

# Sight & Sound

By Ernest Kreiling

HOLLYWOOD—NBC's Saturday Night at the Supermarket, euphemistically listed in the TV logs as Saturday Night at the Movies, promised to be one of the best entertainment offerings on TV this year. Instead it's become one of the most annoying.

Where else can you have a movie interrupted nine times for 30 commercial announcements selling 18 different products ranging from hair tint to eye make-up to girdles to baby food?

During a recent program which lasted two hours and five minutes, commercials consumed 15 minutes and 37 seconds. According to the broadcaster's self-imposed standards of good practice, the commercials should not have exceeded 13 minutes and 30 seconds.

WHAT REALLY grates on our nerves, however, is the fact so few minutes of the film are shown without interruption. The average time between shopping sprees I found to be 10 minutes and 20 seconds. But twice only 7 minutes of film came between 4 minutes of commercials.

Saturday Night at the Movies was the NBC high command's strategy for breaking the stranglehold on the American audience CBS's Have Gun, Will Travel and Gunsmoke have enjoyed for several years. It seemed to be a good plan, because the films are all post-1948 movies from the Twentieth Century-Fox library and hadn't been seen on TV. They could have been a welcome respite from CBS's westerns, but the distracting interruptions to sell too many products have ruined it.

THE MOVIES have been reaching between 15.7 and 21.8 per cent of the potential Saturday night TV audience, but this is still a poor second to Gunsmoke. There's little doubt in my mind that a more enlightened and less irritating policy with regard to commercials could have enabled the program to win over an audience that might prefer something other than Gunsmoke's 30-minute plays which this sea-

## Psychology Class Offered At Hospital

A course entitled Physiological Psychology will be offered, starting Feb. 8, at Harbor General Hospital, 1124 W. Carson St.

The three unit course, sponsored by the University of Southern California, will be taught by Dr. Frank Risch, a psychologist with the Veterans Administration Center.

Classes will be held on Thursday from 7 to 10 p.m. Registration and payment of tuition will take place at the first class meeting. Textbooks, if needed, will be sold at that time.

Veterans may enroll upon presentation of proper credentials. California State veterans must present or have on file an authorization certificate issued for the spring semester of 1962.

Further information may be obtained by writing to the Community Service Division, University of Southern California, University Park, Los Angeles 7, or by telephoning Richmond 8-2311, Ext. 246.

## World War I Vets to Elect

Members of the Torrance Barracks, Veterans of World War I, will meet at the American Legion Hall, 1109 Border Ave., at 8 p.m. Monday to conduct an annual election of officers. Paul Sionecker, current commander of the unit, has urged all members of the organization to attend Monday's meeting.

## Torrance Book Shop

1000's OF USED BOOKS  
Every Subject,  
New Ones Too.  
We Buy Libraries.  
1338 El Prado  
FA 0-3651

to accommodate periodic interruptions. Consequently the commercial breaks are psychologically more irritating than they are in TV films which were designed to allow for interruptions at natural transition points in the story. During a TV play we sense when a break is coming, but in a movie film they are likely to come at especially inappropriate times in the development of the plot.

THE ENTIRE NBC program would play better if more commercials were slipped into fewer interruptions. Although this, too, would violate the code, it would be easier on the audience in the long run.

Until NBC does something to reduce the annoyance it's going to have a tough time building the larger audience Saturday Night at the Movies would otherwise have deserved.



LOMITA BOOSTERS... New leaders of the Lomita Chamber of Commerce gather around President Ed Gregory following installation last week at a dinner meeting in Lomita. Standing from left are Vincent Bauchiero, first vice president; Dr. Odis Rich, past president; Donn McKnight, second vice president; Charles Cederlof, director; John Ryan, treasurer; and Ethan Haslage, who was named manager of the organization at the first of the year.

SAVE WITH OUR

- HIGHER QUALITY
- LOWER PRICES!

**KENTUCKY DISTILLED AND BOTTLED**

# BOURBON

**86 PROOF TOM THATCHER**  
8 YEARS OLD—Fully matured in the heart of Kentucky's bourbon district.

# \$3.88

FIFTH

SAVE \$3.96

**HALF GALLON VODKA**

VALMERA

**\$6.98**

CHARCOAL FILTERED  
\$10.94 Value!

