

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — Before you and I have a chance to decide which of the new fall TV programs we like, plans will be afoot to change the schedules in January.

Weekly Variety referred to Oct. 1-15 as the period of sudden death, because it's during this two week period that the first national Nielsen audience reports are compiled. The "viewing preferences" of 1100 Nielsen homes in the United States will be announced Nov. 1, and hurried conferences will be called in New York and Hollywood to decide what to do about these programs we're treating nicely.

The sponsors, who generally have short 13 week commitments, will be making the first moves, based largely, but not entirely, on this first Nielsen report. The networks, which are generally committed to programs for 26 to 39 weeks, will start the search for new sponsors. If that fails they'll consider dropping the low rated programs and take a sound financial loss.

SO EVEN as we are fumbling around the dial watching this new program and that in search of those that appeal to us, the die will have been largely cast as to what stays on the air, what goes off, and what schedules will be changed.

Most of the new programs will have been on the air only a couple of weeks when these strange forces start to work. I don't know about you, but I seldom become addicted to a program after only a couple of weeks. In fact at this late date there are some of the new series I haven't yet seen. But nevertheless, the ratings will have pretty well established what appear to be our favorites.

Last year I didn't see Ben Casey for the first time until December. If this had happened to a few hundred selected Nielsen families Vince Edwards would have been out of work in January, rather than a rich man in June.

THE RATINGS alone, of course, don't determine all pro-

Law In Action

The role of the U. S. Supreme Court has changed over the years from a tribunal concerned largely with trials, to a court engaged almost exclusively in reviewing the decisions of other courts to see whether they applied to the law correctly, or whether the law itself is constitutional.

When the country was small and the law less complicated, work in Washington took only a few months, even though the court had fewer members and the added duty of serving as the Supreme Court of the District of Columbia as well the U. S. The justices then often rode circuit, hearing cases as trial judges around the country. By 1850 this combined workload had become so great that it took the court a full year to hear all of its cases. Therefore the court confined itself largely to appellate matters.

SINCE 1937 the court has been increasingly selective of the cases it accepts for review, seeking to deal only with cases involving federal or constitutional questions. Out of 1600 cases filed each year, the court writes only about 125 opinions. The rest of the cases are either decided without a formal statement of reasons or dismissed for the lack of a substantial question of federal law.

This selectivity is necessary if the court is to give adequate time and consideration to questions of general importance to the entire nation. Since 1900 there has been a great increase in federal regulation of business through agencies such as the National Labor Relations Board, the Securities & Exchange Commission, and the Federal Trade Commission.

CASES involving the action of these agencies and the law they administer today take up much of the court's time, as do cases involving rights of individuals under the Federal Constitution. Even so, the court does hear and decide other kinds of cases.

... Hecklers

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vises our tax laws and change the climate of government so that present companies can adjust to the times and compete with low-wage foreign manufacturers. We can do this and raise our standards of living."

Bruinsma called for a cut off in all foreign aid to communist countries. "We are not gaining friends with the present foreign aid program, we are losing respect."

He pointed to Cuba as an example of the present program's failure. "We have a communist bastion 90 miles from shore, a worse military defeat than Pearl Harbor. It proves you can't kill Communism with kindness. I would rather see the money we have wasted in foreign aid, in \$3,000,000 yachts for African rulers, in helping Ghana with its schools for Communists. I would rather see that money spent in the U. S."

ASSEMBLYMAN Clayton A. Dills and his opponent, Alfred H. Thorsen, took identical stands on Proposition 1 and Proposition 24, the assigned topics of their discussion.

A question-and-answer period followed the formal speeches.

You're Not Alone . . . YOUR NEIGHBOR IS READING THE HERALD TOO!



"If you're beginning to think about boys . . . they'll love it!"

Pacifica To Open Here Soon

Completion and occupancy of the Pacifica Cooperative Apartments located at 24065 Ocean Ave., just south of the Pacific Coast Highway, has been set for the month of October, according to Raymond T. Burns and Associates, project sales representatives.

Cooperative apartments of the individual ownership type are receiving enthusiastic support from home owners who are searching for freedom from the responsibilities of residential ownership, overburdening taxes and upkeep.

As in the purchase of a home, buyers will receive a grant deed and a policy of title insurance with their ownership purchase. This, as opposed to the corporation stock ownership type of cooperative, allows complete individual fi-

nancing to suit the buyer. Pacifica Cooperative Apartments offer spacious one and two bedroom residence apartments which will feature decorator color schemes, wall to wall carpeting, draperies, complete built-in appliance centers, separate lanai and the central garden courtyard.

Seven floor plans are being offered with prices ranging

from \$14,495 to \$17,950 and a small deposit of \$120 will reserve the residence apartment until completion in October.

Information concerning Pacifica Cooperative Apartments may be had by calling FR 2-1917 or by visiting the property where sales representatives are available.

Anderson Visits Shopping Center

Lucky Shopping Center, at Lomita Boulevard and Western Avenue, will host Lt. Gov. Glenn M. Anderson on Oct. 10 at 5:30 p.m. Refreshments will be served at the Lomita and Torrance Headquarters join forces in boosting the meeting.

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FA 8-4000

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