

Assignment TV

By **TERRENCE O'FLAHERTY**

One of the most aggravating and persistent assaults that television makes upon the human body is the varying level of loudness which makes one commercial quiet and another reach right out of the set and shake your teeth loose. Both of them are invariably louder than the show itself.

Any suggestion that the station purposely increases the sound for commercials is received with expressions of severe pain by engineers and management alike. However, no such denials and clutching of the breast will convince viewers that this doesn't happen intentionally. When I first brought this up years ago one station submitted a tear-stained report to show that all sound levels were the same on their commercials. If this is true then there is ap-

parently something in the viewer's ear that isn't in the loudness measuring machine. Now it seems that this is precisely the case.

After 20 years of ignoring the subject or looking cross-eyed every time it is brought up someone has done something about it. CBS has developed a new loudness monitor that is the first major improvement over the standard sound volume meter invented in the Thirties. Along with it is a device that automatically limits excessive loudness when it is encountered by the machine.

TO DEVELOP its monitor CBS first had to admit that there was indeed a problem in this area. "There is indeed a problem in this area," said CBS Laboratories some time ago, but viewers did not ap-

plaud this statement because they've known all along that there was a problem. Indeed, "Present sound level meters measure only sound pressure levels," said CBS's Benjamin Bauer recently. "There never has been a true loudness indicator before because loudness is a subjective, psychological phenomenon that cannot be measured directly. The challenge we have faced was somewhat like devising an instrument to tell if a joke is funny . . ."

The original problem comes from the fact that stations are broadcasting pieces of film that have been recorded under varying conditions of sound and with different sets of ears. Ear responses were studied with groups of people under "normal living room conditions" (kids, family arguments, squeaky rocking chairs, neighbors fighting?) It's all built into the CBS squawk meter, which is currently being field tested and will be available commercially to all broadcasters in the fall.

Now it is hoped that CBS will get to work on that machine to tell if a joke is funny . . .

DAVID BRINKLEY'S observations on the continuing saga of the American love affair with the automobile:

"In this country now it is possible to do almost everything, but not quite, without getting out of your car. It has for some time been possible to stay in your automobile and do your banking, go to the movies, eat, go to church, mail letters, listen to stereo music and Lord knows what else. Now I see that in a town in Texas a happy couple can get married without setting foot outside the car. This new convenience is offered by a drive-in justice of the peace. You park outside, honk the horn; he comes out, climbs in the car, sits in the back seat, performs the ceremony, signs the paper, collects his fee, gets out, and the newlyweds drive away, presumably to live happily ever after — in the car."

Seaman Thomas E. Heinlein, son of Mr. and Mrs. William R. Heinlein of 4223 W. 178th St., was awarded promotion to his present rate in San Diego, while serving aboard the amphibious command ship Mount McKinley.

Players To Open 'Hunter'

"Will Success Spoil Rock Hunter?" a comedy by George Axelrod, will open Friday, June 2, at the Palos Verdes Playhouse for a five-week run.

Directed by Billy Creamer, the play will feature Darlene Chaffee, Carolyn Louise Moffett, Sean Morgan, Ernie Szabo Ed Siani, Jim Bosco, and Barry Creighton.

Performances are scheduled Fridays and Saturdays through July 1, Curtain is 8:30 p.m. The Palos Verdes Playhouse is located in Malaga Cove Plaza.

Open House Set

Open house will be held at the Bishop Montgomery High School library from 7 until 9 p.m. tonight. The library recently was renovated. New furniture was purchased from funds contributed by the Mother's Club and several individuals.

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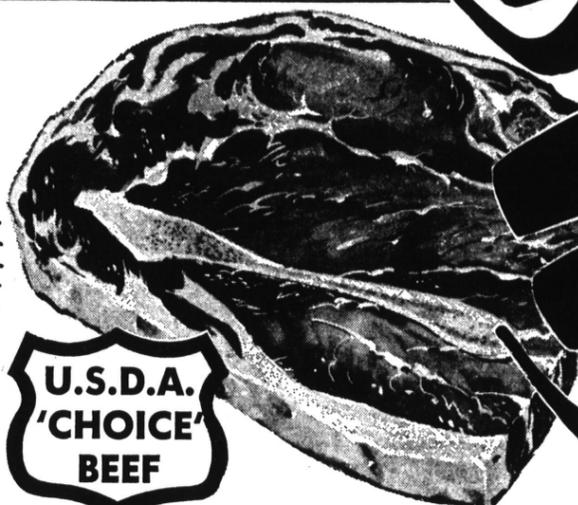
ALL FOOD GIANT STORES
WILL BE OPEN
MEMORIAL DAY
MAY 30th—10 A.M. TO 7 P.M.

