

A Closer Look

By Ernest Kreiling

HOLLYWOOD — "It's time we gave some serious thought to having a federal television channel."

This suggestion was made by Hal Humphrey, nationally syndicated television critic, whose column appears in 80 newspapers across the country.

I'll accept Humphrey's premise that there are some cultural needs and tastes not being entirely fulfilled by the present system of commercial television, but I vigorously challenge his proposal for correcting the situation.

ASIDE FROM the fact that it's basically incompatible with the traditions of our free society for such powerful tools of information to be in the hands of national government, there's a more effective way of bringing about the desired programing without running the risks of government control or influence.

Humphrey apparently overlooks the existence today of 68 non-commercial educational and cultural TV stations which are financed by state and private funds and operated by local educational and community leaders. And more importantly there are several hundred such channel allocations totally unused and simply waiting for qualified interests to claim them.

IN THE LAST few years several plans for federal leadership in our cultural lives have been brought forth. John Crosby, former TV critic for the New York Herald Tribune, suggested the formation of a Program Advisory Board to operate under the FCC. This Board would exercise program control over the networks. Among his suggestions for members of his Board were Herbert Hoover, Harry Truman, Pearl Buck, Walter Lippmann, Arthur Schesinger, Adlai Stevenson, Leonard Bernstein, the president of Harvard, and Clare Booth Luce.

John Fisher, editor of Harpers Magazine, offered a plan for culturally enriched television whereby stations and networks would be taxed a percentage of their annual earnings, the revenue to be devoted to the operation of a National Broadcast Authority chartered by Congress.

FISHER recommended a five-man board to direct the development of educational and cultural TV programs that would then have to be carried by the networks in prime time. People to serve on this five-man authority would be the heads of the Rockefeller and Carnegie Foundations, the president of Harvard, the Director of the Metropolitan Museum, and the chief of the National Educational Television and Radio Center.

Both of these plans require a strong tie with the federal government, although they don't necessitate a federally operated TV network as Humphrey recommends.

NONE OF these ideas strikes me as being the answer. With more than 200 channels designated for non-commercial use going unused, most communities which want such a service can avail themselves of it by mobilizing their financial and cultural resources to create it themselves.

So if large appetites for more intellectually and culturally oriented TV exist, most communities have the chance to take action to satisfy them.

Improvement On Eshelman Scheduled

A portion of Eshelman Avenue from 253rd to 255th Streets will be improved under a County Road Department project.

The project will consist of extending the pavement by constructing asphaltic concrete on aggregate base material. The improvement will jolt with existing curb and gutters completed in conjunction with an adjacent tract development.

Eshelman Avenue is a County Master Plan Highway carrying a daily average of 3,000 vehicles, Supervisor Burton W. Chace said. The resulting improvement will facilitate area drainage, decrease maintenance costs and increase operational efficiency on the highway, the supervisor added.

Motorists are requested to drive with care in the construction area.

New Medical Center Completed

Construction has been completed on the \$400,000, 12,000 square foot, Crenshaw-Sepulveda Medical Center at 22600 Crenshaw Blvd.

The single story air-conditioned structure was planned for full family medical, surgical, obstetrical, industrial, and dental care. Customized suites surround a "central core" containing a landscaped patio and

the x-ray and clinical laboratory.

Each doctor has his own separate examining, consultation, and reception rooms. Convenient parking for 150 cars is located on all sides of the building.

ADJACENT to the large central lobby, containing a fireplace, is the Medical Arts Pharmacy. On display is a collection

of original oil paintings by European and American artists.

Family medical needs, patient comfort and convenience, and efficiency of operations are important factors incorporated into the plans.

Owner of the project is the Crenshaw-Sepulveda Corp., a group of Torrance professional men. Rodney A. Stetson,

M. D., is the president of the corporation; Edward K. Knutson, M. D., is vice president; and Ralph W. McNeil, M. D., secretary-treasurer. Attorney Boris S. Woolley represents the group.

Occupants of the building include Drs. William J. Eckerle, Edward W. Knutson, Ralph W. McNeil, Rodney A. Stetson, Richard S. Tenn, John W. Tippin, and William J. Young. Also, Dr. Allen E. Hofferber, dentist, and Dr. Sherwood A.

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Van Dyke, podiatrist. Consultants in various specialties are available.

Manual Course Set

A class in the preparation and production of technical manuals will start Feb. 4 at Banning Adult School, Wilmington. Instructed by Vincent L. Esposito, the class will consist of 20 sessions. Tuition fee is \$4. Registrations will be taken at the Adult School Office. For further information call TE 4-2343.

PWP Holds Meeting

An open meeting of Parents Without Partners will be held Monday for new and potential members at 8 p.m., 4602 E. 15th St., Long Beach. Aims and purposes of PWP will be discussed. Interested persons are invited.



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DELUXE STAINLESS-STEEL KITCHEN TOOLS



YOU SAVE OVER 60% A new unit will be on sale each week for the next 7 weeks. THIS WEEK...THRU JAN. 23. **39¢** WITH ANY PURCHASE OF \$10.00

SPATULA With FREE Wall Rack. Best Price Unconditionally Guaranteed.



The Best Beef You Can Buy...All 'Branded' Choice!

