

# Assignment TV

By **TERRENCE O'FLAHERTY**

My annual Aspirin Award for the Dam' Fool Quotation of the Year is split between the magnificently illogical and inaccurate statements made by two of television's top executives. They weren't made in unguarded moments. One was made to the press, the other on a pre-taped segment for a nationwide television show. If either one of them had a sense of humor we might assume they were joking, but they weren't.

William Dozier, who produces "Batman"—a television comic strip which consistently makes the police and all law enforcement agencies look like idiots—had this to say to the press on the subject of morality:

"We are trying to say something. There should be a much greater respect for law and order, an adherence to the time-worn cliché that crime does not pay, a much broader determination on the part of the public to cooperate with law enforcement officers. All this is inherent in Batman. All through Batman some very basic moralities are expressed..."

This is incredible evidence of Dozier's lack of respect for the intelligence of the average American viewer. Does he actually expect people to believe this? The basic gag of "Batman" is that the police are so dumb in every emergency they are forced to seek the assistance of the most unlikely chaps in town, those two nice boys at Wayne Manor. Look, Mr. Dozier, it's a funny situation and a cute little show. Just let it ride, but don't try to feed us any more baloney about its moral qualities. It has none. We know it and you know it.

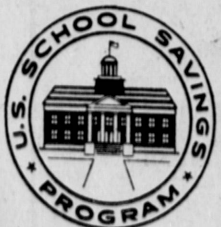
NOW, IF YOU think Dozier sounded silly, read the following comment by the president of the Columbia Broadcasting System's television division made on the recent NET program "What's Happening to Television?" I have been told that his boss, Frank Stanton, tried to have it withheld from the public.

"The golden age (of television) was perfectly dreadful," said John Schneider. "Some of the things that were done in the alleged 'golden age' simply wouldn't stand up today. Programs go off the air because they fail. 'Studio One' was not popular and it went off the air. It didn't go off the air because it was successful. Our goal is to have a successful program, to have

## Club Chooses New Officers

The National Supply Management Club of the National Supply Division of Armco Steel Corporation's election of officers was held last week, and the results were as follows: Henry Moreau, president; John Hofmaister, Vice-President; James Ruddy, Secretary and Ernest Treloar, Treasurer.

The club celebrates the twentieth year of its existence this month. Its purpose is to improve the standard of management and to promote the appreciation of supervision as a profession.



U.S. Savings Stamps teach children thrift and good citizenship  
(Never too young to save)

a popular program." Later he added: "I'm hard pressed to say that there is anything wrong with the status quo." That was the president of CBS television network talking at the close of the most depressing television season in the history of the medium. If a network president can't see the difference between

"Studio One," "Omnibus" or "Playhouse 90" and "Gilligan's Island," "Green Acres" or "Beverly Hillsbillies," then at least he should have the good sense to keep quiet about it.

BEATRICE Lillie will be the star of a proposed television series titled "Lady

Shaw (that's right) and the pilot film will be shot in Hollywood this fall.

Lillie fans, British consuls, and former English nannies all over the world need not be too alarmed. These things have a way of passing into oblivion before they get too far out of hand. The last series Miss Lillie toyed with was "The Pruitts of Southampton"

but when she became disenchanted the role was given to Phyllis Diller (to be seen on ABC in September).

THE EXTENT to which George Hamilton's recent social life in White House circles has affected his professional standing is evident in this announcement by NBC: "George Hamilton will be the host of 'Class of '67,' one-hour variety colorcast to be sneak-previewed on NBC network Sept. 10. Last year it would have read: "A one-hour variety colorcast titled, 'Class of '67,' will be sneak-previewed on NBC Sept. 10. It will feature act George Hamilton..."

# Play Our Exciting "New" "BONUS BINGO"

**OVER 100,000 WINNERS TO DATE**

**OVER \$200,000 TO BE GIVEN AWAY TO WINNERS!**

**NO OBLIGATION—NOTHING TO BUY**

One free Prize Slip per store visit, no purchase required, purchasers not favored, no need to pass through checkout stand, secure your free Prize Slip at either end of check-stand or from any other employee other than in the meat department.

**SPECIAL Shortening**

Velkay All-Purpose For Baked or Fried Foods

**3-lb. can 59¢**

**SPECIAL Scot Tissue**

Large 1,000 Sheet Roll

**9 for 99¢**

**SPECIAL Dog Food**

Skippy Balanced Ration for Dogs or Cats Stock-Up!

**14 16-oz. cans \$1**

**Banquet Dinners** each **39¢**

Fish Frozen—Wide Assortment to Choose From

**Jell-well** Gelatin Desserts **14 3-oz. pgs. \$1.00**

Choice of Many Fruit Flavors—Tops in Quality

**Mayonnaise** **59¢**

Best Foods—"Whole Egg" • Tops for Sandwiches or Salads

**Jack Cheese** Monterey Mild **69¢**

**\$500 WINNER**

Florence Stone  
1164 MacNeil  
San Fernando, Calif.