TENDER, JUICY, TASTY

CHUCK STEAK
39¢
lb.



KRAFT MIRACLE WHIP
45¢
SAVE 10¢



U.S.D.A. 'CHOICE' BEEF

Frozen Foods
GREEN GIANT VEGETABLES
IN RICH BUTTER SAUCE
Cauliflower w/Cheese
Peas and Onions
Shoe Peg Corn
Baby Limas
3 \$1 10-oz. pkgs.
KING SIZE—PKG. OF 10 DOWNYFLAKE WAFFLES **35¢**
PACK OF 4—4-OZ. PKG. **ASSORTED ITALIAN ICES** **35¢**
PACK OF 8—2½-OZ. SIZE **OH BOY BAG-O-PIZZA** **89¢**

FRESH GROUND EVERY HOUR
GROUND BEEF
LEAN
39¢ lb.

U.S.D.A. GRADE 'A'
JR. TURKEYS
39¢ lb.
PAVO FRESH

BONELESS STEAK
TOP SIRLOIN
1.29 lb.

Delicatessen
GRAND TASTE—TENDER 'N JUICY
FRANKS
1-LB. PKG. **49¢**
FOOD GIANT—ASSORTED, SLICED **LUNCH MEATS** **3 5-oz. \$1**
ALEX SALADS **3 5-oz. \$1**
SALAD DRESSINGS (ROQUEFORT—16-OZ. JAR, 89¢)

U.S.D.A. 'CHOICE' BEEF
SWISS STEAK **79¢** lb.
U.S.D.A. 'CHOICE' BEEF
LEAN BEEF SHORT RIBS **29¢** lb.
LEAN, MEATY CUBES
BONELESS STEW BEEF **79¢** lb.
U.S.D.A. 'CHOICE' BEEF—LARGE END
STANDING RIB ROAST **89¢** lb.
FARMER JOHN SKINLESS
LINK SAUSAGE **3 8-oz. \$1**

RED LABEL—1-LB. PKG.
HORMEL SLICED BACON **59¢** lb.
RATH—CHUNK
CANADIAN BACON **\$1.19** lb.
REGULAR OR HOT—1-LB. ROLL
RATH SAUSAGE ROLL **39¢**
HORMEL CURE #1 OR WILSON FESTIVAL—FULLY COOKED
BONELESS HAMS **\$1.29** lb.
FRESH FROM DEEP SEA
OCEAN PERCH FILLETS **59¢** lb.

FRESH
DOVER SOLE FILLETS **89¢** lb.
CERTI-FRESH—FROZEN—1½-LB. PKG.
FAMILY FISH STICKS **99¢**
CERTI-FRESH—FROZEN—1½-LB. PKG.
BREADED SHRIMP **\$1.98**
CERTI-FRESH—FROZEN—7-OZ. PKG.
FRIED SCALLOPS **65¢**
CERTI-FRESH—FROZEN—1-LB. PKG.
SKINLESS COD **59¢**

CENTER CUT—BONE IN
ROUND STEAK
79¢ lb.
U.S.D.A. 'CHOICE' BEEF

WHOLE LEGS OR BREASTS
FRESH CHICKEN
FRYER PARTS
59¢ lb.

FRESH MIDWEST PORK—LIGHTWEIGHT
SPARE RIBS
69¢ lb.

U.S.D.A. 'CHOICE' BEEF
BONE-IN
RUMP ROAST
79¢ lb.

BLUE CHIP STAMPS plus LOWEST PRICES!

DRY PUPPY FOOD **FRISKIES** 3-lb. **69¢**
FROZEN **BANQUET COOKIN' BAG** 3 5-oz. \$1
CAT FOOD **FRISKIES** 6-oz. cans **33¢**
WITH ONION **HEINZ B-B-Q SAUCE** 16-oz. bottle **39¢**

BLUE CHIP STAMPS
We Give Blue Chip Stamps
Prices Effective Thursday
thru Sunday, May 25-28, 1967