STEAKS 89¢/lb.

Rib or Boneless Family Style... WHAT'S BETTER EATING THAN A BIG JUICY STEAK SERVED SIZZLING FROM THE BROILER? WE'LL "STEAK" OUR REPUTATION ON THESE—COMPLETE SATISFACTION OR YOUR MONEY BACK!

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CHUCK STEAKS All Choice Center Cuts **49¢**

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SIRLOIN TIP	BONELESS STEAKS	\$1.99
CUBE STEAKS	BONELESS TENDERED	\$1.99
ROUND STEAK	BONELESS NO WASTE	98¢
GROUND CHUCK	FRESH & LEAN	59¢

SLICED BACON VON'S TABLE KING First Grade, Brown Sugar Cured. Regular or Thick Sliced 1-LB. PKG. **59¢**



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ROASTS 49¢/lb.

Choice Center Cut Chuck... A TENDER, TASTY BEEF ROAST IS A FAMILY PLEASER ANY TIME... SELECT YOUR FAMILY'S FAVORITE NOW AT SALE PRICES... ALL U.S.D.A. CHOICE GRADE, CUSTOM TRIMMED.

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Round Roast BONELESS OVEN READY **98¢**
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Seafood Sea-lections

Cooked & Peeled Shrimp 5 OZ. PKG. **59¢**
Large Brook Trout PAN READY **89¢**

WESSON OIL It's Poly Unsaturated Large Size 24 oz. Bl. **33¢** Save 10¢

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TOMATO CATSUP Hunt's Rich, Spicy Flavor 14 OZ. BOTTLE **2 FOR 25¢**

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GOLDEN DELICIOUS APPLES Those Crispy Tasty Golden Apples from Washington **2 FOR 25¢**

Fresh Cucumbers LONG, GREEN **19¢**
Fresh Carrots TOPS OFF 1 LB. CELLO PK. **3:25¢**
Mushrooms FRESH, TASTY LARGE BUTTONS **1/2 LB. 39¢**

Jerseymaid Butter 1/4 QUALITY GRADE AA 1-LB. CTN. **67¢**
Dole Pineapple SLICED HAWAIIAN 1 1/2 FLAT CAN **5:100**
Green Giant Peas BIG & TENDER 303 CAN **5:100**
Star-Kist Tuna LIGHT MEAT CHUNK STYLE 6 1/2 OZ. CAN **4:100**
Ivory Bar Soap PERSONAL SIZE BANDED PACK INCL. 3¢ OFF **5:29¢**
Leslie Salt PLAIN OR IODIZED 26 OZ. CTN. **10¢**

WALDORF TOILET TISSUE White or Assorted Colors 4-ROLL PACK **12:100**
Globe A-1, Fine, Med. Wide EGG NOODLES 2:33¢
Veggiebe Cooked V-8 JUICE 12-oz. Can **2:25¢**
Golden State TACO DINNER 12-oz. Pkg. **39¢**
Golden Shore, Frozen SHRIMP CREOLE 8-oz. Pkg. **49¢**

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Colgate Dental Cream FAMILY SIZE TUBE **2 FOR \$1.00** Plus COUPON IN PKG. GOOD FOR 5¢ OFF ON NEXT PURCHASE (includes 9¢ off)

VEGETABLES Green Peas, Cut Corn, Mixed Vegetables, Chopped Broccoli, Cut or French Grn. Beans, French Fried Potatoes FROZEN—REG. PKGS. **6:100**

Liquor Dept. Feature
Old Colonel Tyler KENTUCKY BOURBON Straight Whiskey 86 Proof **\$3.69** FIFTH Save 30¢

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Week-End Bakery Specials
VON'S BAKERIES SQUARE CAKE White Chocolate Applesauce Chocolate Mint **55¢**
HONEY KRUNCH BREAD Made With Pure Honey and Safflower Oil 1 lb. 6 1/2 oz. loaf... **31¢**
VAN de KAMP'S PECAN SPICE CAKE... **\$1.05**
SHORTBREAD COOKIES... Pkg. **27¢**
BEEHIVE COFFEE CAKE... **39¢**
DATE-NUT LOAF... **53¢**

Welch's GRAPE JUICE Frozen—6 Oz. Can **\$6:100**

VON'S and Shopping Bag BLOOD CHIPS

GIORIETTA Peach Halves FREESTONE 303 CAN 25¢	COGATE Soaky BUBBLE BATH 10 OZ. PKG. 69¢	CALD Dog Food NO. 1 TALL CAN 2:31¢	Lipton's ALPHABET VEGETABLE 2 PKG. PACK 39¢	Soup Mix CHICKEN NOODLE 2-PKG. PACK 31¢	WISHBONE Salad Dressing MONARD OR DELUXE FRENCH 8-OZ. BOTTLE 35¢	LIFTON Instant Tea 3-OZ. JAR 89¢	BRANDYWINE Mushrooms 4 OZ. CAN 47¢	Clorox Liquid Bleach IN NON-BREAKABLE PLASTIC CONTAINERS 1/2-GAL. PLASTIC 43¢ GALLON PLASTIC 69¢	ALUMINUM Reynolds Wrap STANDARD 25-F. ROLL 31¢
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