

Sight & Sound

By Ernest Kreiling

HOLLYWOOD—The 14th annual Emmy awards presentations will be seen on NBC on Tuesday, May 22, the program originating from Hollywood, New York, and Washington. This is the night, according to Milton Berle, when the public finds out it's been enjoying the wrong programs.

TRUE ENOUGH this sometimes is, the nominations made this year strike me as representing not only the best TV has had to offer, but much of the most popular.

THE QUALITY of the programs and performances seems to stem from several facts. One is that TV itself has vastly improved, and consequently there was more of merit from which to choose. Another reason might be that since the Academy of Television Arts and Sciences has expanded its membership in recent years the members' selections are more broadly representative of national tastes than when only Hollywood and New York had active chapters.

The Academy now has eight chapters, including those in cities such as Seattle, Phoenix, Chicago, and Baltimore. Membership in all chapters includes people in all phases of television from administrators to engineers.

ALTHOUGH the Academy is best known for its one big night each year when it awards its own accomplishments, it is, in fact, a more dedicated and purposeful organization than the one dash of glamour might indicate. As important as the Emmy awards are for rewarding achievement and providing incentive for accomplishment, the Academy and its 5,500 members are dedicated also to the formidable task of advancing the arts and sciences of television, and to fostering the creative leadership in the television industry for artistic, cultural, educational, and technological progress.

TO MEET this challenge the Academy carries out a wide variety of special programs and activities. For example, in cooperation with Syracuse University the Academy publishes the Television Quarterly, a publication with the purpose of taking a serious look at television. A public information, lecture and service bureau has also been established to provide speakers and assistance to colleges and universities, professional organizations and service clubs. Currently being developed are plans for a television library and museum. And finally, a project of special merit is the Academy Foundation, one of the primary purposes of which is to create scholarships and fellowships for study and research in television.

The Academy is an increasingly powerful force for good in television, and it deserves commendation for its efforts.

I'M NOT quixotic enough to predict the winners of Emmy awards, but I can indicate how I would have voted on some of them.

In the field of humor, "Hazel" stands out. Although Bob Newhart was nominated in this category I have to put his show down to the great disappointment of the season.

Outstanding drama, "People Need People," Alcoa Theater. Outstanding variety, Judy Garland.

News, the NBC Gulf Oil Instant Specials. In children's programming there was considerable competition, but I think it would be hard to quarrel with Leonard

Bernstein's Young People's Concerts.

AS FOR the outstanding performance by a male actor, a choice isn't easy. Nominated were Milton Berle in "Doyle Against the House," Mickey Rooney in "Somebody's Waiting," Peter Falk in "The Price of Tomatoes," Lee Marvin in "People Need People," and James Donald in "Victoria Regina." I'll certainly cast my mythical vote for Lee Marvin, although it's my hunch Berle will win.

Outstanding performance by an actor in a series, E. G. Marshall in "The Defenders."

Actress in a lead in a series, Shirley Booth.

Male supporting actor, Sam Jaffe as Dr. Zorba in "Ben Casey."

Outstanding daytime program, Purex Specials for Women.

Outstanding writing achievement, "People Need People."

Outstanding writing achievement in comedy, Carl Reiner for the Dick Van Dyke Show.

The right to think is the real difference between us and the enemy. — Elmer Davis.

Veterans To Install

Clarence A. Meyers will be installed Saturday as commander of the Jewish War Veteran's South Bay Post 777.

Irwin J. Kaplan, senior vice commander, will serve as installing officer. Other new officers are Ike Mizrahi, senior vice commander; Howard Friedman, junior vice commander; Oscar Lasater, adjutant; Aaron Fischel, quartermaster; Eser Bluestien, judge advocate; and Rabbi Henri E. Front, chaplain.

Dr. William Nussbaum, member and South Bay area chairman for the United Jewish Welfare Fund will present the post with a plaque for work performed by the post and money raised by one of its committees.

Kaplan will seek the office of department commander at a JWV department convention June 1 through 3 in Monterey.



BACKING NIXON DRIVE . . . Torrance leaders in the "Nixon for Governor" campaign are shown here as they discussed plans to open a Torrance headquarters with former Vice President Richard Nixon. From left are Chuck Franklin, John Wrenn, and Boris S. Woolley, the latter two Torrance attorneys. An organizational meeting has been called for Friday at 2 p.m. in Woolley's office at 2271 Torrance Blvd. Temporary headquarters are at 1607 Cabrillo Ave.

