

Assignment TV

By **TERRENCE O'FLAHERTY**

This elegant little oasis in the Greater Los Angeles Desert was awash last week with the upper echelon executives of the National Broadcasting Company and its 133 affiliate stations who gathered together to hear the network's president, Don Durgin, tell them of the wonders of the coming season. It was a time for loving, a time for dying, and a time for dreaming.

The dying was done by some of the wonders of last season. The dreaming was of the programs to come in September. The loving was on their own time and not deductible.

IT WAS ALSO a time for arguing over ratings. Every year in May, the A. C. Nielsen Co. throws an envelope on network front porches and then runs

like hell. It contains the final audience averages for the past season. This year it was a photo fishy with NBC and CBS in a perfect tie at 20.1 and ABC registering 15.6.

But CBS is claiming it would have won by three-tenths of a point if NBC hadn't jumped the gun last September by starting its season a week earlier than the others.

One thing both CBS and NBC agree on is that ABC was number three no matter how thin you slice the audience.

Durgin sees the race as a close — but clear — win for his network. "CBS claims to have won the season in total homes and I congratulate them," he said. "But the way I see it, it's as though they have half the country and we have half — and I'd rather have our half

than their half."

NBC's half, according to the Nielsen number gatherers, has 13 per cent more college graduates and 7 per cent more high school graduates than CBS. It has 1 million more young adults (18 to 40) than CBS and is 15 per cent stronger in urban centers. In affluent homes (\$15,000 per year and up) NBC rates 20.6 while CBS had 18.2 and ABC registers 13.8. Among

the homes with color TV sets (where the viewing average is higher) NBC wins by 23 to 21 to 18. Among professional and management people NBC also leads over CBS by two points.

WHAT SORT of folks like CBS best? According to the preferences of Mr. Nielsen's 1,100 families CBS is more popular with older people, juveniles, the poorer classes, the

unskilled labor force, the less educated, and those still watching color TV on black-and-white sets.

Well, good heavens, who's watching ABC? They're all watching ABC, according to an ABC network spokesman. They're just watching in slightly fewer numbers. Take any 100 people in the U.S., with TV sets in their home, at any one time last season between

the hours of 7:30 and 11 p.m., and Nielsen believes 20 are watching NBC, 20 are watching CBS, 15 and one-half are watching ABC and 44 and one-half aren't watching television at all.

IF YOU'RE wondering who that "one-half" person is who's watching ABC, none of the nets has an answer. But I have a guess. And I figure that my

guess is as good as A. C. Nielsen's. And it's a whole lot cheaper. The half person is a television critic who's trying to watch and complain at the same time. It is very perceptive of Nielsen to have detected such a fine point.

And what about the 44 people whose TV sets were turned off? The networks have no estimates on them. Too bad. They're the most interesting

folks of all, I suspect, because they apparently thought the 1968-69 season was a dud.

Or else they had something better to do. Now, if only the TV networks could find out what it was — and put it on television — they could claim that they were pleasing all of the people, all of the time, in one way or another.

Except the half-critic, of course.

South Side

By **Lynne Alessio**

"Castle in the Sand" will be built at the Pacific Coast Club tonight, molded by the music of Carroll Wax and Orchestra.

The annual junior-senior prom will be held from 8-12 at this same site as last year's "Decade of Golden Moments." The highlight of the evening is the crowning of the queen and king. Five boys and five girls were nominated by the senior class for this honor for their service to the school.

THE FIVE queen nominees are:

Chris Beber, who is activities section editor of the annual and co-chairman of Girls' League service committee;

Michele Chiappetta, a former student council member, serving as public relations and publicity commissioner;

Faith Hatlestad, senior class president, member of Athena, South's service organization, member of Madrigals and drill team captain;

Paula Keener, Girl's League president, representative to

Girls' State, and former feature page editor of the "Sword and Shield."

Lyn Thomas, annual staff member, member of Athena, homecoming chairman.

THE FIVE boys nominated for prom king are:

Dave Brenner, former student body president, Boys' State representative;

Dennis Sosbee, former freshman and junior class president, and commissioner of boys' athletics;

Steve Wilson; Dick Yates, co-editor of the "Sword and Shield," football team member;

Tom Zampas, present student body president, formerly sophomore class president and student body vice president.

