

Assignment TV

By **TERRENCE O'FLAHERTY**

Back in television's Paleolithic Period the king of the video mountain was Milton Berle, a wildly energetic comedian who parlayed a giggle, a grin, and a gag into an attraction that caused family life to grind to a halt whenever his show came on the air. He became so valuable to the NBC network that he was signed to a 30-year exclusive contract at \$100,000 a year whether he worked or not.

Most contracts of this nature have more holes than a sieve through which either party can escape. Apparently this one was an exception. Recently Berle took a \$40,000

which was scheduled at the same time as a show of similar quality and audience appeal "L. Leonardo da Vinci" on ABC.

Both NBC and CBS have turned thumbs down on the suggestion. The position of NBC in this matter indicates that the network PREFERENCES pit one public information special against another! NBC reasons that it helps ratings for both shows because the public is forced to choose between two documentaries rather than flocking to a "Bonanza" or "The Fugitive."

NBC RESEARCHERS declare that the Lewis and Clark special became the highest rated news and documentary of the year for them because it was not pitted against an entertainment program. Ratings also show that "Leonardo" attracted ABC's largest audience because it was not in competition with NBC's entertainment.

NBC points out that both networks repeated the shows later in the season anyway. CBS is reported to agree with NBC in the matter regardless of the fact that the network is not producing shows of similar quality in the field of the artistic documentary.

And there the matter lies. No other enterprise on earth purposely hides its most creative efforts in such a fashion.

RUDOLF NUREYEV and Margot Fonteyn will open the new season of the "Hollywood Palace" with Fred Astaire as host on Oct. 2... Robert Saudek, whose production company is responsible for "Profiles in Courage," "Leonard Bernstein and The New York Philharmonic" and "Omnibus" of fond memory, has been signed by CBS to develop a series of cultural specials in the fall, presumably in an effort to enter the field now dominated by NBC

Adults Learn Animal Care

Three area residents are enrolled in the first training program for animal caretakers at the University of Southern California.

The 20-week course was suddenly released. It is partly political, partly emotional, partly propaganda, partly a social mechanism, partly a carnival, and partly mass hysteria. It can be described as nonsense, and often is — but somehow it works.

Trainees are Mrs. Linda R. Ledford, 16714 Yukon; Mrs. Nanette K. Bradley, 20834 Margaret St., and John Barberio, 1807 Mar Lane, Redondo Beach.

created through the federal Manpower Retraining Program and the Los Angeles Board of Education at the request of a local committee representing veterinary hospitals, zoos, research institutions, kennels, pet stores, and other agencies concerned with animal care.

★ Los Angeles Times
THURS., JUNE 10, 1965

S&L Industry's Weak Loan Percentages Up

State-Chartered "Scheduled Items" Show Rise to 5.19%

BY THOMAS W. BUSH

SAN FRANCISCO — "Scheduled items" of California's state-chartered savings and loan associations amounted to 5.19% of assets as of March 31, a news conference was told here Wednesday.

This compares with 4.92% on Dec. 31, 1964 and 5.16% last Sept. 30.

The figures were released by the Department of Investments of the California Division of Savings & Loan during the course of a week-long tour of the state by business writers, sponsored by the California Savings & Loan League.

Scheduled items are loans more than 90 days delinquent, real estate owned through foreclosure and loans made to facilitate the sale of property acquired through foreclosure.

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