

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — The lessening of Madison Avenue influence over TV programming, according to Weekly Variety, "has cut down the quality that once prevailed."

The ad men complain that the networks' control of programming in recent years has removed much of the creativity and excitement that once characterized television. I find this especially curious, because most people today find the regular weekly programs infinitely superior to those several years ago, a fact I've credited to the dilution of the control sponsors and ad agencies once exerted over radio and over TV in its earlier days.

The soaring costs of producing programs has virtually done away with the one-sponsor program. There are a few around, to be sure, such as the DuPont Show of the Week, Kraft's Perry Como, and others. But for the most part costs are too high for one sponsor to underwrite complete programs every week.

THE RESULT has been the "participating" program in which spot announcements are sold to a variety of non-competing sponsors. Consequently no one sponsor has the leverage over the producers and writers to toy with the scripts in the interest of catering to the sponsor's whims.

Where there has been an improvement in the general level of TV programming and where we can expect continued improvement in the future can be traced largely to the fact that the salesmen don't control the industry.

Individual TV stations are licensed by the federal government for periods of up to three years, and they are obligated to program in the public's "interest, convenience and necessity." Further, they are subject to the public's wishes and viewing habits and can stay competitive only by satisfying much of the public much of the time.

IN SHORT, there are several basic responsibilities the stations, and through them the networks, must meet.

Sponsors, and especially their advertising agencies, enter the TV scene with but one goal in mind — to sell products. No other consideration can affect their judgment, so their concern isn't for the quality of the program or its effect on the public. An agency which handles millions of dollars of a soap company's advertising will keep that account solely on the basis of sales records. By definition these salesmen are the least qualified to determine what the public will see and when.

This is not to say that the stations and networks are all starchy-eyed idealists, but the scope of their responsibility at least forces some consideration of factors other than sales curves.

I DON'T KNOW what kind of creativity and excitement Variety was referring to that lent quality to TV. If it was the fixed quiz programs and the typical aspirin and deodorant commercial, I'd hate to see the hucksters regain any of their former control. Our commercially supported system of broadcasting is a good one, but only as long as the system isn't subverted to the sole purpose of selling products at the expense of balance, variety and good taste.

There's room for improvement in all of those qualities, and it will come, I believe, only as long as the salesmen don't control programming.

KNXT, CHANNEL 2, a CBS owned and operated station, cannot be accused of timorousness in presenting adult fare on TV in prime time. The recent Burden of Shame—The

David E. Manteufel, son of Mr. and Mrs. Walter O. Manteufel of 24616 Senator Ave., Harbor City, completed recruit training, Aug. 31, at the Naval Training Center, San Diego.



SHOPPERS MARKET #9
2750 Pacific Coast Hwy.
Torrance

Torrance Firm to Build Plant in South Africa

Torrance Specialty Fixtures, Inc., of Torrance has just received an order for a steel pipe production factory to be installed near Johannesburg, South Africa.

The order is in excess of one million dollars and adds a new country to the list of Torrance Specialty's customers.

This firm has already supplied pipe plants to Belgium, Israel, France, Scotland, Argentina, Canada and Mexico as well as several in the U. S.

The South African plant will produce high quality steel pipe from 3 inches to 6 inches in diameter with a capacity in excess of 120,000 tons per year.

THE ORDER was acquired by Torrance Specialty after quoting and selling against several very large machinery building firms in the U. S. and Germany, C. A. Babbitt, president of the local firm stated.

Torrance Specialty Fixtures has recently built two of the

largest continuous pipe mills ever built in the world.

One mill for Big Inch Pipe Corp. in Calgary, Alberta, Canada, and one mill for Tubacero, S. A., in Monterrey, Mexico. Both of these mills produce high strength line pipe for oil and gas transmission using the latest welding development which allows for high quality welds at speeds 10 to 12 times as fast as the previous methods used.

THESE NEW plants produce

pipe up to 36 inches in diameter where the largest continuous mill in the world prior to these mills had a maximum diameter capacity of 24 inches. The Canadian mill was sold last year to Phoenix-Rheinholt A. G. of Dusseldorf, Germany. The mill had previously produced 36 inch pipe for the gas line from Alberta to San Francisco.

