

They'll Do It Every Time

CHEDDAR, THE NOVELTY STORE MAN, BEAT THE SALESMAN'S PRICE DOWN WITH HIS 25¢ REFRAIN



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By Jimmy Hatlo

SO THE DRUMMER SOLD HIM A FEW GROSS AT PRACTICALLY COST—HMM—SO WHAT GIVES RETAIL-WISE NOW?



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Something Should Be Done About Programs, Says Writer

Editor's note: The following article was written by a June graduate of the school of journalism at the University of Oregon as an "editorial summary" of the conclusions developed in the senior thesis required of each graduate. The opinions are those of the writer.

By MARY LEONARD (Sacramento, Calif.) Tel-evision: the transmission or reproduction of a view or scene, especially a person or object in motion, by any device which converts light rays into electric waves and reconverts these into visible light rays. That's now Webster defines it. Depending on their points of view, many people have devised their own definitions of the medium. Some condemn it as a "monster," and others hail it as a "miracle."

Since last October, this ubiquitous and omnipresent medium has been under an intensified barrage of verbal fire. Parents, teachers, police officials, ministers, people from all walks of life, geographically scattered from Maine to California, have joined their voices in a united protest against television programming; and a deafening roar for action has ensued.

Protest has been registered because many of these shows are offered specifically as children's programs, and those that aren't are commonly televised during children's viewing hours. All Have Program Part Agitation for improvement has been little avail in the past for several reasons. One is that the responsibility for deciding on programs cannot be pinned down definitely to the network, station, or advertiser, although all have a part to play.

Another stumbling block is that a tremendous quantity of material must be televised each year, and quality is sacrificed to satisfy TV's voracious appetite. Difference in time on coast-to-coast hookups has been one of the primary difficulties in televising network programs for children. Prompted by the revelation of the quiz scandals and "kling into consideration" these knotty problems, authorities in the industry have again tackled the question of poor programming and come up with several plans of improvement. Some say that more stringent authority should be vested in the federal communications commission, while others contend that the industry should be allowed to conduct its own house-cleaning with no "censorship" by the government.

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