Assignment TV

By TERRENCE O'FLAHERTY

When the significant events of 1968 are finally listed and evaluated, it will be judged (among other things) as the year television discovered fields and flowers. Between January and December according to my records, a total of 743 actors, models, singers and child stars have been shown running through 369 meadows in 212 commercials and 197 entertainment programs.

It's enough to send hay-fever victims into a national spasm of coast-to-coast sneezing.

It all began with a commercial for bathroom tissue, the only thing advertised on TV (with the exception of cancer) that doesn't display the product. In it, a lovely young lady was shown with a baby (both rented by the hour from Central Casting) in a field of flowers borrowed from God, and the result was wildly successful for everyone concerned — except Mother Nature.

• • •

THIS PARTICULAR product had long been a problem for advertising agencies. It doesn't lend itself to color photography or the young lovers theme so popular in publicizing cigarettes. And it is one of the few things on earth that movie stars can't be paid to endorse.

The problem was solved by getting out of doors. In this day of plastic forget-me-nots, a field of wild flowers can be enormously appealing and despite the increasing use of expectant women in TV's comedy routines, motherhood is still one of the sweet things of life. The advertising man who first combined mother, btby, and daisy patch was clearly a trend setter.

The next people to hit the hay, so to speak, were the manufacturers of shampoos and hair colorings. What television viewer can ever forget the young lovers running into each others arms in the meadow — in slow motion, yet? Does she or doesn't she? Sex had been added to the wheatfields and flowers — along with her hairdresser, the only guy in town who can answer the question.

• • •

BEFORE long everyone was out of doors, knee-deep in weeds, and the television screen looked like a nature study class on a field trip. The sponsors who stayed inside all last spring were the manufacturers of floor wax. What housewife is going to visit her neighbor and tell her how to wax her hweatfield?

The musical-variety programs were quick to follow. During one 10-day period, Herb Alpert, The Baja Marimba Band, Bill Cosby, Daniel Boone, and The Flying Nun were all filmed in the tall grass. At least 20 minutes worth of the premiere of "The Name of the Game" alone took place in a field.

The special background music composed for these sequences equals the Pastoral Symphony in length if not in originality and anyone who could make cricket noises could write his own ticket in Hollywood all summer.

• • •

THE RETURN to nature was great for actresses and models with thick ankles because they had to look good from the knees up only, or even the waist up, if the grass was tall enough. But it was very tough on the wheat and daisies with all those cameramen and directors clomping throught the underbrush. By June 30 there wasn't a meadow or field within 100 miles of Sunset and Vine that hadn't been trampled flat.

That's the reason why there was a shortage of harvest field scenes on TV this fall. Nothing lived in that long in Southern Cali-

Mother Nature's revenge was swift, however, and before the summer was over 30 per cent of the membership in the screen Actors Guild had been either bitten, stung or attacked by poison oak.

Some of them still scratching.

Shoulder Injured In Crash

A two-car collision at the corner of Artesia Boulevard and Prairie Avenue sent a Torrance woman to the hospital for treatment of a shoulder injury Friday morning.

Injures was Alice E. Watsek, 46, of 3802 W. 184th Place, who was taken by ambulance to Little Company of Mary Hospital. Her car sustained major damage when it collided with a car driven by Charles F. Stearns of Inglewood.

Investigating officers recommended that Mrs. Watsek be cited for failure to yield right-of-way while making a left turn.

Gifts of Food, Clothes Are Allowed Deductions

This column of questions and answers on federal tax matters is provided by the local office of the U. S. Internal Revenue Service and is published as a public service to taxpayers. The column answers questions most frequently asked by taxpayers.

Is a gift of food or clothing to a charity deductible? I gave some things to some Boy Scouts when they came through our neighborhood collecting for a local church.

Yes, gifts of food, clothing and other property to a charitable group are considered a contribution which may be deducted. The amount of the deduction would be the fair market value of the property donated.

• • •

I'm working a few hours a night in a local department store. Is there any way I can stop them from taking Social Security tax out of my pay since my regular job gives me full coverage?

No. Each employer is required to withhold Social Security taxes on the first $7,800 of income paid each employee during 1968.

If more than $343.20 is withheld from your wages for Social Security in 1968 because you worked for two or more employers, the excess should be taken as a tax credit on your 1968 income tax return.

• • •

I'm a full - time student and don't expect to have a paying job anytime before the end of the year. Can I file my tax return now to get back the money withheld from my paycheck last summer?

No, an income tax return cannot be filed until the end of the tax year. Even though you may not work or receive income during the rest of the year, a tax return is required to be filed on the basis of a full tax year.

• • •

My income is quite a bit higher than I expected it to be this year. Is it too late to file an estimated tax return?

