

A Closer Look

By Ernest Kreiling

HOLLYWOOD — The television industry is a hardy, hard-bitten, hard fighting industry that has learned through bitter experience how to defend itself. Everybody picks on it.

But it has become so adept at defensive maneuvering it's apparently forgotten how to employ the same skills in aggressive, forward-looking, forward-striding statesmanship on behalf of the public's well expressed interest.

Television moguls would have us always remember, of course, that they fight a large battle for us all, namely that of defending almost single-handedly the bastions of freedom and free enterprise.

THEIR SPECIAL skill in such a battle is the piercing wail of hallowed war chants, such as, "Foul, government interference," "Censorship," "Violation of the First Amendment," "Congressional Intent," "Socialism," and "Federal Paternalism."

Noble though these phrases are, they can mean many things to many people, and in the case of many commercial broadcasters today they can only be translated into, "The public be damned."

Harsh words, perhaps, but no reasonable person can escape the conclusion that the television is failing the American public in one major regard. Americans have made themselves patently clear that although they approve of our commercial system of television, they do not approve of the excessively commercial way it's being exploited.

IN SHORT, the public feels that TV commercials are too many, too frequent, too obnoxious, and too loud.

When E. William Henry, chairman of the Federal Communications Commission, went on record recently warning broadcasters that he and the FCC would pick up the cudgel on behalf of the public's clearly expressed interest he was met by the famous defensive maneuvers, including the loud and screeching war cries.

One statesmanship-like step was taken last summer when LeRoy Collins, president of the broadcasters' own propaganda agency, invited the heads of the three networks to meet to discuss some of "the problems and opportunities inherent in television advertising."

IN A masterpiece of double-

talk and no-think CBS, along with the others, refused such a meeting. One reason given was a fear of governmental anti-trust action should the three networks agree to give the public a break.

So Collins must be credited with at least trying to inject some positive thinking and leadership into his myopic people, although his efforts were rudely rebuffed. He's probably re-learned his catechism by now and won't be guilty a second time of naively attempting to cure the disease rather than the symptom. The broadcasters, after all, pay him \$75,000 a year to help them, not fight them.

So now the battle for common sense and moderation in television commercials is left largely to E. William Henry and those viewers who want to give him a hand by flooding the Commission with cards and letters supporting the contention that TV commercials are done in excess.

All cards and letters to A Closer Look expressing views on TV commercials will be forwarded directly to E. William Henry with a summary of them to each network president. If we don't raise a hand in our own defense, it's doubtful that the FCC can do much for us alone.

New Store Opens for Dogs Only

Need a rain coat or a sweater, rainboots, or cosmetics for that jaunt around town? Well if you do — and you happen to be a poodle — Michael's Poodle and Pet Shop can help.

The new shop, located at 1015 W. Carson St., features a complete line of specialty items for your poodle. Jewelry, rainwear, some 50 different kinds of cosmetics — including nail polish in many colors — are available at the shop.

According to Michael Harris, owner of the shop, poodles have become very popular within the last 10 years. "They are among the most intelligent dogs, and are the easiest to train," says Harris.

And the lavish attention which poodles have bained has helped others who lead a dog's life, too. All sorts of dogs are getting into the grooming act.

Rushin' Roulette by Chon Day



The Traveler's Safety Service

Carelessness causes more accidents than bad roads.

Small... Smaller... Smallest!



Silvertone's New "Consul"

Sears Smallest Hearing Aid

JUST POSTAGE STAMP SIZE!

Size: Illustrated here
Weights: 2/10-oz. incl. battery
Operation Cost: Avg. 1¢ per 10 hr. day
Average Gain: 39 db. (HAIC)



Trained Hearing Aid Consultants Available at 14 Sears Southern California Stores. Sears also has a complete selection of Body Style and Eyeglass Hearing Aids at comparable low prices. Ask about Sears Battery Club. "Satisfaction Guaranteed or Your Money Back"

Priced at only \$179.95

ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES... PARK FREE!
LOS ANGELES - Vermont & Stanton BURENA PARK GLENDALE LAGO BEACH TORRANCE
LOS ANGELES - E. Olympic Blvd. & Bess COMPTON HOLLYWOOD PALMDALE VALLIET
LOS ANGELES - W. Pine Blvd. & Euclid EL MONTE INGLEWOOD LINDSEY
Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 5:15 P.M.; Tuesday to 9:00 P.M.