THE NEW South African pipe mill will have capacity to supply all of the countries,

needs as well as exporting a substantial amount of pipe to other countries.

The expanding capacity of the steel mill in South Africa makes the plant feasible. The new pipe plant should be in full production by May or June, 1963, Babbitt stated.

In all moral revolutions, from a lower to a higher condition of thought and action, truth is in the minority and error has the majority.—Mary Baker Eddy.

At Girl Scout Training Caucus

Mrs. William E. Walton of Torrance is one of the eight trainers selected from Girl Scouts, Los Angeles Council, to attend the Girl Scout Program Change Training at Astor Conference Ground, Pacific Grove, this week.

Great revolutions are the work rather of principles than of bayonets, and are achieved first in the moral, and afterwards in the material sphere.—Mazzini.

PACIFIC COAST HIGHWAY at CRENSHAW • TORRANCE
OPEN 9 A.M. to 10 P.M. • 7 DAYS A WEEK

E. CARSON at MAIN • TORRANCE • Next to Shoppers Market
OPEN 9 A.M. to MIDNIGHT • 7 DAYS A WEEK

We Give BLUE CHIP STAMPS

Stacy
SELF-SERVICE
DRUGS

7 SALE DAYS
THURSDAY thru WEDNESDAY, SEPT. 13-19, 1962

School Time SALE

BOYS' • WESTERN CUT • SANFORIZED
BLUE JEANS 2 PAIRS \$3

Sturdy, sanforized jeans, double stitched, riveted, with quality zipper and fused double knees. Western cut in sizes 4, 6, 8, 10 and 12. REG. \$1.79 PR.

WE ARE PRESCRIPTION SPECIALISTS!

Prescriptions are not a sideline—but the heart of our business at Stacy! We guarantee finest, quality ingredients—absolute accuracy, and the very lowest possible prices! Make Stacy your prescription headquarters.

MEADOW GOLD Premium Quality
ICE CREAM
HALF GALLON ROUNDS 59¢
REG. 79¢

NIFTY • PKG. OF 500
PAPER FILLER
Full ream for three hole, side punch binder. 8 1/2 x 11" sheets. A top Stacy value for the school bound crowd.
\$1.49 VALUE
99¢

3-RING • BLUE
Canvas Binder
Sturdy binder with three giant, 2-inch rings. With booster for easy opening. Another Stacy top school value!
REG. \$1.19
66¢

NEW • DEEP • SOFT
SCOTT BATHROOM TISSUE
10 ROLLS 88¢

TOP QUALITY • STURDY PLASTIC
CLOTHES PINS
REG. 25¢ PKG. OF 12
19¢

HEAVY DUTY • PLASTIC
DUST PAN
REG. 69¢
29¢

COLGATE • ROOM DEODORANT
7-OZ. SPRAY
FLORIENT
REG. 79¢
APPLE BLOSSOM 59¢
MINT • SPICE 79¢
LILAC • FLORAL 79¢
PINE
UNSCENTED

RITE SIZE • BIG 60-INCH
TAPE MEASURE
REG. 10¢
5¢

NOW FORMULA • SELF POLISHING
AERO WAX FLOOR WAX
Will not yellow! Lasts longer.
REG. \$1.29
99¢

CHILDREN'S • COTTON
TRAINING PANTS
REG. 29¢ PR.
Super - absorbent, soft, chafe-free double thick cotton with triple thick panel and seat.
19¢ PR.

NIFTY • VINYL COVERED
MAGNETIC BINDER
Famous Nifty space saver! In both top and side punch models. Best buy for the back to school set.
REG. \$1.49
66¢

FOR SCHOOL OR HOME USE
STENO PAD
No better book for taking notes in class, at the home desk, in the office! Now at a big Stacy saving!
REG. 15¢ EA.
2 25¢

PORTABLE • GOOSE NECK
STUDENT LAMP
Adjustable goose neck casts light where you want it. Choice of color-value.
REG. \$2.98
\$2.49

THERMOS MADE • KEAPSIT • 2 SIZES
VACUUM BOTTLE
10 ounce or full pint size! Keapsit Thermos bottle with new, break-resistant filler. For hot or cold liquids.
REG. \$1.39
99¢

