

Assignment TV

By **TERRENCE O'FLAHERTY**

At first glance, it appears that television is the only open frontier between the United States and Russia, but on closer examination it is apparent that the border exchange is carefully controlled. Although the Russians claim they do not censor any TV film shot in their country by Americans, there is a Soviet overseer present during all filming, and the result of his presence is obvious in the finished product.

NBC's documentary, "Siberia: A Day in Irkutsk" is a good example. It was originally televised one year ago and while it is fascinating because of the people, it is poorly organized. NBC has a Siberian scoop in this look at the sprawling, snowed-in

TV Guide story, "How the Soviets Keep Control Over What Can Be Filmed."

EVEN THOUGH the cameras have been pointed by Soviet overseers, there is an even more subtle slanting that has occurred in all such TV documentaries. Due to the competition among the three American TV networks, no one of them is likely to infuriate Russian authorities and risk having to abandon the field to its competitors. Who says the Soviets don't understand the free enterprise system?

One thing is certain in all of the film shot in Russia as well as the reporting on conditions behind the Iron Curtain — it is there because Soviet officials wanted it to be there. There have been very few slipups on film or on paper.

What happens when Russians want to film a documentary in the United States? NBC's Lucy Jarvis once told me all that is needed is the U.S. State Department's approval of a planned itinerary with no surveillance by Am-

erican overseers. Only one such film has been made by Russians. However, they have been known to purchase freelance film of race riots, protest marches and other scenes of unrest which have been shown in Russia.

THE OTHER DAY I was thumbing through a July issue of the London Daily Telegraph to find out if the Beatles have replaced the House of Commons (they haven't—yet) and ran across two charming comments on the Old World versus The New.

The section marked "Court Circular" tells of the comings and goings of the royal family as well as the lesser fauna of the Palace terrain, like Lady Julie Smith, Lady Mary Fitzalan-Howard and the Earl and Countess of Snowden. Comforting items like this give the British taxpayers the assurance that the court crowd has been on the job day before:

"The Queen held an investiture at Buckingham Palace this morning. Sir Arthur Porritt, Baronet, was received in

audience by Her Majesty and kissed hands upon his appointment as Governor-General of New Zealand when the Queen invested him with the Insignia of a Knight Grand Cross of the Most Distinguished Order of St. Michael and St. George. Sir Arthur and Lady Porritt subsequently had the honour of being invited to luncheon with Her Majesty."

SO MUCH FOR the activities inside Buckingham Palace.

On the following page I found out what was happening, meanwhile, outside the Palace. A large photograph shows the Clampit Family from the States encamped with their equipment on the front porch — Ellie May, Jethro and the rest, known to viewers on four continents as "The Beverly Hillbillies." It seems they have just bought a castle (oil money, you know) and were surrounded by all the lights, cameras and action that go with shooting a television show on location. There didn't seem to be much of

a crowd. The Investiture and hand-kissing inside the gates probably had a larger audience.

In Mod London today with its swirl of color and Halloween costumes it becomes more and more difficult to attract attention toward either hillbillies or royalty and I suspect both are feeling the pinch. The middle-class explosion has pushed aside both the queens and the cornballs and things may never be quite the same either inside or outside the Palace. Except in the dream world of television of course, where nothing ever changes.

William G. Davidson, son of Mr. and Mrs. William H. Davidson of 25110 Eshelman, Lomita, has been promoted to airman second class in the U. S. Air Force.

Airman Davidson is a weather observer at Bentwaters RAF Station, England. He is a member of the Air Weather Service which provides combat and peacetime weather service for U. S. flight activities.

High Vegetable Prices Blamed on Bad Weather

Capitol News Service — When Mrs. Housewife pays higher prices for California fruits and vegetables this year, she can rest assured that increases were largely due to adverse spring weather, which reduced crop production.

This statement was made today by Earl Coke, state director of the Department of Agriculture, who reviewed some of the latest reports on the production front.

Coke said prices of Bartlett pears would remain high because of an extremely short crop, expected to total only about 95,000 tons, or a quarter of last season's crop.

THE CALIFORNIA apple crop is off about a third this year, but the Gravenstein variety is in unusually high supply.

The peach crop is off about 19 per cent, but plums are

about the same as last year. The grape forecast is for 2,950,000 tons, off 13 per cent, with table varieties showing the greatest decline.

