

# Assignment TV

By **TERRENCE O'FLAHERTY**

Several years ago while covering the primary elections in Oregon, David Brinkley told me he was embarrassed to discover that he was a bigger public attraction than the politicians he was interviewing. "It's all wrong when reporters become celebrities," he said.

Now, TV's so-called "reporters" are very much in the news themselves. A recent issue of Time had a cover story on Walter Cronkite; the October McCall's has a long interview with Huntley and Brinkley; and Newsweek had a piece on the perils of the real TV "reporters" — the men with the cameras at the scene of action.

A Roper Poll in 1965 indicated that 58 per cent of the U.S. public gets most of its news from television. Yet Cronkite is convinced it will never replace printed news. His observation made to a Time reporter is worth quoting.

"A HALF-HOUR news program is the equivalent of the front page of a very good newspaper but all those back pages are missing. We do such a slick job that we have deluded the public into thinking that they get all they need to know from us. The people, if they are to exercise their franchise intelligently, need a flow of bulk information. We can't give it to them.

"The networks, including my own, do a first-rate job of disseminating the news but all of them have third-rate news-gathering organizations. We are basically dependent on the wire services. We have barely dipped our toe into investigation reporting . . ."

"A BIRD'S EYE View of Scotland" filmed by CBS from the sky was not only the season's best travelog; it also provided TV with a great new idea — television tours by helicopter — which is so

## Contract For Drain Awarded

An apparent low bid of \$555,254 has been filed by G. Vella Construction Co. of Duarte for construction of new drainage structures in the Carson area, Supervisor Burton W. Chace said today.

Fifteen bids were received. The highest proposal was \$722,624, Chace said. The Board of Supervisors is expected to award the contract Tuesday, Oct. 25. The project calls for about 1.5 miles of reinforced concrete pipes and box storm drain facilities. Three projects are included in the contract.

## Poetry Topic of Extension Class

"Poetry — The Power of Imagination" will be the topic of a lecture by Professor Robert Kinsman of UCLA at North High School Thursday, at 7:30 p.m.

The lecture, one of a series on the Value of the Arts, is sponsored by the University of California Extension. Tickets are \$2.75 each.

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obvious that it's a wonder no one did it before.

"Often a country's greatest beauty spots are inaccessible to the tourist, but a helicopter can peek over hedges," observed the writer-director Andrew A. Rooney, and he did just that in Scotland. The green fields and blue lakes were breathtaking.

From the air everything took on an entirely different perspective.

**THE GREAT** Scottish trains, speeding across the rolling land, looked like toys and the rocky ruins of old castles clinging to the sea cliffs were as perfect as movie sets.

The large numbers of lordly manor houses seemed still to have single ownership and were handsomely maintained. Even the slums of Glasgow had a picture-book quality from the air.

"You can tell a lot about a people by what they do with their land," said narrator Harry Reasoner. If this is true, the Scots look very good indeed.

Reasoner was an ideal choice for this assignment. He has healthy good looks not found in abundance among TV newscasters. Rooney's script was first rate. The possibilities in the future helicopter tours of the coast of Italy or the mountains and lakes of Switzerland or the great cities of the world from the air are obviously tantalizing.

**VIEWERS** who have marvelled (in one way or another) at the NBC Monday night hit, "The Monkees," may be interested in the manner in which four such characters were found. Simple. The co-producers ran the following ad in a Hollywood film trade paper:

**MADNESS! AUDITIONS!**  
Folk and Roll Musicians-Singers For Acting Roles in New TV Series Running Parts For: **FOUR INSANE BOYS** Age 17-21

Want Spirited Ben Franks Types Who Can Audition and Have Courage to Work.

Did anybody answer such an ad? Yes. Four hundred and thirty-seven insane Angelenos considered themselves suitable for such an assignment. From them were selected Davy Jones, Mike Nesmith, Mickey Dolenz and Peter York. Insanity sells today — from Marat/Sade to The Monkees.

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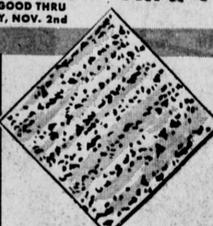


# Spanish Accents!

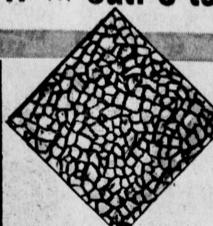
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The warmth of wood in realistic embossed patterns. It even feels like wood! Easy to install. 9" x 9" **9 1/2¢** EACH



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The clean, crisp appearance of terrazzo brightens and complements any interior! Light attractive colors. Easy care. Seamless effect. **1 99** SQ. YD. THIS WEEK ONLY  
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A sprinkling of flecks of color dramatizes the color in furniture and walls. Quality vinyl in 4 exciting colors. **2 99** SQ. YD. BUDGET TERMS

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**DUPONT 501 NYLON CARPETING**  
Check These Outstanding Quality Features:  
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True Mediterranean Styling . . .

**5-LIGHT SPANISH CHANDELIER**  
Large 22-inch chandelier in dull wrought iron with beautiful light fruitwood trim. A sensational value! Sold elsewhere to 39.95 each!  
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A quality exterior vinyl paint that is guaranteed to cover in one coat! Dries in a short 20 minutes to a smooth, lap-free finish. No need to repaint for at least 5 years! 14 fade-resistant colors and white PLUS FREE CUSTOM COLOR MIXING. A 5.99 Gallon Value!  
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LASTS AT LEAST 5 YEARS!  
Beautiful gloss finish. Guaranteed to cover in one coat! Flows together to form a deep film of protection for exterior wood surfaces. Will not crack or peel. 10 Fade-resistant colors and white PLUS FREE CUSTOM COLOR MIXING! A 5.99 GALLON VALUE!  
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