

# Assignment TV

By TERENCE O'FLAHERTY

Television is the only medium of entertainment in which the producers have absolutely no faith in their own taste. Judging from producers I have met, this is probably fortunate. But picking winners—ah, there is the test! Once the show is on the air, it is only a matter of checking the preferences of the 1,100 Nielsen hillbillies to find out if the series is a hit. But what about those weeks before the show is seen by the public? Three years ago an ad agency developed a plan for computer predictions. So far it has proved to be 67 per cent correct and 33 per cent wrong. These are not very good percentages.

but producers, network programmers and sponsors will grab at anything during this purgatory period in a program's final judgment. The machinery has designated the following four shows as the biggest hits of the new season soon to start: "Tarzan," "T.H.E. Cat," "Hey, Landlord" and "It's About Time."

THE MACHINE can even test a show that hasn't been made yet. This is the ultimate trick in ad agency magic. In this case an audience listens while the program idea is described and then scores its appeal. This is called "Concept Testing."

One of the shows in the concept testing stage is the new CBS variety series "The Garry Moore Show." This doesn't mean that Moore is exactly new — although he has certainly put on weight since his brief retirement and looks like a fat, gray chipmunk instead of the crew-cut Princeton grad that viewers knew a few seasons ago. Garry Moore is actually a square — with perhaps one and maybe two rounded corners. His shows of yore were usually viewable — neither too sophisticated to puzzle the cornhalls nor too corny to completely bore the sophisticated, if any of the latter are still watching.

RECENTLY I had the opportunity to hear Moore tell about his new series. First, why is he doing it? "Well, it's been two long years and I'm bored. You've got to have someplace to go in the morning." Will his old gang still be with him? "Durward Kirby — yes. Carol Burnett—no, of course. I'll have a big staff of writers and my executive producer is Pat Weaver (Sylvester L.)." Guest stars? "I'm hoping to find some new talent. For that reason I haven't started to book any stars. Maybe by the time I start looking in earnest all the established stars will be

booked and I'll have to find someone new — like a new Jack Benny, which is not likely." MOORE FEELS that a personal approach is desperately needed. "People in the television audience are lonely. I hope to talk to that lonely viewer and make him feel that somebody gives a darn." At this point, the pulse of my own personal concept testing device began to drop to a perilously slow beat. It perked up a bit when he said the show would cost \$175,000 a week but dropped back again to sub-normal when I learned his show would be

## State Needs Examiners

Driver license examiners are needed by the California Department of Motor Vehicles. Civil Service examinations for positions in the Torrance office of the department will be administered Aug. 13, according to Charles Creighton, local manager. Applications must be submitted on or before July 22.

Salary range for the position is \$510 to \$619 per month, Creighton said. Qualifications for the position include: • College graduation or the equivalent, or four years of public contact work which has involved discussion, explanation, and interpretation of products, policies, or procedures of an organization. • Possession of a valid California driver's license. • Citizenship in the United States and a minimum of 12 months residency in California, dated from the date of the examination.

# ALPHA BETA

## "WHY PAY MORE?"

"OUR GROWIN' IS SHOWIN' AGAIN" OUR 135th STORE OPENED THIS WEEK IN CAMARILLO ARNEILL AND LAS POSAS

THESE PRICES EFFECTIVE WEDNESDAY THRU SUNDAY, JUNE 29, 30, JULY 1, 2, 3

ALL ALPHA BETA STORES WILL BE OPEN JULY 4th ... WATCH FOR OUR 1st OF THE WEEK AD!



GREAT TO BROIL OR BARBECUE! Use your favorite Marinade. Slash fatty edges. broil 3-4 inches from heat 10-12 minutes turning once, baste with marinade.

