whole brace of shows at once—a sure indication of the demands placed on the man by the job. Others turn into fatherly child psychiatrists.

Most producers rotate from show to show like movie stars at the marriage license bureau. A good one is never idle long. And they're all wealthy, so don't spend a quarter on a sympathy card. There's always another TV series just around the corner from the unemployment office.

In television where the word "star" is tossed about as indiscriminately as the

word "teenager," an actor can also become a monster overnight. When a monster producer tangles with a monster star, the lightning hits the outhouse, as the folks used to say.

But television has given the producer another irritant of major proportions—the commercial sponsor. In some instances this is an aggravation that can only be described as divine retribution for leading a lazy life.

THE MOST creative producer is the one who also doubles as the show's director or writer. Good examples are producer-director George Schaefer of "Hallmark Hall of Fame" and writer-producer Rod Serling of "Twilight Zone."

When you find a producer who is also the show's writer and director, it's a sign that someone else is doing the work or the show is a machine-made product.

ONLY AN enormously muscular ego is capable of supporting the weight of producer-director-star exemplified by the movies of Jerry Lewis. There is no counterpart to this combination in television and this is one of the major attributes of the medium. On a TV series it is virtually impossible to be three places at once due to the treadmill production process.

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WHAT'S DOING?



Now, drivers on the Harbor Freeway (between Santa Monica Freeway interchange and El Segundo Blvd.) can get help fast in an emergency, thanks to a new system of "motorist aid" phones installed by Pacific Telephone. In the past, motorists using a freeway call box pulled a signal lever which alerted the police department that there was some kind of trouble in the vicinity. With the new phones, motorists lift the receiver and speak directly to a police dispatcher who then can determine what equipment should be sent to the scene. This emergency system, the first of its kind in the country, was designed for the safety and convenience of freeway motorists.

I read recently about a dog that barks to tell his owner, who is hard of hearing, that the phone is ringing. What's more, he barks only when the phone rings twice, the party signal for their calls. Good dog!

If you are hard of hearing, here's some good news. The little wheel in our new VOLUME CONTROL HANDSET can make a big difference in how well you hear on the phone. Just turn the wheel with your thumb and the voice at the other end of the line will immediately sound louder. To find out more about the handset, and aids that help you hear the telephone ring, just contact our business office.



Pacific Telephone has over 47,000,000 miles of wire in service—nearly 30 times the length of Gemini 4's 63 orbits of the earth.

The more than 350 coin telephones operated by Pacific Telephone Company in the Torrance Exchange will present no problem in accommodating the proposal by President Johnson to change the silver content in coins, according to J. P. Leggett, local manager for the firm.

In their tests on coins, telephones do not look for the presence of silver. The President's proposal, which has been passed by the United States Senate, would eliminate silver from dimes and quarters, substituting a three-layer sandwich of copper and nickel. Nickles presently do not contain any silver. Coin telephones perform three tests on incoming coins, and none of these are affected by the metal content of a coin.

First a coin strikes a gong and from this sound operators are able to judge its density. Next the telephone gauges the size of a coin within a close tolerance. Finally, the coin goes into a wheel device which makes sure the coin has no hole in it, as would a slug.

J. P. Leggett
J. P. Leggett
Your Telephone Manager in Torrance



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STEAK SALE

club sirloin tip top round **98¢ lb.**



U.S.D.A. "Choice" Beef. Grain-fed beef at it's "tenderific" best. Custom cut and trimmed.

PORTERHOUSE STEAK \$119^h

U.S.D.A. "Choice" Beef. Go ahead, be a gourmet! You can afford to be when you shop here!

T-BONE STEAK \$109^h

U.S.D.A. "Choice" Beef. Thick, juicy steak that lends itself to a variety of good recipes.

SWISS STEAK 79^h

U.S.D.A. "Choice" Beef. Rich and tender, this juicy, aged beef makes for elegant dining.

RUMP ROAST BONE IN 79^h

U.S.D.A. "CHOICE" BEEF

BONELESS TOP SIRLOIN \$139 lb.

U.S.D.A. "CHOICE" BEEF

BONELESS ROASTS 89¢ lb.

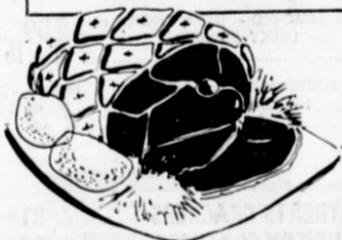
Fresh & Frozen Sea Foods

FRESH FILLET DOVER SOLE **89^h**

FRESH FILLET WHITE FISH **59^h**

CERTI-FRESH FRIED SCALLOPS **53^h**

CERTI-FRESH BREADED SHRIMP **59^h**



FARMER JOHN FULLY COOKED HAMS

BUTT PORTION **59^h**

CENTER HAM SLICES **98^h**

FULL SHANK HALF **49^h**

shank portion as cut **39¢ lb.**

Young steer, skinned and sliced. Delicious with bacon, onions, mushrooms and gravy.

SLICED BEEF LIVER 59^h

U.S.D.A. "CHOICE" BEEF

Cube or Breakfast Steak 98¢ lb.

U.S.D.A. "CHOICE" BEEF

BONELESS ROUND 79¢ lb.

A Flavorful, delicious choice for your breakfasts or brunches.

JAMES PURE PORK SAUSAGE 79^h

Cryovac Boneless Round. Perfect with cabbage and dumplings or cold sliced in sandwiches.

PATMAN'S CORNED BEEF 79^h

Lean, meaty cubes. Rich and flavorful for those old-fashioned homemade stews and soups.

BONELESS STEW BEEF 79^h

Sundry Department

MARCREST **ELECTRIC PERCOLATOR**

\$5⁹⁸

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10 tall cans **79¢** save 21c

FROZEN FOOD

FLAV-R-PAC VEGETABLES

save 6c family size pkg. **39¢** ea. Peas, Baby Limas, Mixed Vegetables, Cut Green Beans

U.S. NO. 1

RISSET POTATOES

10 lb. cello bag **39¢**

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