No. If your situation changes after September 1 you should file declaration of estimated tax and make the required payment by January 15. To obtain a copy of an estimated tax declaration send a post card to your District Director and ask for Form 1040ES, Declaration of Estimated Tax for Individuals.

However, if you file your 1968 return and pay in full the balance of tax due by January 31, 1969, you need not file the required declaration or make the January 15 payment.

• • •

I'm having calendars printed up this year and plan to give them to my customers. Is this a deductible business expense?

Yes, however, the law limits the amount you may deduct as business gifts to a total of $25 for any one individual during the tax year. For the purpose of this provisions, the customer and his spouse are generally considered one individual.

That means you can't give a $25 gift to a customer and a $25 gift to his wife and be able to deduct them both as a business expense.

Gifts which cost $4 or less are not subject to this $25 rule if your name is clearly and permanently imprinted on them and they are distributed in quantity. This would cover items like the calendars you plan to give away.

Fraudulent 'Crime Poll' Sells Burglar Alarms

A new type of bunco game, using scare tactics to sell burglar alarms, is plaguing Southwest Los Angeles, according to Supervisor Kenneth Hahn.

He will ask the District Attorney to investigate this racket which preys on the fear of citizens for their safety.

By appealing to fears of crime in the immediate vicinity, householders are being asked to contribute to an "official crime survey" by answering questions concerning their knowledge of crime in the vicinity.

Questions are pointed toward the high incidence of crime in the area, including burglaries, muggings, etc.

In a "by the way" approach, the "surveyor" is selling a burglar alarm device at a bargain rate "before increased prices go into effect." The salesmen, usually well-dressed women, use a professional, sophisticated approach in passing themselves off as an opinion sampler of crime.

Hahn said that some householders had expressed concern that the salesmen could actually be "casing" the home as a possible target for a later burglary.

Citizens should be watchful and beware of these and similar tactics, Supervisor Hahn warned. Know the people you invite into your home and do not be swayed by the soft talk salesmen who would like to come in, he added.

TAKE CARE

If combustible materials are used in Yuletide decorations in the home, the Greater Los Angeles Chapter of the National Safety Council urges that they be flame-proofed. The Council also recommends that, whesever possible, non-combustible materials such as glass, metal and asbestos be used.

Lucky DISCOUNT CENTER

for one-stop shopping .... You'll find everything you need from Christmas gifts to all your Christmas decorations AND at our everyday low discount prices!

design-a-matic woodburning set
An exciting craft; creative, easy, fun! 14 pieces including 8 easy-to-make plaques, 3 interchangeable tips, electric cool-grip pencil, tip changing tool, antiquing gold foil, instruction book.
OUR LOW, LOW DISCOUNT PRICE 3.57

new "bell target" rifle set
Hit the bull's-eye—ring the bell! 24" long rifle with safety catch plus three safe rubber-tipped darts. Separate 9" target stage when bull's-eye is hit.
ANOTHER TERRIFIC VALUE 1.57

the last straw game
Whose wooden straw will "break the camel's back?" ... You'll hear excited shrieks from children and adults alike. A novel "action-parts" game.
TERRIFIC VALUE 2.52

for 2 to 8 players "the game of life"
Players begin with $2000 and a car. If you make the right decisions, you may end up a millionaire ... or on the poor farm. For ages 10 to adult.
OUR LOW PRICE 4.87

stinky caterpuller
Pull along with the pull-string and watch him stretch out, with body and head always in wiggly action. So life-like.
OUR LOW DISCOUNT PRICE 1.57

assorted toy tea sets
Gay floral decorations and assorted designs and colors in service for 4 tea sets. 26 pcs. Little girls will love having a "Tea Party."
LOW DISCOUNT PRICE 1.77

Amco personal care sets
Contains famous-brand products, all real, all filled, all items little girls enjoy fussing with. Highlighted by matching comb, brush and mirror.
ANOTHER TERRIFIC VALUE 2.52

authentic styling sleek jalopy
Heavy gauge 1-pc. steel construction, gear shift, steering wheel, free-rolling axles, non-marking tires, custom top and bucket seats.
OUR LOW DISCOUNT PRICE 1.77

"carrom" game board
Plays 100 different games. Provides a wide variety of interesting, stimulating games for every member of the family, young and old.
OUR TOP VALUE 6.97

Fisher-Price jolly jalopy
Roadster careens along with hilarious wobbling motion! "Put-putt" engine sound. ... Clown's head flops 'round and 'round. Boys, girls 1-4.
OUR LOW DISCOUNT PRICE 1.57

prints or solids Christmas motif tablecloths
Mix 'n match these wash and use cloths. Beautiful holly-spray hand-screen prints by master craftsmen with gold overlay accents or solid color Indian Head weave ... in red, green or gold.
52" x 52" size 1.97
52" x 90" size 3.97
60" round 3.97
52" x 70" size 2.97
60" x 90" size 4.97
napkins 39¢ ea.