Bids were free to all members of the senior class having a senior class card, and \$4 for all juniors and seniors without cards. This is the only formal dance of the school year, and is the last school-sponsored dance for 1968-69.

Civil Defense Tests Under Way for Staff

A civil defense training exercise is under way in Torrance City Hall.

Known as Emergency Operations Simulation Training (EOST), the exercise is being conducted exclusively in the City Council Chambers and in the adjoining conference room.

Preparations for the exercise were held Monday from 10 a.m. to 3 p.m.; Tuesday from 9 a.m. to 3:30 p.m.; and are scheduled for Thursday from 10 a.m. to noon. The actual exercise is slated to begin at 8 a.m. Friday.

Purpose of the drill is to pre-

pare the city for either man-made or natural disasters. It will also give the city the opportunity to review the emergency operations plan recommended by the Civil Defense Commission.

All city departments concerned with disaster services will participate. The Red Cross and the Emergency and Disaster Commission, Southwest District 9, Los Angeles County Medical Association, will also be included.

The exercise is coordinated and directed by USC in cooperation with the Department of Defense.

TENSION



Relax more—smoke less...

You'll live longer, more enjoyably



A WORD TO THE WISE
FROM YOUR HEART ASSOCIATION

save to 50%! **BEAL'S** 3 days only!

WAREHOUSE SALE!

our famous brands...furniture, bedding, draperies

OUR TREMENDOUS ONCE-A-YEAR WAREHOUSE CLEARANCE NOW AT BEAL'S HAMPSHIRE HOUSE
SPECTACULAR VALUES! MANY ONE-OF-A-KIND. ALL ITEMS SUBJECT TO PRIOR SALE, ALL SOLD AS IS. BE HERE EARLY!



EXTRA WIDE BEDS! \$150.00 OFF!
CONVERTIBLE 'VECTRA' CORNER GROUP

Regularly \$349.00 **\$199**

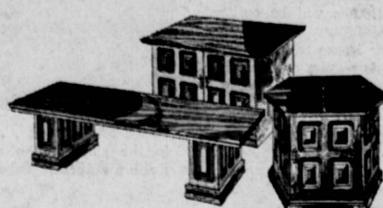
Den-like group becomes two twin beds with comfortable, firm, 35 inch wide innerspring mattresses. Heavy Vectra® woven cover... impervious, stain resistant, ruggedly durable. Brilliant permanent colors.



SUPERB VALUES! EXCITING NEW
MEDITERRANEAN CARVED TOP TABLES
UNDER GLASS **\$55 to \$99**

These beautiful carvings set under glass give the Riviera collection true Mediterranean warmth and elegance. The detailed moulded fronts add a classic touch to this fine grouping. Order your today!

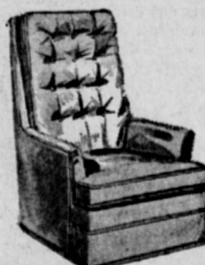
	Was	Sale
18 inch Round Poe. Table	\$ 89.95	\$ 55.00
26 inch Octagonal Commode	99.95	69.00
28 inch Square Commode	99.95	69.00
60 inch Coffee Table	139.95	99.00



HERE'S THE BUY ON MASSIVE
MEDITERRANEAN TABLES

Regularly \$69.95, Your Choice **\$48**

60 inch cocktail table, 28 inch hexagonal or square commodes with doors. Richly finished in Spanish oak with deeply carved black design. "Neva-mar" tops so perfectly matched!



GRACEFUL HIGH BACK CHAIR,
LUXURIOUS VELVET COVER

Regularly \$129.95 **\$99.95**

Just right for an elegant living room. Beautifully proportioned, well constructed and meticulously tailored. Deep coil springs add comfort for years. This outstanding value comes in rich bronze green.



BEAL'S OWN! INNERSPRING
MATTRESS AND BOX SPRING

Twin or Full
Regularly \$79.95, Complete Set **\$55**

Sensational buy on a firm, innerspring, button tufted mattress set with heavy ticking. Constructed to give many years of comfortable rest. Act fast for this as the quantity is limited.



