## Assignment TV

Scouts Sell

**By TERRENCE OFLAHERTY** Years ago American tour isbout the European plumb ing because it wasn't the sound the European plumb to compare television as well to longer very far from no longer very far from no longer very far from ered to be their sophisticated disdain for such conveniences has new been revealed as merely lack of money, Euro peans are just as eager for the conveniences. They just save Marking Steve McQueen isance are the same and the same from the fuenty-association of the same from the fuenty-association of the same from the s

ered to be their sophisticated who, incidentally, speaks disdain for such conveniences French fluently—also Dutch, has now been revealed as German, Swedish and Ital-merely lack of money, Euro-ian." peans are just as eager for the conveniences. They just says McQueen to a bunch of didn't have the means to get them. Now they have the money. California desert to die. The Second, and their pride and delight in their operation are a joy to behold. For Ameri-cansi i's not always so de-fungt to be the fungt to the French, who lightful. The problem lies in the mystery of how such ob-piects could look so familiar and yet work so differently. nd yet work so differently. bination they cannot resist."

and yet work so differently. Due thing is certain: television is everywhere abroad and it's growing fast. Quite often the programs bear the often the programs bear the studying this past summer in Copenhagen sends a clipping stamp "Made in the U.S.A." plus a letter: "I enjoy the Along with the American Em-television columns because of the way they translate the plots of A merica n soil abroad. One cannot find sanc-tuary on the programs one would not always seek it the entire week's programs on would not always seek it the entire week's programs on estimate the home to it.
"DON'T DECEIVE yourself about Europeans being con-lot the work so differently.

"DON'T DECEIVE yourself from the composers and se-about Europeans being con-lections how unusually wide fused, confounded or bewil-dered by the doing at the telecasts of our two conven-stions," confides a friend who has returned from a summer in Europe. "They couldn't deret og Edgar Buchanan-care less. They are busily which must be "Petticoat watching other things for dif-frent reasons." "For example, the British "re watching Dick Van Dyke men in Alaska" (formerly -not for the plot but mostly "Road to Utopia"), followed to listen to the pronunciation of the language which they the language which they the they file out-in an or-

The second second

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