

Assignment TV

By **TERRENCE O'FLAHERTY**

One of the biggest jokes in the world of show business is the theater custom of quoting from critical reviews. We have all seen the advertisements which proclaim: "First-rate," says Laurence Lockjaw. Beware of short quotations! What critic Lockshaw actually wrote is this: "The revival of 'Naughty Marietta' currently on dis-

on the part of the theater owner, I suspect, and anyone who can get the last word in a quarrel with a critic is deserving of recognition, regardless of his scruples.

However, I see where the custom has now spread to television. In its national advertisements for "The Les Crane Show," the ABC network is using one- and two-word quotations to call attention to the program which resumed recently. "Sizzling," says Look magazine. "Shooting Star," says Newsweek. And then, to my horror, I read this: "Attractive"—Terrence O'Flaherty—placed over a flared-nostril photograph

of Crane. I thought it would be interesting to reprint my original comment last August:

"Crane comes across as a kind of 'Pal Joey'—flashy, attractive and unscrupulous in a highly professional manner. He will have an appeal for those who do not recoil at male prima donnas."

Maybe I should be thankful that ABC didn't quote me as saying just "Pal."

I see no reason to alter my original appraisal. If anything, the show is more vulgar, more unhealthy than ever.

VIEWERS WILL recall the

quick reaction against television commercials for toy guns and other weapons of destruction which immediately followed the assassination of President Kennedy by Lee Harvey Oswald with a gun he bought through the mail. Many stations banned such commercials during the Christmas season last year.

Recently the Code Authority of the National Association of Broadcasters investigated the toy commercials prepared by 26 manufacturers and found all 141 of them complied with the NAB rules for such advertising. It is discouraging to note that their concern lies entirely in

sales misrepresentation rather than the suitability of the product. The following paragraph from the NAB Code News is sadly self-explanatory:

"It is verboten to demonstrate a toy in such a manner that it unfairly dramatizes its qualifications. In other words, a toy that fires plastic bullets when equipped with a battery that must be purchased separately cannot be advertised as a ready-to-use destroyer of Moscow, Peiping, and all other capitals of the Communist empire."

Never before have there been so many toys that test

a child's imagination as well as entertain. The right toys help a youngster grow up. Toy guns are said by some to be symbols of manhood, but Dr. Lois Barclay Murphy, a child psychiatrist at the Menninger Foundation, noted in a recent issue of Look: "There are better ways—such as sports and games—for a boy to develop masculinity without encouraging warlike attitudes at a time when the world faces destruction."

The Stanley twins put their first steam car into operation in 1897.

Telephone Club Sets Christmas Dinner Dance

The annual Christmas dinner dance of the General Telephone Company Management Club will be held at the Del Mar Club, 1910 Ocean Front Walk, Santa Monica, Friday, beginning at 6:30 p.m., according to Irma Staples, president.

Music will be provided by Paul Trent's Del Mar orchestra.

MARKETS BRING YOU
The Holiday Season
BEST PRICES!

2121 W. 182nd
at Arlington
TORRANCE

DAILY STORE HOURS
MON. THRU SAT.
9 A.M. to 9 P.M.
SUN., 9 A.M. to 7 P.M.

MORTON'S FROZEN DINNERS
11-OZ. **28¢**
YOUR CHOICE EACH

• BEEF • TURKEY • CHICKEN

SHASTA—Ass't. Flavors
DRINKS REG. OR LOW CALORIES **10 59¢**
12-OZ. CANS SAVE 50¢

COCKTAIL
303 CANS REGULAR OR LOW CALORIES **5 FOR 95¢**

SAVE 12¢
SPRINGFIELD
Pineapple JUICE
46-OZ. CAN **25¢**

LACE TOILET TISSUE
ROLL PK. WHITE OR PINK **10 59¢**

COTTAGE CHEESE CARNATION OR FOREMOST PINT **25¢**

ORANGE
NAVEL **ANGES 10¢**
SAVE 10¢ LB.

FANCY POTATOES
WHITE ROSE • SAVE 24¢ CELLO BAG **5 25¢**
LBS.

DELICATESSEN
DAIRY FRESH SLICED LEAN HAM **39¢**
4-OZ. PKG.—SAVE 12¢

SWISS KNIGHT GRUYERE **49¢**
6-OZ. PKG.

BORDEN'S GEM ROLLS **25¢**
8-OZ. PKG.

REDEEM ADJOINING COUPONS FOR SIXTH WEEK OF THE NEW
Glamorous WENDY DOLL & FASHION OUTFITS

VALUABLE COUPON
REDEEM THIS COUPON — REG. \$1.19 **FOOD FAIR EXCLUSIVE WENDY DOLL**
WITH THIS COUPON **88¢** **FOOD FAIR**

VALUABLE COUPON
SAVE 10¢ ON ANY 69¢ OUTFIT **FOOD FAIR EXCLUSIVE FASHION OUTFIT**
WITH THIS COUPON **59¢** **FOOD FAIR**

VALUABLE COUPON
SAVE 20¢ ON ANY \$1.19 OUTFIT **FOOD FAIR EXCLUSIVE FASHION OUTFIT**
WITH THIS COUPON **99¢** **FOOD FAIR**

FOOD FAIR

PACIFIC HONEY TREAT GRAHAMS 1-Lb. Box 33¢	LIQUID AJAX CLEANER 28-Oz. Can 71¢	SWIFT'S STRAINED BABY MEATS 3½-Oz. Jar 4 FOR \$1	AURORA TOILET TISSUE 2 ROLL PACK 24¢	NORTHERN TOILET TISSUE 4 ROLL PACK 35¢	BANQUET FROZEN ENCHILADA Dinner 12-Oz. Tray 2 FOR 89¢	DELSEY TOILET TISSUE 2 ROLL PACK 2:45¢	NEW DUTCH CLEANSER 21-Oz. 2:47¢	CHICKEN OF THE SEA TUNA #1/2 Flat 3:95¢	NABISCO FAMILY FAVORITES 9-Oz. Pkg. 27¢
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