

Assignment TV

By TERRENCE O'FLAHERTY

Assignment: Television PUN-ishment. After seeing what the television industry thinks of itself on the recent Emmy Awards show, it is surprising that the programs we see on TV aren't more than they are. The presentation opened with a dirty joke and closed with total confusion. And many of the shows they considered "distinguished achievements" were pap.

It seems incredible that any organization that calls itself by the impressive name of "Academy of Television Arts and Sciences" could be responsible for a show that had little evidence of science and no art at all. It was a poorly produced bore and when it wasn't boring, it was vulgar.

THE AMATEURISHNESS of Dick Van Dyke, the New York emcee, was a surprising disappointment even considering an inept production crew. But it would be difficult to believe the Academy was surprised by the shabby performance of Hollywood emcee Frank Sinatra, whose personal taste level was already well established. His job was the same as that of Bob Hope recently for the Motion Picture Academy, but there the comparison ends. Where Hope chided, Sinatra sneered; where Hope was witty and funny, Sinatra was dirty and embarrassing.

To anyone beyond junior high school age, Sinatra's double-meaning joke on the word "peace" was so obvious as to be unfunny. Even if it had been amusing, it was out of place for the occasion. The hilarity and even applause which it drew from the Hollywood TV industry audience makes it even more evident that performers are adults playing children's games and the people who direct their games aren't out of the sandbox yet themselves.

IF EMMY acceptance speeches are a reliable gauge of native intelligence or acquired taste the television industry is in worse shape than I had originally suspected. The winners seemed to go out of their way to find others to thank—instead of putting the whole thing down to luck. Sixty per cent of them thanked their wives although I can't understand what the devil THEY had to do with it. One hysterical guy thanked

his wife and—heaven help us—his two children, "Tracy and Jennifer."

There were two exceptions to idiocy in this area. Melvyn Douglas capitalized on the preceding inanities by thanking his mother "for getting me here in the first place, God for keeping me around long enough to accept this award, and the President for keeping the enemy from our shores..." Maureen Stapleton put it best: "You sure know how to make a girl happy," and she looked as if she meant it.

CERTAINLY no one could argue with the following awards: Milburn Stone, best supporting actor as "Doc" in "Gunsmoke"; "Maureen Stapleton as the graveyard sinister in "Among the Paths to Eden"; Loring Mandel for "writing achievement" in "Do Not Go Gentle Into That Good Night"; director Paul Bogart for "Dear Friends"; "Elizabeth the Queen" as "outstanding dramatic program"; and Melvyn Douglas for his "Outstanding Single Performance" as the widower who refused to retire from life in "Do Not Go Gentle Into That Good Night."

The most substantial achievements in the past season were made by the news and cultural documentaries, a form which is unique to television. Winners in this area were buried in lump announcements—which is either a measure of the Academy's regard for them or a low estimate of public interest in informational shows. In either case it reflects unfavorably on the industry.

The season's "Outstanding Contribution to Undermining Television as an Art or a Science" must go to the TV academy itself.

Fireworks Tickets Go On Sale

Tickets for the 36th annual American Legion Fourth of July Thrill Show and Fireworks Spectacular are now on sale at all Thrifty Drug Stores, according to Dick Pittenger, Legion director of special events.

Other outlets for the yearly, patriotic Independence Day extravaganza, slated in the Los Angeles Coliseum, will be the Southern California Music Co., Mutual Agencies, Wallich Music City Stores, the Coliseum, and the Legion office, 1816 S. Figueroa St.

Highlighting the huge, traditional Independence Day thrill show will be an exciting destruction derby, junior equestrian jumping champs, wild animal races, a grand entry parade of stars, the world's greatest fireworks display and much more.

Reserved seat tickets are \$3.50. Children will be admitted at half price. Proceeds go to American Legion charities.

Army Pfc. Eddy A. Hatzenbohrer, 20, son of Mrs. Opal Hatzenbohrer, 1653 252nd St., Harbor City, is assigned to the 25th Infantry Division near Cu Chi, Vietnam.

Army Pvt. Charles G. Wallace Jr., 19, whose parents live at 2028 W. 231st St., is assigned to the 577th Engineer Battalion in Vietnam, as a mechanic.