"INDIVIDUALLY," he asserted, "some growers have suffered disastrous losses, and higher farm prices will not offset their loss in production from adverse spring weather."

"As a result, cash receipts from farm marketings in 1967 will probably fall below the record \$3.95 billion recorded last year."

Success of the remainder of this year's harvest will depend largely on the weather pattern from mid-September through late October, with late fall crops more vulnerable to weather damage at that time of the year, and the farm labor shortage may become critical, Coke stated

BANANAS

FANCY CENTRAL AMERICAN

LB. 9^c

Firm and Golden Ripe



LEMONS

SUNKIST Thin-Skinned and Juicy

LB. 10^c



ROMAINE LETTUCE

Large Size, Crisp, Fresh Each

10^c



SWEET CORN

Golden Roasting Ears Fresh, Tender

6 FOR 29^c

Husks On—Untrimmed, For Barbecue

BETTER FOODS MARKETS



CHUCK STEAK

lb. 45^c

RANGE STEAK

lb. 59^c

BONELESS ROAST

lb. 79^c

RIB STEAK

FLAVORFUL STEER BEEF



lb. **79^c**



SHRIMP

Medium Size/Frying

lb. 98^c

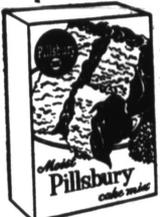
CLUB STEAK, BONELESS RIB, TOP ROUND or CUBE STEAKS

lb. **98^c**

Shop Where You Get the **FREE** BIG EXTRA

Pillsbury Moist

CAKE MIX



Layer Varieties

19-oz. Avg. 25^c

A Better Buy at Better Foods Markets

Par-T-Pak SODA POP

All Flavors

Full Quart

15^c

PINK LOTION DETERGENT

BETTER FOOD Full Quart



39^c

FROZEN PEAS

Springtime



Tender Green Package Full 10-oz.

10^c

GELATIN

Delightful Dessert

All Flavors

Springfield, 3-oz. Pkg.

6^c

Foremost Premium ICE CREAM

All Flavors



Big 1/2-gallon Round

69^c

A Better Buy at Better Foods Markets

Treesweet/Pure, Chilled—Save 20c

ORANGE JUICE

Full Quart

39^c

Morton House/Deal Pack—Save 17c

CHILI AND BEANS

Tall Can, No. 300

3^{for} 11^c

Morton House/Salisbury Steak, Pork or

SLICED BEEF

With Gravy Save 8c

12 1/2-oz. Can

49^c

Russettes/Frozen Potato

HASH BROWNS

12-oz. Package

5^{for} 11^c

KLEENEX

FACIAL TISSUE

2-ply Sheets in New Decorator Box

Package of 200

23^c



BEEF STEW

Nalley's Heat and Serve

15-oz. Can

3^{for} 11^c

Westpac Frozen

VEGETABLES

Your Choice Big 1/2 and 1 1/2-lb. Family Size Bags

29^c

CERTI-FRESH SALE

Frozen Seafoods

HALIBUT

1-lb. pkg. 98^c

SOLE

1-lb. pkg. 69^c

PERCH

1-lb. pkg. 59^c

M-D Two-Ply TOILET TISSUE

Deal Pack/Save 17c

4-Roll Packages

\$12

Rolls for

A Better Buy at Better Foods Markets



XLNT Hacienda

TACOS OR DINNERS

Your Choice, Reg. Pkg. Frozen

39^c

ENCHILADAS

or Taco-ettes Your Choice

3^{for} 11^c



BUTTER-NUT COFFEE

1-lb. can

67^c

Bridgford Frozen

BREAD

Rich's Non-dairy

COFFEE RICH

Hunt's Tomato

PASTE

Bunsline Regal

COOKIES

Pkg. of 3 59^c

Pint frozen 29^c

12-oz. can 31^c

18-oz. pkg. 49^c

SPRECKELS SUGAR

Powdered or Brown 1-lb. Carton

2 for 35^c

Van de Kamp Frozen Foods

MACARONI & CHEESE

11-oz. pkg. 39^c

ALASKA COD

9-oz. pkg. 69^c

CHICKEN PIE

or Turkey Pie 9-oz. each 45^c