STERLING • PROFESSIONAL QUALITY
SLIDE RULE
Businessmen figuring percentages, students and professionals find this an invaluable aid.
REG. \$1.29
99¢

HEAVY DUTY • DE LUXE
CLIP BOARD
For classroom or office use! Sturdy metal clip; deluxe board; another Stacy bargain buy!
REG. 79¢
66¢

BACK TO SCHOOL SPECIAL!
Sheaffer PEN SET
\$1 Cartridge Pen plus 49¢ pack of ink \$1.49 \$1
cartridges plus \$1 record offer. A swingin' VALUE special!

BIG BEN • COMPLETE KIT
PENCIL PACK
An all in one pack at a new low price! 8 pencils complete with pencil sharpener and a ruler. For every grade!
REG. 49¢
39¢

HY-TONE • IN MANY COLORS
Subject DIVIDERS
Tabs in a wide choice of colors for separating subjects in your binder. Sturdy plastic.
REG. 10¢
6¢ EA.

HY-TONE • WITH BRASS FASTENERS
SUBJECT FOLDERS
Ideal for reports, etc. Each folder holds from 1 to 100 sheets, comes with strong brass fasteners.
REG. 10¢ EA.
5 39¢

PEDIGREE MAKE • SET OF FOUR
BALL POINT PENS
Not only four quality ball points at this price, but a refill is also included! No better buy!
76¢ VALUE
ALL FOR **59¢**

HEAVY DUTY • 3-RING
Notebook Binder
Really made to take hard use with extra heavy vinyl edging. Three, 1 1/2" rings. A real back to school bargain!
REG. \$1.98
\$1.77

MAGIC TOUCH
HAIR SPRAY
Soft, lacquer free in two types for normal or hard to manage hair.
13-OZ.
REG. \$1.29
77¢

CONCENTRATED SHAMPOO
PRELL
A little goes a long way 'cause it's concentrated! Leaves hair soft, radiant.
3-OZ. TUBE
REG. 89¢
66¢

CUTEX • GENTLE • NAIL
POLISH REMOVER
Non-drying, lanolin. Contains pure
3.2-OZ. BTL.
REG. 35¢
23¢

LADCO • BLEACHING
PEROXIDE
20 volume strength bleaching peroxide.
4-OZ. BTL.
REG. 19¢
13¢

"HOLD IT" • 7 DAY
HAIR SETTING LOTION
Conditions and adds body to the hair.
8-OZ. SPRAY BOTTLE
77¢

EVERYTHING FOR THE BABY!

WASHABLE PLASTIC **BABY PANTS**
Sturdy plastic, washable, boilable, extra durable! Colors: sizes S, M, L, XL
3 59¢

PEDIATRICALY CORRECT SUPPORT FOR BACK AND HEAD
"CARRYALL" BABY SITTER
Saves mother hours! Adjustable stand holds baby safely, without any danger, and in the correct position! Lightweight, can be carried anywhere! New low price!
\$8.95 VALUE
\$4 77¢

EVENFLO • 4 OR 8 OZ.
NURSER UNITS
Includes bottle, cap and nipple. One low price for either 4 or 8 ounce size!
REG. 25¢
19¢

ORANGE FLAVORED
BAYER ASPIRIN for CHILDREN
1 1/2 grain tablets with an orange flavor children love. Grip-tight bottle cap.
BOTTLE OF 50
REG. 39¢
29¢

SUPERIOR QUALITY
EPSOM SALTS
A household necessity for dozens of uses! Save now on the family size!
5-LB. BOX
REG. 49¢ VALUE
33¢

PRECISE • 250 MG.
Ascorbic Acid Vitamin "C" Tablets
BOTTLE OF 500
\$2 88

RELIEF FROM AGES & PAINS
BEN GAY
REGULAR • GREASELESS or CHILDREN'S
1 1/4-OZ. TUBE
REG. 85¢
67¢

GIANT • FAMILY SIZE
STRIPE TOOTH PASTE
WITH HEXACHLOROPHENE
6.75-OZ. TUBE
REG. 87¢
59¢