

# Assignment TV

By **TERRENCE O'FLAHERTY**

There is no more appropriate symbol for today's restless young generation than the kaleidoscope—that fascinating cardboard tube with a peep-hole at one end and bits of broken glass at the other. When the lights are turned on and it starts to move it is suddenly transformed into bright and dazzling designs of endless variety.

There is nothing new about the kaleidoscope, and that's appropriate too. It has been familiar as an old-fashioned toy for several generations, but never before has it looked so pretty or revolved so continuously. And never before has the cardboard seemed so hollow when the twirling stops and the lights are turned off.

Since the beginning, therefore, the object of all kaleidoscope operators has been to keep the lights on and the cardboard turning—even when the wrist gets tired. This season—with considerable inspiration from the light-and-sound spectacles of the rock groups—TV's art directors have managed to turn the medium into a giant kaleidoscope of color that stuns the senses and matches the sound level of today's music, which is somewhere above the teenyboppers and just below a dog's. It is taking all of us—young and old—on a rainbow ride.

NO ONE HAS splashed its clashing colors across the television screen more beautifully than art director James Trittupo did on NBC's recent

The H. Andrew Williams' Kaleidoscope Co. Andy Williams' name was on the marquee, but it was Trittupo's show, and no one in the business comes better qualified than he. For five seasons he has enlivened "The Hollywood Palace" with settings that are tastefully gaudy. More than a decade ago, his lumber, crystal, and bentwood decor for Crosby and Sinatra made him TV's most important innovator.

Television is primarily a visual medium. People who study such things have agreed that viewers remember what they see more readily than what they hear, which is fortunate, because God knows there's not much to listen to. Time and again in the past 15 years TV has excelled in what meets the eye. Yet it wasn't until recently that the art director was honored either inside the industry or out, and then it is often hidden away in the fine print.

LAST YEAR the George Foster Peabody board made its first award for art direction to Tom John for his exceptional work on "Death of

Salesman" and Barbra George Gaines ("Kismet"). Streisand specials. On Sun-Romain Johnston and Charles day, May 19, the Academy of Television Arts and Sciences Show. William P. Ross will give an Emmy for "Out of 'Echo of Yesterday' episode standing Achievement in Art of 'Mission Impossible'; and Direction and Scenic Design" James Trittupo for his February one of the following honorary Fred Astaire Special, nees:

Warren Clymer ("Elizabeth the Queen"); Jan Scott and Private Darrell L. Brown, 23, son of Mr. and Mrs. Oliver D. Brown of 5222 Scott St., has completed a pay and dis-bursing course at the Army Finance School, Ft. Benjamin Harrison, Ind.

These are some of the artists who turn television's cardboard tube, and no one knows better than they how quickly the public tires of anything new. The beginning of a new trend was apparent on the Williams show when Trittupo sneaked in a handsome set designed in dazzling, glamorous black-and-white.

Seaman Appren, David D. Wrather, USN, of 2114 Plant Ave., Redondo Beach, is serving aboard the attack aircraft carrier USS Bon Homme Richard in the Western Pacific.

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\$1.09 12-OZ. SIZE  
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**JERGEN'S LOTION**  
FOR HANDS \$1.09 SIZE  
**79<sup>c</sup>**

