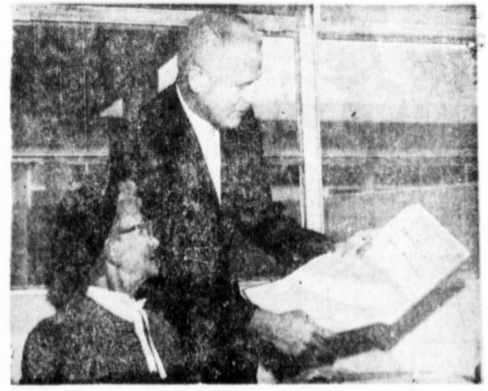


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PRESENTING CERTIFICATE . . . Dr. Stuart E. Marsee, president of El Camino College, presents certificate of appreciation to Mrs. Jessie Steensma, donor of the Jessie Steensma Scholarship Fund, which offers financial assistance to students. Presentation was made at a luncheon at which Mrs. Steensma was guest of honor.

TV CANDIDS

by
Terrence O'Flaherty

The setting is a huge "village" of sampans clustered together on a sleepy Thailand waterway. It is evening and the water is still.

Suddenly there is a sound of a woman's uncontrolled screams of terror followed by a volley of gunshots. A man cries "Surrender!" And there is more gunfire.

The same screams and the same gunfire come from each sampan for it is television time in old Thailand and they are showing American movies.

Thailand's two channels use local talent, sports and news. But these are not enough to fill the 12 hours a day of telecasting so most of the time is filled with the most available product—canned American films which are available at cheap prices because they have already made back their money in America.

The same is true in Nigeria, Egypt, Japan, South America, Europe and just about everywhere else, according to a documentary pieced together by the British Broadcasting Corp. titled "TV in the World." I think some of the conclusions will startle you. Totalitarian governments are rapidly realizing the political selling power of the gadget that is selling America everything from shampoo to sewing machines.

The BBC view of Russian TV is all favorable. "On the other side of the curtain the biggest TV network of all is being built in Moscow. . . The Soviet 'image' is endlessly carried to the Russian people—through cultural events, through workers conventions and through newscasts. Programming leans heavily on ballet, opera, music, news and old movies. But there are no cowboys.

"Children's shows are half educational and half entertainment. They are completely free of violence."

I hate to toss a bomb into the American-British love nest but the BBC goes out of its way to make American television look bad while, on other hand, it makes its own look good. But this is an old British trick and most of the world is aware of the technique. Even though they are no longer evidencing leadership in international politics, we can certainly tolerate their idiosyncrasies in the arts.

The documentary singles out the most unlikely as well as the worst in American TV—young children taking a bath and watching a violent Western while soaping themselves. "Americans even have sets in their bathrooms . . ."

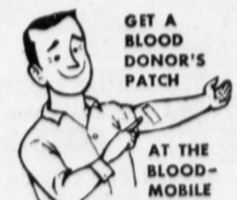
The newscasters on American television are far superior in every way to what I have seen on British TV but the BBC singled out a newscaster's account of a divorce scandal and an item on Mickey Cohen.

"Local stations in America are mainly pumping stations with robots bringing in the commercials mechanically"—a broad generalization that doesn't stand up.

There is much that is bad with our television product, heaven knows, but there is also a sizable portion of the output that is excellent. The BBC puts it this way: Ten per cent of American television is good, five per cent is superb.

"Eighty per cent of U. S. television is now on film. Former movie studios are now in the television business and business is good. One must remember that the \$45 million Hollywood industry is created by the sheer professional skill of people who know how to hold the mass audience spellbound month after month. . . American television is developing consumers instead of citizens."

Maybe we ought to send Commander Whitehead home.



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80 PROOF — FIFTH BOTTLE	\$2.99

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SNOW'S — 7 1/2 OZ. CAN	29¢
8 OZ. CAN	27¢
CARNATION LT. MEAT — 6 OZ. CAN	25¢
FLOUR & MIXES	
PILLSBURY — REG. PKG.	37¢
40 OZ. BOX	41¢
AUNT JEMIMA — 2 LB. BOX	39¢
PILLSBURY — 14 1/2 OZ. BOX	31¢
MARGARINE & MILK	
1 LB. CARTON	16¢
1 LB. CARTON	37¢
CARNATION INSTANT — 5 QT. PKG.	48¢
FROZEN FOODS	
MORTON — 8 IN. PIE	3 FOR \$1.00
REG. PKG.	45¢
MORTON'S — 8 OZ. PKG.	22¢
KOLD KIST — 1 LB. PKG.	27¢
CERTI-FRESH — 8 OZ. PKG.	37¢
24 OZ. PKG.	38¢
SPRINGFIELD — 6 OZ. CAN	6 FOR \$1.00
CEREALS	
10 OZ. BOX	29¢
KELLOGG — 12 OZ. PKG.	27¢
POST — 12 OZ. PKG.	29¢
42 OZ. BOX	48¢
SHORTENING & OILS	
3 LB. CAN	76¢
24 OZ. BOTTLE	34¢
GOLD-N-SWEET — 24 OZ. BOTTLE	52¢
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OCEAN SPRAY — 300 CAN	22¢
SUPREMA RED SOUR — 303 CAN	21¢
HUNT'S — 300 CAN	19¢
HUNT'S — 2 1/2 CAN	20¢
TEXSUN PINK — 46 OZ. CAN	29¢

PAPER ITEMS	
KLEENEX — 400 CT. BOX	24¢
MARCAL WHITE — 80 CT. PKG.	10¢
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HUNT'S — 8 OZ. CAN	3 FOR 23¢
DEL MONTE — 14 OZ. BOTTLE	17¢
14 OZ. BOX	47¢
VEGETABLES & JUICE	
SPRINGFIELD — 303 CAN	2 FOR 25¢
HUNT'S — 2 1/2 CAN	25¢
NIBLETS — 12 OZ. CAN	18¢
303 CAN	14¢
HUNT'S — 300 CAN	10¢
LIBBY — 46 OZ. CAN	27¢
OTHER ITEMS	
C.H.B. — 50 OZ. BOTTLE	48¢
LOG CABIN — 24 OZ. BOTTLE	59¢
SPRINGFIELD — 1 LB. JAR	45¢
KING SIZE — CARTON	\$2.09
NESTLES — 6 OZ. PKG.	20¢
PIKIE WHITE — 10 OZ. PKG.	19¢

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