**\$1000 WINNER**

G. P. Dillon  
6083 Cloverly  
Ventura, California

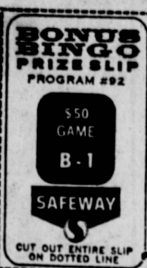
## MANY MORE WINNERS!

Gilbert C. Staff, Placentia  
Mrs. Ruth C. Colbreath, Los Angeles  
Jack Batterson, Los Angeles  
Dolores Lincoln, Downey  
Muriel R. Bruce, Saugus  
Blanche B. Edwards, Inglewood  
Joseph A. Silva, Ventura  
Mrs. Janice C. Caldwell, Paramount  
Paulene L. Marks, Los Angeles

Mary Kanakolu, Oxnard  
David C. Jones, Manhattan Beach  
Joseph A. Johnson, Oxnard  
Glady B. Hervey, Long Beach  
Ruth Carapino, Whittier  
Sarah Hodgketh, Van Nuys  
Mrs. Alfred E. Smith, Rolling Hills  
Clara Aronson, Woodland Hills  
Charles F. Christmas, Lancaster



**CLIP AND SAVE These Coupons**



Each Week we will print extra Bonus Bingo Slips in our newspaper ads. Watch for these ads! Start with the Extra Prize Slips in this ad! If you copy, hand print in plain block letter on a plain paper the Program 92 Game Value, Letter and Number as they appear on each newspaper Prize Slip.



## U.S.D.A. GRADED "A"... FRYERS

Golden Cornish Cross-Plump, Tender and Meaty. Fed a Tender and Meaty... Fed a Cracked-Grain Diet for Meatier Birds.

Cut-up Fryer Pan-Ready lb. 35¢  
Fryer Breast White Meat lb. 69¢

**WHOLE BODY lb. 29¢**

**Chuck Steaks** USDA Choice Beef • Center Cut • Juicy and Flavorful **lb. 59¢**  
**T-Bone Steaks** USDA Choice Beef Aged and Trimmed **lb. \$1.39**  
**Sliced Bacon** Corn King or Iowa Farms Your Choice **1-lb. 69¢**

**Pork Steak** Fresh Lean Butt **lb. 69¢**  
**Pork Roast** Shoulder Picnic **lb. 49¢**

**Lunch Meat** Safeway Sliced **8-oz. 29¢**  
**Sterling Franks** Skinless **1-lb. 59¢**



**Beef Roast** Boneless Chuck Rolled and Tied Juicy and Flavorful too! **lb. 69¢**

**Corned Beef** Safeway Choice Brisket Boneless—Point Half Cut **lb. 69¢**

**LARGE CRISP HEAD Lettuce**

**2 for 29¢**

Crisp, Fresh Heads—Tops for Salads or Sandwiches. Our Buyers purchase only the finest for your selection. Check This Low Price!

**Large Apricots** Derby Royals **2 lbs. 39¢**  
**Cucumbers** Long Green 3 for 25¢ **Carrots** Packaged Fresh Daily 2 -lb. 25¢  
**Radishes** or Green Onions 3 bun. 19¢ **Cabbage** Firm Green Crisp Heads **lb. 7¢**  
**Celery Hearts** pkg. 29¢ **Bananas** Fancy Quality **2 lbs. 29¢**

## Check These Big Values!

**Cragmont Beverages** Ass't 12 12-oz. cans **\$1.00**  
**Truly Fine Tissues** Assorted Facial 5 pgs. of 200 **\$1.00**  
**Padre Light Beer** So Light and Mellow 6 12-oz. cans **79¢**  
**Fruit Cocktail** Town House 3 17-oz. cans **69¢**  
**Sea Trader Chunk Tuna** Light Meat 4 1/2-oz. can **29¢**  
**Edwards Coffee** Vacuum Packed Choice of Grinds 1-lb. can **69¢**

**Ajax Cleanser** Power Cleanser With Bleach 14-oz. can **10¢**

**Liquid Bleach** White Magic Washday Plastic Gallon **39¢**

**Grade "AA" Fresh Eggs** Cream O' the Crop Farm-Fresh and Flavor-Perfect!  
**Medium Size** 1-dozen carton **39¢**  
**Large Size** 1-dozen carton **45¢**  
**Extra Large** 1-dozen carton **49¢**

## SAFEWAY

We reserve the right to refuse sales to dealers!

Prices Effective at Safeway Stores in Los Angeles, Ventura and Orange Counties except Avalon, Thurs. thru Sun., June 2, 3, 4, 5

CARSON and WESTERN, TORRANCE • PACIFIC COAST HWY. and NARBONNE • TORRANCE and ANZA, TORRANCE  
All 117 Safeway Stores in Los Angeles County Are Your Authorized Food Stamp Program Retailers

**GARVIN GARVIN GARVIN GARVIN**  
Political Science Instructor Democrat for State Senator 32nd District Political Science Instructor