

A Closer Look

By Ernest Kreiling

HOLLYWOOD — The approaching Christmas season will bring with it hundreds of commercials entreating our little people to demand all manner of exotic, mechanical, automated, and life-like toys within the range of the toy manufacturers' fertile imagination.

It's a season that tries par-

ents' patience and pocket books, and a season that challenges the restraint of broadcasters who accept toy commercials for airing.

Beginning in the spring, the Television Code Authority in New York and Hollywood began reviewing toy commercials for suitability for broadcast. Frank Morris head of the

"OUR OBJECTIVE is to prevent unethical and misleading advertising appeals to children," Morris said. "Children are highly dependable on the guidance and direction of the adult world, and since youngsters are not always able to discern the credibility of what they watch, adults, including a medium like television, have the responsibility to protect

them from their own susceptibilities."

To this end the Code Authority, which is the broadcasting industry's self-regulatory body on the standards of all broadcast matter, imposes certain minimum standards and offers guidelines for toy advertising.

SIXTY-NINE per cent of the TV stations in the nation are members of the Code Authority and frequently display the Code's Seal of Good Practice. The member stations will use only commercials that have met the Code Authority's

standards. Especially troublesome to the Code Authority is the tendency to create a false sense of value by oversimplification such as "only \$14.95" or "just \$8.50," implications that a toy is a necessary status symbol in the neighborhood, and the over-glamorization of the product.

The Code attempts to insure that commercials place the toy in a framework of a play environment in a way accurately representing the toy and to present the toy on its merits as a plaything. Advertisers are also cautioned to avoid the

hammering sales message that demands a child's attention.

MANY TOY manufacturers, whose commercials have been summarily rejected, may not believe it, but the Code Authority's job is to help the manufacturers get their commercials on the air, not to keep them off, for the Code Authority is an arm of the National Assn of Broadcasters whose interest is good sales as well as good taste.

Admirable though the goals of ethical toy advertising are, and as zealously as Frank Mor-

ris's office tries to pursue them, not every commercial has the virtue of total candor and not all children will avoid disappointment with a toy that fails to live up to its billing.

But as with all other areas of broadcast material on which the Code Authority casts a vigilant eye, things could be a lot worse without it. Exaggeration and puffery are as inherent in advertising as advertising is in television, and the responsibility for individual

judgment, and reason cannot be totally assumed by someone else.



PILLSBURY BEST PREMIUM ALL PURPOSE FLOUR
Regular 59c
5 Lb. Bag 39¢

45c New Jumbo Size
Betty Crocker Deluxe Mix FUDGE
New Jumbo 45c Size Pkgs.
3 \$1.00

Chase & Sanborn Vacuum Packed
Drip or Regular Grinds
2 Lb. Can 98¢



THEIR WISH...
Living Foods SAVINGS

4 BIG SALE DAYS
Shop Early for Thanksgiving
Thursday, Nov. 15th thru Sunday, Nov. 18th
Closed Thanksgiving Day

Imperial at Bellflower
Canoga at Roscoe
Olive at Lake
FOODS CO. markets
Blue Chips, Too!
910 W. Santa Barbara at Vermont

RICH IN NUTS and FRUITS
FRUIT CAKE 8¢

RICH... CREAMY... FRESH
EGG NOG 49¢
Top with nutmeg and serve or add your own beverage.
QUART CARTON Only

U.S.D.A. inspected
TURKEYS
PLUMP · TENDER
OVEN READY.
16 - 20 lbs. Average Weight
31¢ Pound

PIE CRUST MIX
Pillsbury Brand
19¢ 10-oz. Pkg.

Rustic Michigan
Add Holiday Color!
Crabapples 29¢
Apple Rings 29¢
Pears 29¢

Nestle's Semi-Sweet
CHOCOLATE or BUTTERSCOTCH
MORSELS 19¢ 6-oz. Pkg.

Johnson's
JUBILEE POLISH 59¢ 14-oz. Bottle

FLUFFY WHITE SUPER SOFT
MARSHMALLOWS 25¢
Springfield Brand 1-Lb. Cello

KITCHEN FRESH
POTATO CHIPS 59¢
1-Lb. Packages

PLUMP, TENDER
HEN TURKEYS 35¢ 8 to 12 Lb. Average Weights

U.S.D.A. GRADE "A" LONG ISLAND
DUCKLINGS 49¢ 4 to 6 Lb. Sizes Only

FRESH, PINK
PORK LOIN 49¢ 3 1/2 to 5 lb. Loin End Cuts

YOUNG TOMS 49¢ 4 to 6 lbs. Average Weight

LANCASTER FARMS CALIFORNIA GROWN
Roasting Chickens 49¢ 4 to 6 lbs. Average Weight

FRESH LEAN
PORK CHOPS 49¢ Blade 1st Cuts
79¢ Center Cut Loin

Springfield De Luxe Quality
MIXED NUTS 69¢
Coffee Size 13-oz. Can

Springfield Plump Golden
YAMS 25¢
Large 2 1/2 Can 1-lb. 13-oz.

Van de Kamp's BAKERIES SPECIALS
THURS.-SUN. NOV. 15-18
CHOCOLATE PECAN CAKE 1.05
Prepared: POULTRY DRESSING 49¢, BANANA NUT LOAF 49¢, CRULLERS 33¢

Chase & Sanborn
COFFEE
1-lb. Can 55c
6-oz. Instant 85c

Pennant Marshmallow TOPPING
13-oz. Jar 27¢

Country Style Pork Sausage
29¢

Johnston's Frozen Apple, Mince, or Pumpkin-PIES...
65¢

Dromedary Corn MUFFIN MIX
8-oz. Package 15¢

Dromedary PITTED DATES
16-oz. Package 53¢