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

<p>Magic Chef Bakery</p> <p>Regular \$1.35—7-Inch Lemon Whipped Cream Cake \$1¹⁹</p> <p>Regular 43c Loaf—1 1/2-lb. Italian Twist Bread 38^c</p> <p>Regular 79c—Race Track Coffee Cake 69^c</p>	<p>Old Fashion Deli</p> <p>Regular \$1.19 Coney Isle Hot Dogs 98^c lb.</p> <p>Regular 49c Baked Beans 39^c lb.</p> <p>Regular \$2.40 Baked Ham Slices \$1⁹⁸ lb.</p>
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PREMIUM ICE CREAM

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U.S.D.A. CHOICE-BONE-IN

69^c lb.

FOR COOKING

WESSON SALAD OIL

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LARGE LOIN PORK ROAST 59^c lb.

U.S.D.A. INSPECTED CHICKENS

FRESH FRYER LEGS OR BREASTS 55^c lb.

<p>U.S.D.A. 'CHOICE' BEEF</p> <p>RUMP ROAST</p> <p>bone in 69^c lb.</p>	<p>U.S.D.A. GRADE 'A'</p> <p>FRESH FRYERS</p> <p>2-2 1/2-lbs. Whole Body 29^c lb.</p>
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U.S.D.A. INSPECTED CHICKENS

FRESH CUT-UP FRYERS 35^c lb.

U.S.D.A. 'CHOICE' BEEF—CENTER CUT

BONELESS ROUND STEAK 79^c lb.

U.S.D.A. 'CHOICE' BEEF—VALUE TRIMMED

BEEF SWISS STEAK 69^c lb.

GROUND FRESH EACH HOUR

FRESH, LEAN GROUND ROUND 69^c lb.

<p>FRESH GRAIN-FED</p> <p>PORK ROAST</p> <p>Full 7-Rib Portion 49^c lb.</p>	<p>LEAN, FRESH</p> <p>GROUND BEEF</p> <p>Ground Hourly 39^c lb.</p>
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<p>FRESH, SMALL-SIZE</p> <p>PORK SPARERIBS 69^c lb.</p> <p>U.S.D.A. 'CHOICE' BEEF</p> <p>CHUCK STEAK 49^c lb.</p> <p>U.S.D.A. 'CHOICE' BEEF—STEAK OR ROAST</p> <p>BONELESS CHUCK 79^c lb.</p> <p>TURK & MECK DRUMSTICKS</p> <p>TURKEY OR VEAL 12-oz. pkg. 69^c</p>	<p>REAL MCCOY—ROUND</p> <p>CORNED BEEF 89^c lb.</p> <p>HORMEL BROWN 'N SERVE</p> <p>PORK SAUSAGE 8-oz. pkg. 55^c</p> <p>WILSON FESTIVAL or HORMEL CURE #1 (Cooked)</p> <p>BONELESS HAMS \$1²⁹ lb.</p> <p>WILSON CORN KING</p> <p>SLICED BACON 1-lb. pkg. 65^c</p>
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MAGIC CHEF ALL-PURPOSE

Aluminum Foil 12"x25" roll 25^c

DOG OR HAMBURGER

Golden Creme Buns pkg. of 8 32^c

CRIS & PITT'S—WINGY FLAVOR

Barbecue Sauce 3 14-oz. btl. \$1

SHWASHING (INCL. 8c OFF)—22-OZ. PLASTIC

Toy Liquid Detergent 49^c

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FIRST O' THE SEASON—NEW CROP

BURMOSA PLUMS

large size **19^c lb.**

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LOW ONIONS 5^c lb.

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HONEY DEW MELONS 19^c lb.

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GLASSY PLASTIC

MIXING BOWL Assorted Colors \$1.80 value 69^c

10-INCH HARD COAT

TEFLON SKILLET \$2.49 value \$1⁹⁷

Seafoods

<p>FILLETS OF</p> <p>Fresh Rock Cod 69^c lb.</p> <p>FILLETS OF</p> <p>Fresh Ocean Perch 69^c lb.</p> <p>FROZEN—14-OZ. PKG.</p> <p>Superior Fish Sticks 49^c</p>	<p>FROZEN CERTI-FRESH</p> <p>Fried Perch 12-oz. pkg. 53^c</p> <p>FROZEN CERTI-FRESH</p> <p>Fried Sole 12-oz. pkg. 65^c</p> <p>FROZEN KOLD KIST</p> <p>Veal Cutlets 7-oz. pkg. 47^c</p>
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