HANDSOME! 8 FOOT
HAND TUFTED VINYL SOFA

\$219. Value **\$166**

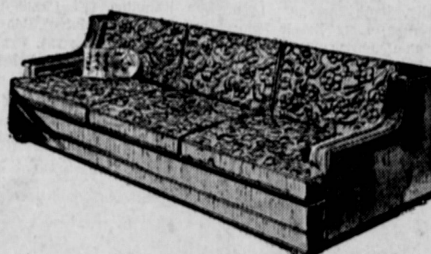
Reversible seat cushions, deep handtufted luxury. Every tuft filled with a thick, cushiony Poly foam form. Expanded vinyl looks and feels like leather, long wearing, washable.



DEEP SEATED LUXURY
LOUNGE CHAIR AND OTTOMAN

Regularly \$149.95 **\$77**

Handsome mixer whatever the decor. Luxurious dacron-wrapped cushions reversible for extra life. Heavy textured fabric in copperstone or light green. Incredible buy on Beal's quality!



QUILTED VELVET SOFA, SMART BASIC
DESIGN, REVERSIBLE MARFLEX CUSHIONS

Regularly \$299.95 **\$199**

Sage green or rust in solid colors, thickly quilted. Expensive reversible seat and back cushions. Marflex cushions. 3 only!



DRAMATIC! TUFTED
VELVET CHAIR,
HIGH BACK,
CANE SIDES

Regularly \$119.95 **\$99**

Scene-stealing beauty 43 1/2 inches high... new luxury and richness for your home. Expensive shaped wood frame with genuine cane inserts in citrus finish. Luxurious velvet in avocado green. Deep tufted comfort. A Beal's Buy!

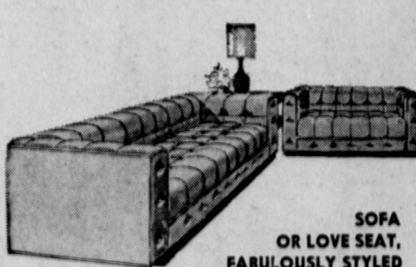


EXCITING NEW
MEDITERRANEAN!
TRIPLE DRESSER, MIRROR,
and FULL or QUEEN HEADBOARD

Reg. \$369.95 **\$219**

Behind the doors are 3 rommy drawers. Beautiful, heavy brass hardware. This set is quality... built to last. If you desire a King-size headboard it's only \$25.00 more.

Night Stand—Regularly \$79.95 **\$ 65.00**
Large Chest—Regularly \$219.95 **\$179.95**

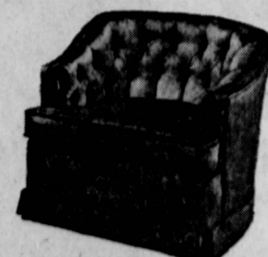


SOFA
OR LOVE SEAT,
FABULOUSLY STYLED

90 inch Tufted Sofa, Was \$259.95 **\$188**

60 inch Love Seat, Was \$199.95 **\$144**

This transitional styled group has a hand tufted sofa and love seat in a luxurious velvet in gold or pumpkin. Scotchgarded. Wonderful values... furnish your living room with quality furniture at a tremendous savings!



NEVER AGAIN PRICE!
LUXURIOUS CUSTOM HAND TUFTED CHAIRS
SOLIDS AND MATELASSES

Regularly \$149.95 **\$88**

Smart accent chairs... roomy, decorative, luxuriously comfortable. Use singly or in pairs. Crafted with every feature of Beal's quality: tailored in heavy textured fabrics. Also in rich velvets sale priced at \$99.00 to \$119.00.

THESE ARE BUT A FEW OF THE MANY TOP QUALITY ITEMS BEING SOLD AT DRASTIC REDUCTIONS

BEAL'S hampshire house

WESTCHESTER, L.A. 45, 8900 SO. SEPULVEDA BLVD. OR. 0-1550—SP. 6-2455 Interior Decorating / Terms to Fit Needs / Satisfaction Guaranteed



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