U.S.D.A. CHOICE OR ALPHA BETA Trim'd-Rite BEEF

**CHUCK STEAK 39¢ LB.**

Fresh • CALIFORNIA GROWN  
**BELTSVILLE TURKEY 39¢ LB.**

CORN KING BRAND • SLICED  
**BACON 69¢ 1 LB. PKG.**

ROSE BRAND • CHUNK END  
**CANADIAN BACON 89¢**



GRAND TASTE OL' VIRGINIA BRAND FULLY COOKED • BONELESS  
**CANNED HAM 39¢ 5 LB. CAN** SAVE \$2.00

HONEYSUCKLE • FROZEN  
**TURKEY 2 1/2 LB. 29¢**  
GRAVY AND SLICED TURKEY LB. \$1.69

SEAFOOD SPECIALS  
**Fresh SOLE FILLETS 98¢ LB.**  
CERTI-FRESH • FROZEN • BREADED  
• PERCH or SOLE 10 OZ. 39¢  
• HALIBUT 10 OZ. PKG. 49¢

U.S.D.A. CHOICE OR ALPHA BETA Trim'd-Rite BEEF  
**7-BONE ROAST 49¢ LB.**

U.S.D.A. CHOICE OR ALPHA BETA Trim'd-Rite BEEF  
**SHOULDER CLOD 89¢ LB.**

U.S.D.A. CHOICE OR ALPHA BETA Trim'd-Rite BEEF  
**FAMILY STEAK 98¢ LB.**

U.S.D.A. CHOICE OR ALPHA BETA Trim'd-Rite BEEF  
**BEEF SHORT RIBS 39¢ LB.**

ALPHA BETA WHY PAY MORE?  
46 OZ. CAN  
**HAWAIIAN PUNCH 25¢**  
SAVE 14¢ REGULAR or 10¢ CAL

GREEN GIANT  
FROZEN • 10 OUNCE PACKAGES  
• CAULIFLOWER WITH CHEESE SAUCE  
• BROCCOLI WITH CHEESE SAUCE  
• PEAS WITH CREAM SAUCE  
• SPINACH WITH CREAM SAUCE  
• GREEN BEANS WITH MUSHROOM SAUCE  
**3 FOR \$1.00**

Virginia Lee FROZEN CHOCOLATE MELT-AWAYS (CAKE BARS) BOX OF 6 SAVE 10¢ **59¢**

STOKELY • 308 CAN • SAVE 6¢  
**FRUIT COCKTAIL 19¢**

POST CEREAL • 5-OZ. • SAVE 10¢  
**HONEY COMBS 25¢**

REG. DRIP FINE GRINDS  
**YUBAN COFFEE 83¢ 1 LB. CAN**  
REG. OR DRIP 2 LB. CAN **\$1.65**  
9 OUNCE INSTANT **\$1.35**

KING SIZE • 4-OZ. • SAVE 4¢  
**RIGHT GUARD 58¢**  
9 INCH • PACKAGE OF 100  
**PAPER PLATES 77¢**  
PACKAGE OF 20 • 7-OZ. • SAVE 25¢  
**FOAM CUPS 5¢ 100**  
32" x 67" • LATEST PATTERNS  
**BEACH TOWELS \$1.88**  
STANDARD FLASHLIGHT  
**EVEREADY BATTERIES 5¢ 99¢**  
FOR MEN, WOMEN & CHILDREN  
**ZORRIE SANDALS 29¢**

Lancaster BRAND OR WILSON'S CERTIFIED  
1 LB. PKG.  
**FRANKS 49¢**  
SAVE UP TO 20¢

ALPHA BETA • 1-LB. CUP • SAVE 10¢  
**POTATO SALAD 29¢**  
2-LB. CUP ... 55¢

BORDEN'S • 1 POUND CARTON  
**DANISH MARGARINE 37¢**

ALPHA BETA WHY PAY MORE?

THESE PRICES EFFECTIVE IN ALL ALPHA BETA STORES

CHICKEN OF THE SEA CHUNK TUNA LIGHT MEAT NO. 1/2 CAN 35¢	LOMA LINDA GRAVY QUIK DARK 1 1/2 OZ. SIZE 2 FOR 49¢	JELL-O ASSORTED FLAVORS 3 OZ. PKG. 3 FOR 29¢	DREFT PINK LARGE SIZE 35¢	IVORY LIQUID REGULAR SIZE 33¢	OXYDOL GIANT SIZE 79¢	TIDE GIANT SIZE 75¢	DASH GIANT SIZE 75¢
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