10-piece punch bowl set
Attractive "fruit design" pattern. Set consists of: one 3½-quart punch bowl and eight matched 5-oz. cups; one plastic ladle plus eight cup hooks.
TOP VALUE 2.66

General Electric automatic coffeemaker
4 to 8 cup capacity. Makes any strength coffee ... from mild to strong. Automatically keeps coffee warm, even after brewing cycle is completed. Chrome-plated copper body and stainless steel lid. Model P-12.
ANOTHER TOP VALUE 12.78

1969 calendar towels
100% linen towels in a choice of six gay prints ... Each has its own mahogany dowel and braided string for hanging. Gift boxed.
OUR LOW PRICE 84¢

hostess calendar aprons
Polished cotton with 1969 printed calendar pocket ... Contrasting edge binding. Variety of colors.
TOP VALUE 87¢

santa face mug
Ceramic mugs with cute, colorful faces. Holds 6 ounces of "holiday cheer." Buy for the festivities ahead, for yourself, for gifts!
OUR LOW PRICE 24¢

playing cards Bridge size
OUR TOP VALUE 29¢
plastic poker chips
ANOTHER TOP VALUE 99¢

ladies' scuffs
Soft, comfortable, and long-wearing. Machine washable fabric scuffs with non-skid soles. Sizes S, M, and L.
OUR LOW PRICE 88¢

lead icicles
1000 count, 18" long, to drape your tree or decorate your home.
33¢

tinsel garland
3 inches. by 50 feet Assorted colors. Decorative.
89¢

decorative spray snow
Give your tree—natural or artificial ... the soft, snowy beauty of outdoors in a matter of minutes. Just press the button and spray on. Decorate windows. Have fun! 13-oz. size.
ANOTHER TOP VALUE 38¢

cutting board & holder
Made of fine lacquered hardwood with deep-well gravy catcher ... adjustable roast holder ... Wipes clean with damp cloth.
OUR LOW DISCOUNT PRICE 1.78

Hofert 15-lamp indoor light set
U. L. approved for quality and safety. Decorate your tree, mantel, or windows with these colorful bulbs.
OUR TOP VALUE 1.78

assorted copper molds
Clever molds ... in assorted shapes and sizes. Can also be used as wall decorations.
OUR LOW DISCOUNT PRICE 66¢ ea.

fancy forty glassware
A beautiful set of style matched glassware. Eight of each type glass .. sherbet ... juice ... cocktail 9-oz. tumbler ... 10-oz. tumbler. All in a sparkling, smart, new shape.
OUR LOW DISCOUNT PRICE 3.68

chrome roast rack
A real necessity for proper meat roasting. Adjustable to 7 positions. High finish chrome pattern.
OUR LOW DISCOUNT PRICE 57¢

SEPULVEDA BLVD. at Hawthorne TORRANCE ★ PACIFIC CST. HWY. at Crenshaw TORRANCE ★ 1636-25th ST. at Western SAN PEDRO ★ LINCOLN BLVD. at Manchester WESTCHESTER ★ PRAIRIE AVE. at Lennox Blvd. LENNOX

Meet Your Neighbors at Cabrillo Savings

...the only savings and loan association headquartered in the Torrance-Palos Verdes Peninsula community.

Interest Compounded Daily: earn 5.13% when our 5% current annual rate is compounded daily for 1 year. Bonus Interest Plan: earn 5.25% on $1,000 minimum certificate accounts. Interest is paid quarterly at 5% current annual rate; additional ¼% for each of 3 years paid in lump sum at end of 3 years. Interest is based on rates declared quarterly.

INSURED UP TO $15,000

Meet Carol Bradford at Cabrillo Savings. Our Insurance Department has been a rapidly expanding facet of Cabrillo's full service to the home-owner, and it's here that you'll have the pleasure of meeting Carol Bradford, a California native; Carol is a graduate of Torrance High School. She's a Torrance resident, and is active in the First Lutheran Church. She has the wonderful knack of bringing genuine interest and enthusiasm to the job, and our customers often express their pleasure at the special consideration, courtesy and efficiency with which the details of property insurance are handled by her.

CABRILLO SAVINGS AND LOAN ASSOCIATION
2730 Pacific Coast Highway, at Crenshaw Boulevard, Torrance. Telephone: DA-5-3311, SP-5-3611
Open daily 9 a.m. to 4 p.m.; Fridays 9 a.m. to 6 p.m.