**ANACIN TABLETS**  
PAIN RELIEF \$1.33 SIZE  
**97<sup>c</sup>**

\$1.00 SIZE—LOTION OR CRYSTAL CLEAR  
**WHITE RAIN SHAMPOO** **74<sup>c</sup>**  
\$1.60—4-OZ. SUNTAN OIL OR LOTION  
**COPPERTONE** **\$1.32**  
PACKAGE OF 88  
**Q-TIP COTTON SWABS** **47<sup>c</sup>**  
98c SIZE—2-OZ.  
**DESITINE OINTMENT** **77<sup>c</sup>**  
79c SIZE  
**POLIDENT TABLETS** **68<sup>c</sup>**  
\$2.00 SIZE—4-OZ. AEROSOL  
**SOLARCAINE** **\$1.66**  
89c SIZE—7-OZ.  
**SHOWER TO SHOWER** **74<sup>c</sup>**  
\$1.50 SIZE  
**LIFE TREATMENT** **99<sup>c</sup>**  
98c SIZE  
**GROOM & CLEAN** **81<sup>c</sup>**  
\$1.29 SIZE—REGULAR OR MENTHOL  
**NOXEMA SHAVE CREAM** **96<sup>c</sup>**  
WILLIAMS—98c SIZE  
**LIME LECTRIC SHAVE** **82<sup>c</sup>**

79c ASSORTED COLOR  
**RUBBER GLOVES**  
Small-Medium-Large  
**2 prs. 69<sup>c</sup>**

5-INCH COLORED  
**PATIO CANDLES**  
Bug Repellent  
98c Value **59<sup>c</sup>**

**PIPING HOT BAKERY**

ITALIAN RUM CAKE  
Reg. \$1.35 **\$1.19**

APPLE CINNAMON ROLLS  
Reg. 3 for 25<sup>c</sup>  
10c **3 for 25<sup>c</sup>**

VIENNA BREAD  
1-lb. loaf reg. 39c **33<sup>c</sup>**

**FRISKIES DOG FOOD**

LIVER OR BEEF CHICKEN  
GROUND ROUNDS  
no. 1 can **23<sup>c</sup>** no. 3 can **47<sup>c</sup>**