CLOSED ALL DAY THANKSGIVING



VAI BROS.
BRANDY
full quart **\$4.97** was \$5.79
YOUR CHOICE OF GERMAN OR SPANISH IMPORTED WINES
Liebfraumilch, Hiesheimer, Rudesheimer, Johannisberger, Riesling, Burgundy, Teutonic, Claret **99¢** fifth



JACQUES BONET & CIE
ROYAL SPUMANTE SWEET CHAMPAGNE
full fifth **\$1.69** was \$1.98

FINLEY'S GIN
full quart **\$3.69**

Canadian Vat Imported
CANADIAN WHISKEY full fifth **\$3.98**

Arizona's famous—No deposit, no return—8 oz.
A-1 PILSNER BEER full case **\$2.29**

LIBBY
TOMATO JUICE
9 oz. can **15¢**

U.S.D.A. GRADE "A" CALIFORNIA GROWN
YOUNG HEN TURKEYS
flash frozen **39¢** 8 to 12 lb. average

YOUNG TOM TURKEYS
flash frozen **35¢** 16 to 22 lb. average

THE FINEST FRESH TURKEYS
We have the finest, fresh Grade "A" California grown turkeys, in all sizes, for a real old-fashioned Thanksgiving feast. These are top quality, double breasted birds, plump and deliciously tender, grown in the Palomar Mountain region on California's finest turkey ranches. Finest in the nation!

EXCELLENT HOLIDAY POULTRY
We have a choice selection of holiday birds, frozen at the peak of perfection and priced to stretch your holiday budget! U.S.D.A. Grade "A" California grown, junior or stuffed turkeys... all plump, tender ducks... quality brood geese... all set to star at your Thanksgiving feast!

F & P
FRUIT COCKTAIL
tall 303 can **19¢**

U.S.D.A. GRADE "A" CALIFORNIA GROWN
FRESH HEN TURKEYS
47¢ 8 to 12 lb. average

U.S.D.A. GRADE "A" CALIFORNIA GROWN
FRESH TOM TURKEYS
43¢ 16 to 22 lb. average

A perfect topping for candied yams! 10 oz. pkg.
allows **29¢**
make food prettier for fancy feasting! tall can
ipe Olives **29¢**
ring desserts! 8 oz. Shredded or 7 oz. Flakes
Coconut **29¢**
great pickles for that special meal! 22 ounce jar
ale Pickles **39¢**

Farmer John, Luer, Hoffman or Hormel. Sugar-cured, flavorful ham is a favorite, hot or cold!
BUTT PORTION HAM **49¢**
Farmer John, Luer, Hoffman or Hormel. Tasty ham, the economical way to feed a crowd!
WHOLE HAMS **45¢**
Farmer John, Luer, Hoffman or Hormel. Broil tender, juicy slices from the center of the ham!
CENTER CUT HAM SLICES **98¢**

eanuts, Filberts,
ils, Walnuts
ED ROP S
29¢



Farmer John, Luer, Hoffman, Hormel
FULL SHANK HALF HAMS
37¢ lb.

U.S.D.A. "CHOICE" BEEF
SWISS STEAK
59¢ lb.

U.S.D.A. "CHOICE" BEEF
ROUND STEAK
bone in **69¢** lb.

U.S.D.A. "CHOICE" BEEF
BONELESS ROUND STEAK
79¢ lb.

U.S.D.A. "Choice" Beef. Tender, juicy menu maker!
Rump Roast, bone in lb. 69¢
U.S.D.A. "Choice" Beef. For a fine family meal!
Boneless Rump Roast lb. 79¢
Dairy Farm. Choose for supper! 1 pound frozen
Jones Link Sausage 89¢
Plump and fresh for your favorite oyster stuffing!
Fresh Western Oysters pint 69¢

O So Good Game Hens. 18 to 22 oz. avg. frozen
Rock Cornish Hens each 69¢
Good, lean, fresh ground beef for economy meals!
Fresh Ground Round lb. 59¢
Dairy Farm. Good for breakfast! 1 pound frozen
Jones Roll Sausage 79¢
Deep smoked for fine flavor. 1 lb. pkg. sliced
Farmer John Bacon 49¢

Northern Red Velvet
SWEET YAMS
10¢ lb.

DEGLET NOOR NEW CROP
DATES
10 oz. pitted 4 pkgs. **\$1**
12 oz. nonpitted
SWEET FANCY OREGON
ANJOU PEARS
10¢ lb.

DEL AMO SHOPPING CENTER CORNER OF HAWTHORNE & SEPULVEDA

MAGIC CHEF