Assignment TV

By TERRENCE O'FLAHERTY

"PBL" — the new "Public Broadcast Laboratory" of the non-commercial television stations — is taking a new breath after being dormant during the December holidays. It is a good time for a reappraisal of the most stimulating program idea in TV's history.

Its true identity is still to be determined — but that is a problem faced by all television ventures including "Tarzan" and "The Man from U.N.C.L.E." Despite this, the viewers of the nation's 120 educational stations have been more appreciative than the critics perhaps because they were not aware of the high aims — and claims — of its creators.

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INASMUCH as PBL began with the guaranteed sponsorship of the Ford Foundation, it is somewhat like a Twenties chorus girl whose career was bankrolled by a gentleman friend. But today is not the Twenties and once you're on-stage, you've got to perform or you'll perish. PBL may be an educational chorus girl but she is in competition with the professionals down the street—and that means the excellent news departments of NBC, CBS and ABC as well as the fine products of NET itself.

So far on TV we get just about everything but clarification and that's where PBL should take advantage of its Sunday night hindsight. Instead of duplicating the commercial network coverage PBL should assume that its audience has seen the week's news on NBC, CBS and ABC and attempt to give it meaning.

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BUT AMERICA is now a nation of 200 million TV critics and they're all working around the clock. At this time we should be thankful for the best thing about PBL—which is not its programming or format, but the fact that it has given non-commercial TV a national network of stations whereby thoughtful viewers from coast to coast can be exposed to ideas simultaneously and to great effect. It is an awesome challenge.

For the time being, PBL's weakness is one that is shared by all the communications media: it is smugly isolated on Manhattan Island. The producers might get out of New York City and see how the other half lives. I believe they'd discover that the other half is actually the other seven-eighths.

Meeting for Candidates Set Tuesday

All the candidates and all the voters in the Feb. 6 Dominguez-Carson incorporation election will have one last chance to meet each other in action next Tuesday at a meeting of the East Carson Homeowners' Association. The meeting will be held at 8 p.m. in the auditorium of Del Amo Elementary School, 1825 E. 213th St.

"This will probably be the last chance for voters to hear the candidates for City Council, City Clerk, and City Treasurer before they go to the polls on Feb. 6," Truman Treece, newly elected president of ECHO, said. Candidates will speak briefly and there will be a question and answer period so that voters will have a chance to ask questions of the candidates about themselves or about incorporation.

There will also be an installation of newly elected officers at the meeting. Those to be installed are: Truman Treece, president; Maurice (Mo) Talbot, vice president; Pat Busse, secretary; Marilyn Magee, corresponding secretary; and Donna Letson, treasurer.

Bond Sale Set

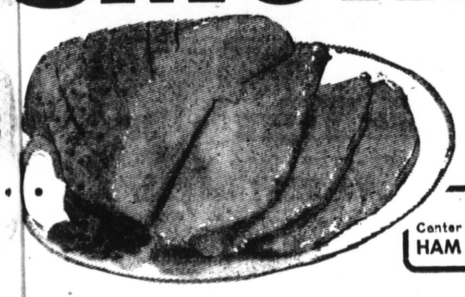
Sealed proposals for the purchase of $7.4 million in revenue bonds for the Vincent Thomas Bridge will be received by the California Toll Bridge Authority Wednesday, Jan. 31.

PIANOS & ORGANS
January Clearance
LAST WEEK!
HUGE REDUCTIONS

PIANOS New Floor Models REDUCED UP TO $200
ORGANS New and Used REDUCED UP TO $400
NEW ORGAN Shown Above Model 4070 Reg. $1195 NOW $980
NEW PIANO PICTURED Model 1119—Ebony $499
NO DOWN PAYMENT 5 YEARS TO PAY FREE DELIVERY
Wallichs Music City / Mannings
Hawthorne at Artesia, Torrance • FR. 0-4511

ON Sale!
RKET No. 16 at 50th and WESTERN AVE. in LOS ANGELES!

SMOKED HAM



Tender, Eastern Hickory Smoked
SHANK PARTS lb. 43c
HAM BUTT lb. 59c
Center Cut HAM SLICES lb. 98c

OSCAR MAYER BACON Sliced 1-lb. pk. 69c

CANNED PICNIC
Dubuque Pork Shoulder/Boneless Fully Cooked/Ready to Eat

4¾-lb. Can $3.69

PORK ROAST Fresh Picnic SHOULDER LB. 39c

Free! You Get More Good-Eating Meat for Less Money! ★★

STA-PUF Fabric Rinse Deal Pack Full Gallon 89c
You Save 50c

Cottage Cheese FOREMOST DAIRIES Pint Carton 29c Full Quart 49c

BANQUET FROZEN CREAM PIES Banana, Key Lime, Lemon, Coconut, Etc. Large 8-inch Pie 19c Save 15c at Your Better Foods Markets

Hillsdale/Hawaiian PINEAPPLE SLICES No. 1¼ Flat Can 15c

BLUE CHIP STAMPS

HEINZ TOMATO KETCHUP 14-oz. bottle 19c

MARGARINE NUCOA Deal Pack Full Pound Carton 23c A Better Buy at Your Better Foods Markets

SARA LEE Pound Cake 12-ounce Frozen Save 10c 79c

BANQUET FROZEN MEAT PIES Turkey, Chicken, Beef or Tuna Your Choice 8-oz. Each 15c

Carnation Milk Enriched Evaporated Tall Cans 2 FOR 29c

SCOPE New! Giant Size $1.89 Value $1.19

SCORE Hair Cream Large Tube 89c Value 59c

BUFFERIN Headache Tablets Bottle of 100 $1.49 Value 99c

Van de Kamp's SPECIALS
THURS.-SUN., JAN. 25-28
Dutch Ring COFFEE CAKE 35c
PUMPKIN PIE 8 in. 69c
Glazed Buttermilk DOUGHNUTS Pkg. of 6 33c

BUTTER-NUT COFFEE 1-lb. Can 67c

BETTER FOODS MARKETS

Finest, Freshest Fruits and Vegetables!

Crisp, Tasty APPLES Washington Starking

Extra Fancy DELICIOUS 7-LBS. $1
Large Bunch, Fresh ROMAINE LETTUCE Each 10c
First Quality BROWN ONIONS lb. 10c
Large, California Grown FUERTE AVOCADOS Each 19c
Mariani Brand LARGE PRUNES Full Pound Package 39c

7 BIG SALE DAYS—Thurs., Jan. 25 through Wed., Jan. 31
PRAIRIE AVE. at Redondo Beach Blvd. OPEN 24 HOURS TO SERVE YOU
5305 TORRANCE BLVD. IN TORRANCE OPEN DAILY TO MIDNIGHT

GILLETTE SUPER SPEED RAZOR With 6 Stainless Steel Blades $1

Greenwood Red CABBAGE No. 202 glass 31c
Libby's Tomato Juice 29-oz. can 33c
Libby's Deluxe Purple PLUMS No. 303 can 29c