(Political Advertisement)

FOR FULL TIME REPRESENTATION . . . FOR ALL THE PEOPLE Elect "Nick" DRALE

DEMOCRAT in the 67th ASSEMBLY DISTRICT IN THE JUNE 5th PRIMARY ELECTION

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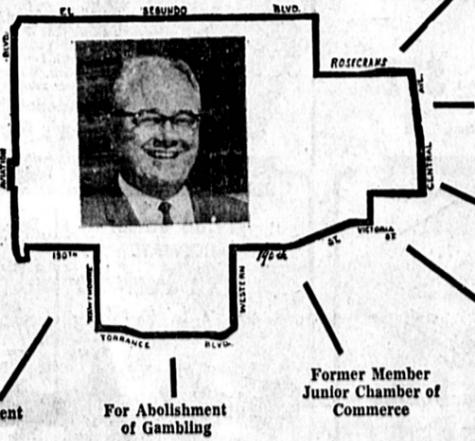
Capable Experience . . .
• 14-Yrs. as Torrance City Councilman
• 1-Year as Mayor

For Education . . .
• More Local Rule
• Chairman of Committee securing 4-year State College in District

For Rapid Transportation and Quarterly Safety Check of Autos, Buses and Trucks

For Paid Youth Employment Program for Boys Between 16 & 19 Years

For Rigid Enforcement of Narcotic Laws
For Abolishment of Gambling



For Senate Apportionment (Bonelli Plan)

For Elimination of Federal Entertainment Tax

For Closer Cooperation Between Law Enforcement and Legislative Agencies

Former Member Junior Chamber of Commerce
Area Chairmen:
• Gardena: Fred R. Stevens
• Lawndale: Art Griffin
• Torrance: Councilman Ross Sclarrotta

Thank You



FOOD GIANT OLEO RIB STEAK

2 1-lb. Pkgs 25^c 89^c

KRAFT MIRACLE WHIP

JEWEL SALAD OIL

Full Quart Salad Dressing 47^c

24-oz. Btl. 29^c



2 CAN DIVIDER PACK **CHUN KING**
Beef Chop Suey
Mushroom Chow Mein
Chicken Chow Mein
44-oz. pkg. 89^c

WALDORF TOILET TISSUE
12 Rolls \$1
(3 4-Roll Packages)

Serve a delicious salad of lettuce leaf, pear and cottage cheese, no. 2
F&P BARTLETT PEAR HALVES 29^c

Assorted fruit drinks that will cool on the hottest days, jumbo 46-oz. cans
CAL FAME FRUIT DRINKS 49^c

For true oriental style flavor and quality you'll love, large no. 2 1/2 cans
CHUN KING CHOW MEIN NOODLES 29^c

South of the border is just this close with a large 2 1/2 can of fine quality
ROSARITA REFRIED BEANS 29^c

Less machine clogging suds and more cleaning power with our giant
FOOD GIANT LOW SUDS DETERGENT 59^c

Ready-to-Serve
Rath Black Hawk PICNICS
3 Pound Tin \$2¹⁹

DANISH IMPORTED SLICED COOKED 5-oz. 59^c
PLUMROSE HAM
BLUE CHEESE, 1,000 ISLAND, SOUR OR CHIVES 8-oz. \$1

Bob's Dressings 3
EXCEPT ROQUEFORT

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Delicious capsules with vitamins
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SWIFT 24-oz. Can 43^c

SWIFT BEEF STEW 24-oz. Can 53 ^c	CHUN KING SOY SAUCE 5-oz. Btl. 19 ^c	REG. MENTHOL, SPICE RAPID SHAVE Econ. Size 98 ^c	TREND POWDERED DETERGENT Giant Pkg. 43 ^c
YUBAN INSTANT COFFEE 9-oz. Jar \$1 ³⁹	SUNSHINE HYDROX COOKIES 1-lb. Pkg. 49 ^c	OSCAR MAYER VIENNA SAUSAGE 4-oz. Can 19 ^c	SWEETHEART 1c SALE TOILET SOAP 4 Reg. Bars 29 ^c 4 Bath Bars 43 ^c