

Assignment TV

By TERRENCE O'FLAHERTY

HOLLYWOOD—For some time MCA Inc. has been at the top of Westinghouse Electric's shopping list and the merger was announced here recently. Everyone within hearing distance of a television set knows Westinghouse but the name Music Corporation of America doesn't mean much to the general public unless they know that MCA owns Decca Records, a savings and loan association, a gift outfit AND Universal City Studios, Hollywood's most enterprising and handsome movie-TV factory.

Some of its products are films like "Thoroughly Modern Millie" as well as such TV shows as "Ironside," "To Catch a Thief," "The Virginian," NBC's "World Premier" TV features and three new fall shows "Adam-12," "The Outsider," and "The Name of the Game."

HOW MUCH money does it take to buy the services of Raymond Burr, Robert Stack, Robert Wagner, Jill St. John, Gene Barry, Tony Franciosa, Julie Andrews, etc., as well as the privilege of distributing the emotions of Elizabeth Taylor and Richard Burton and untold numbers of phonograph records?

Would you believe \$385 million? If everyone approves, it will make Westinghouse Electric the head of a gigantic communications empire, which not only makes TV shows, movies and recordings but owns a chain of TV, AM and FM stations that unwind them.

And who is the head of Westinghouse? You'd be told it's Donald G. Burnham but all of us old TV watchers of the fifties know it's really Betty Furness, the dizzy, fast-talking dame who opened the company's refrigerator doors, ran its vacuum cleaners and demonstrated its hair-dryers during the intermissions of a decade of early TV dramas. I TRIED to locate Miss Furness to congratulate her on becoming the corporate

mother of half the actors in San Fernando Valley but she has changed phone numbers. She's now keeping house for Lyndon Johnson under the official title of Presidential Advisor on Consumer Affairs and has been busy calling for new legislation to protect the 20th Century housewife who is now at the mercy of 19th Century laws when shopping at the supermarket. Presumably she was hired on the assumption that the only person who can out-talk the manufacturers' lobby is a former TV pitch-woman.

I first met her in 1952 at CBS, New York City, where she was rehearsing a live commercial in which she claimed a vacuum cleaner was strong enough to suck up a fifty-cent piece. When it wouldn't work, she substituted a quarter, two dimes and a nickel.

It would be comforting to know that this new empire is in the hands of a woman of such ingenuity.

ALONG WITH the acquisition of MCA, another satellite of the electric company—Westinghouse Broadcasting Company—announced its loss of Merv Griffin, who will move to CBS next year as helmsman of the network's first voyage into the cold waters of the late night variety-talk shows. This means that in the fall of 1969 all three commercial networks will have the same sort of program on the air from 11:30 p.m. to 1 a.m.: Carson vs. Bishop vs. Griffin.

And that's not all, heaven help us. Steve Allen is also back in the variety-talk show business with a syndicated show for the non-network stations and this week Donald O'Connor, Hollywood's perennial song-and-dance man, announced plans to cast aside his tippy-top shoes and do a similar kind of show. It's easy to find another desk and another row of chairs but already there's a scramble to find the guests to fill them.

'Ten Commandments' for Bicycle Riders Issued

- Ride alone and no big packages. Another person or a large package on your bike can block your vision or throw you off balance.
- Come to a complete stop at all "stop" signs, yield signs and red or amber traffic lights.
- Stop, look and listen before entering a street from a sidewalk, driveway or alley. Drivers may not see you.
- Use your own power. Hitching onto moving vehicles is against the law and, in case of a sudden stop or swerve, off you go.
- Be ready to put on the brakes at intersections—no pedal pumping as you approach. Get off and walk your bike across busy streets, inside white lines.
- Let people on foot and other vehicles go first when they are about to cross in front of you.
- For the safety of youngsters riding bicycles, the Greater Los Angeles Chapter of the National Safety Council has issued "ten commandments" for proper riding and, at the same time, has urged parents to show and explain them to their young cyclists.
- The "ten commandments" are:
 - Keep your bicycle under control—no tricky steering, weaving or racing.
 - Stay on the right side of the street, close to the curb. Move with traffic and watch for parked cars turning out or car doors opening suddenly.
 - Travel in single file when riding with others, following a full bike's length behind.
 - Steer with both hands on the handle grips except to signal when turning, stopping or leaving the curb.

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<p>20¢ OFF REG. LOW PRICE OF 4 FOR '1</p> <p>CAL FAME FRUIT DRINKS</p> <p>4 46-OZ. CANS 80¢ WITH THIS COUPON</p> <p>LIMIT—ONE COUPON PER CUSTOMER VALID THURS.-SUN., SEPT. 5-8, 1968</p>	<p>20¢ OFF REGULAR LOW PRICE OF 63¢</p> <p>GOLD MEDAL FLOUR</p> <p>5-LB. BAG 43¢ WITH THIS COUPON</p> <p>LIMIT—ONE COUPON PER CUSTOMER VALID THURS.-SUN., SEPT. 5-8, 1968</p>	<p>20¢ OFF REGULAR LOW PRICE OF 99¢</p> <p>GOLDEN NUGGET PEANUT BUTTER</p> <p>2 1/2-LB. JAR 79¢ WITH THIS COUPON</p> <p>LIMIT—ONE COUPON PER CUSTOMER VALID THURS.-SUN., SEPT. 5-8, 1968</p>
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WILSON'S CRISPRITE SLICED BACON

59¢ 1-lb. pkg.

THICK SLICED BACON 2-lb. pkg. \$1.29

INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE

BONELESS CHUCK ROAST

79¢ lb.

U.S.D.A. CHOICE BEEF ONLY

CHICKEN, WHOLE LEGS OR THIGHS FRYER PARTS

57¢ lb.

INSPECTED BY U.S. DEPARTMENT OF AGRICULTURE

BONELESS U.S.D.A. 'CHOICE' BEEF CHUCK STEAK

89¢ lb.

FARMER JOHN SKINLESS LINK SAUSAGE 3 8-oz. pkgs. \$1

BLUE DIAMOND FROZEN FRIED FISH STICKS 1 1/2-lb. pkg. 98¢

BLUE DIAMOND FROZEN BREADED OYSTERS 1 1/2-lb. pkg. \$1.29

BLUE DIAMOND FROZEN BREADED FISH STICKS 1 1/2-lb. pkg. 89¢

BONELESS CURE 81 HORMEL HAMS

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Pure Cane From Hawaii

C&H SUGAR

49¢

5-LB. BAG

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<p>500 SHEETS FILLER PAPER</p> <p>College or wide ruled, 8 1/2 x 11, 3-hole.</p> <p>84¢ 99¢ SIZE</p>	<p>WITH PINT BOTTLE LUNCH KIT</p> <p>All plastic, complete with styrofoam pint vacuum bottle.</p> <p>99¢ 1.39 SIZE</p>
<p>CANVAS OR VINYL BINDER</p> <p>WITH CLIPS Heavy duty, top quality.</p> <p>67¢ 1.29 SIZE</p>	<p>NEW PAPERMATE FLAIR PEN</p> <p>Choice of red, blue or black with tapered nylon tip.</p> <p>3 FOR \$1 49¢ SIZE</p>
<p>69¢ SIZE COLLEGE OR WIDE RULE THEME BOOKS 38¢</p>	<p>59¢ NO. 2 YELLOW LEAD PENCILS pkg. of 12 29¢</p>

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PACIFIC HONEY TREAT Graham Crackers

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YOUR CHOICE (SAVE 17¢) 3 6-oz. pkgs. \$1

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