REDEEM COUPONS HERE

**TRY A LITTLE TENDERNESS**

**U.S.D.A. CHOICE**

**ROUND STEAK**

**69<sup>c</sup> lb.**

**U.S.D.A. CHOICE CENTER CUT BONE-IN**

**BONELESS ROUND STEAK 79<sup>c</sup> lb.**

**RUMP ROAST**

**U.S.D.A. CHOICE BONE-IN**

**69<sup>c</sup> lb.**

COUNTRY STYLE **PORK SPARERIBS 59<sup>c</sup> lb.**

HORMEL RED LABEL—1-LB. PKG. **SLICED BACON 65<sup>c</sup>**

CENTER CUT **HAM SLICES 98<sup>c</sup> lb.**

U.S.D.A. INSPECTED **CUT-UP FRYERS**

PAN READY **35<sup>c</sup> lb.**

U.S.D.A. 'CHOICE' BEEF **Sirloin Tip Steak 98<sup>c</sup> lb.**

U.S.D.A. 'CHOICE' BEEF **Barbecue Steaks 98<sup>c</sup> lb.**

LEAN, BONELESS CHUNKS **STEWING BEEF 79<sup>c</sup> lb.**

CERTI-FRESH FROZEN **FISH STICKS 14 oz. 65<sup>c</sup>**

CERTI-FRESH FROZEN **FISH CAKES 2 lb. 97<sup>c</sup>**

CERTI-FRESH FROZEN **HALIBUT PUFFS 11 oz. 63<sup>c</sup>**

**DEL MONTE CATSUP**

14-oz. bottle **15<sup>c</sup>**

**HI-C DRINKS**

FRUIT VARIETIES jumbo 46-oz. can **29<sup>c</sup>**

**KLEENEX TISSUES**

FACIAL 2-Ply Colors & White Box of 200 **19<sup>c</sup>**

**CARNATION SLENDER**

4-PAK PKG. REDEEM YOUR COUPON **79<sup>c</sup>**

**SOLID PAK TOMATOES STOCKTON**

NO. 2 1/2 CAN **25<sup>c</sup>**

**KELLOGG'S POP TARTS**

FURNITURE BEHOLD POLISH

SPRAY CLEANER (INCL. 10c OFF) **WHISTLE**

FRESH KIST—TALL 303 CANS

**CUT GREEN BEANS 5<sup>c</sup> 1**

GOLDEN GRAIN **PINTO BEANS 29<sup>c</sup>**

GOLDEN NUGGET—2 1/2-LB. JAR **PEANUT BUTTER 99<sup>c</sup>**

LADY BECKWORTH **FIGS IN SYRUP 4 no. 2 1/2 1**

**FOOD GIANT COFFEE**

DRIP OR REGULAR 2-LB. CAN \$1.17 **59<sup>c</sup>**

**DUNCAN HINES CAKE MIXES**

PREPARED REGULAR PKG. **33<sup>c</sup>**

CUBES OR MEAL—25-LB. BAG **FRISKIE DOG FOOD 2<sup>59</sup>**

TABBY MEAT & FASH **CAT FOOD 2<sup>25</sup>**

FRESH KIST—JUMBO 46-OZ. CAN **PINEAPPLE JUICE 25<sup>c</sup>**

ARCHWAY, IN SYRUP **FRUIT MIX 33<sup>c</sup>**

GELATIN, ASSORTED **JELL-O 10<sup>c</sup>**

BEELAND—5-LB. CAN **BLENDED HONEY 1<sup>19</sup>**

GHIRARDELLI (INCL. 10c OFF)—12-OZ. PKG. **Chocolate chips 29<sup>c</sup>**

ANTHONY **COIL-A-RONI 15<sup>c</sup>**

HUNT'S **TOMATO SAUCE 11<sup>c</sup>**

PYRAMID—12-OZ. PKG. **FROZEN MALTS 2<sup>23</sup>**

ROD'S—7-OZ. CAN **WHIP O TOPPING 41<sup>c</sup>**

CARNATION **COFFEE-MATE 18 oz. jar 1<sup>09</sup>**

IMPERIAL **MARGARINE 1-lb. cin. 38<sup>c</sup>**

BLUE RIBBON GOLDEN DELICIOUS **APPLESAUCE 25 oz. jar 31<sup>c</sup>**

FRESH KIST—11-OZ. CANS **MANDARIN Oranges 4<sup>1</sup>**

LIBBY'S—5 1/2-OZ. CANS (6-PACK) **TOMATO JUICE 6<sup>48</sup>**

KOUNTY KIST SPEARS—15-OZ. CAN **Green Asparagus 49<sup>c</sup>**

DEL MONTE CREAM STYLE **GOLDEN CORN 303 con. 23<sup>c</sup>**

1-lb. cin. **PLASTIC SANDWICH BAGS 31<sup>c</sup>**

LIBBY'S FRESH—22-OZ. JAR **Cucumber Slices 29<sup>c</sup>**

MAGIC CHEF **TEA BAGS 49<sup>c</sup>**

BISCUIT MIX **BISQUICK 40 oz. 47<sup>c</sup>**

BURRY **SCOOTER PIES reg. 39<sup>c</sup>**

DEL MONTE, 3 VARIETIES—12-OZ. JAR **PICKLE RELISHES 33<sup>c</sup>**

COFFEE—ALL GRINDS **BUTTER-NUT 1-lb. can 71c**

2-lb. can **\$1.41**

INSTANT—10-OZ. **\$1.19**

DETERGENT **TREND 12-oz. pkg. 33<sup>c</sup>**

GOLDEN'S SPICY, BROWN **MUSTARD 8-oz. jar 19<sup>c</sup>**

BAR SOAP **GAY BOUQUET 6-bar pak 37<sup>c</sup>**

BEECH-NUT **BABY CEREAL Ass'd Incl. Hi Protein 8-oz. pkg. 19<sup>c</sup>**

DETERGENT TABLETS **SALVO 75<sup>c</sup>**

CLEANSER **COMET 22<sup>c</sup>**

DEODORANT SOAP **SAFEGUARD 2 reg. bars 29<sup>c</sup>**

2 bath bars **41<sup>c</sup>**