# 2

FIFTHS

JOHN COLLINS—90 proof. Made especially for us by a famed distiller.

MASON'S LONDON DRY—90.4 proof, extra dry for superb cocktails. Mason's White Ivory brand.

IMPORTED \$6.50 QUALITY

# CANADIAN

E. L. "ESPECIALLY LIGHT"

# \$3.99

FIFTH

ALSO IN FULL QUARTS \$4.49

IMPORTED 1960 VINTAGE WINE

**GERMAN LIEBFRAUMLICH**

FULL FIFTH **99¢**

# FOX MARKETS

Prices Valid Thurs., Fri., Sat., Sun., February 1, 2, 3, 4, 1962

TORRANCE 182nd & Arlington — DA 3-7065      TORRANCE 20900 Hawthorne Blvd. FR 1-5541  
GARDENA Van Ness & Rosecrans — DA 3-1767

Prices Valid Thurs. thru Sun. Feb. 1, 2, 3, 4, 1962

## MEAT PIES

LIBBY'S CHICKEN, BEEF or TURKEY  
INDIVIDUAL 8-OZ. SERVINGS

# 2 FOR 29¢

## STRAWBERRIES

LIBBY'S, SLICED

# 5 10-OZ. PKGS. \$1

Sweetened, ready to serve.

SHEPHERD

## BREAD

WHITE or WHEAT  
DELICIOUSLY DIFFERENT

# 3 1-LB. PKGS. \$1.28

ROSE ROYAL

## CHEESE CAKE

FRESH MADE, FROZEN

# 11-OZ. PKGS. FOR \$1.89

MARIE CALLENDER

## FRUIT BETTYS

APPLE, PEACH, BERRY

# 34-OZ. PKG. \$1.59

LIBBY'S, FRESH-FROZEN

# ORANGE JUICE

# 6 REG. 6-OZ. CANS \$1

CORONET, FRENCH-FRIED

## ONION RINGS

5-OZ. PKG. **25¢**      10-OZ. PKG. **39¢**

DETERGENT

# GIANT FAB

# 59¢

PRICE INCLUDES 10¢ OFF ON PKG.

LIBBY'S

## SWEET, GREEN PEAS

# 6 10-OZ. PKGS. \$1

LIBBY'S

## BUTTER BEANS

# 5 10-OZ. PKGS. \$1

FROZEN SEA FOODS

Gorton's Portion Paks

BREADED COD	14-oz. Pkg.	49¢
BREADED PERCH	14-oz. Pkg.	49¢
BREADED SOLE	14-oz. Pkg.	59¢
HADDOCK	Breaded 14-oz. Pkg.	59¢

Gorton's Specialties

FISH STICKS	Grade A 3 8-oz. Pkg.	\$1.00
FISH STICKS	Grade A 14-oz. Pkg.	55¢
FISH CAKES	Pan Ready 8-oz. Pkg.	25¢
SCALLOPS	Fancy Eastern 7-oz. Pkg.	39¢
BREADED SHRIMP	12-oz. Pkg.	89¢

MEXICAN FOODS

Gordo's Famous Quality

BEEF ENCHILADA DINNER	2 1-lb. Trays	39¢
MEXICAN TACO DINNER	2 12-oz. Trays	89¢
AUTHENTIC BEEF TACOS	2 12-oz. Pkg.	89¢
CHEESE OR BEEF ENCHILADAS	3 12-oz. Pkg.	\$1.00
MEXICAN ENCHILADA DINNER	3 12-oz. Trays	\$1.00
READY TO HEAT REFRIED BEANS	11-lb. Pkg.	29¢

delicatessen

BALLARD'S OR PILLSBURY'S

## BISCUITS

# 4 8-OZ. CANS 35¢

Capri, Sliced, Cooked	5-oz. Pkg.	29¢
Oscar Mayer, All Meat	1-lb. Pkg.	53¢

STRAINED HEINZ BABY FOOD 3 4 1/2-oz. Jars 29¢

DISH DETERGENT DISH-ALL 24-oz. Pkg. 45¢