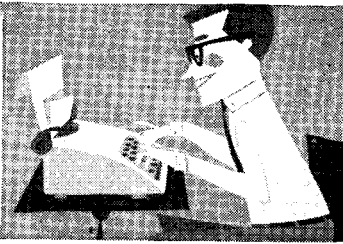


# Top of My Head



## Seeing Is Disbelieving

**T**HIS IS the second rewrite of a piece intended to describe the state of television entertainment, 1966-67. I tore up the first two because they read like a father's castigation of a retarded child. A fifteen-year old retarded child. One who hasn't yet learned to speak intelligibly. It sits there and laughs a lot.

And it didn't take a laugh-track to demonstrate the hilarity of a full-page ad that appeared in the TV sections of local papers during the weeks of the new season's premieres. In juxtaposition to this ad were the reviews by the critics which hailed 1966-67 as the worst yet, while the ad proudly displayed a 25-inch color TV set in fine Traditional, Colonial, Mediterranean, Oriental, and Contemporary cabinets at only \$799.99. Do you know how many good new movies you can see for that?

And, speaking of movies, research on

one typical week's television programming by the creative network executives showed 125 old films, divided among the three networks and four local stations. NBC had fourteen, ABC had twenty-eight, and CBS had thirty.

NBC and ABC stay open nights till about 3 a.m. But CBS's last old movie goes on at 3:30 a.m. and sometimes even at 5 a.m. Following that the last item on the schedule at 6:25 a.m. is *Give Us This Day*—an abbreviation for "Give us this day our daily bread-and-butter old movies."

**D**URING the regular working hours of the day, CBS, of course, has other problems. The New York Yankee ball club is now owned by CBS—the Columbia Baseball System. Not only has the attendance at Yankee Stadium fallen off this year but the rating of the telecasts of the Yankee games has fallen below the rating for

another New York team which also purports to play baseball: the Mets.

The CBS management has been sorely plagued to remedy this situation. First they tried what always works in TV shows—putting a laugh-track on the telecasts of Yankee games. The new baseball commissioner didn't think that was quite the thing.

So they did the next best thing—they fired Red Barber. Mr. Barber was one of the announcers. Not that I intend to hold up Mr. Barber, who often went too far afield from reporting the game, as the epitome of a baseball broadcaster. But Mr. Dan Topping, who was in charge of the club, said he used to watch the games at the stadium with a television and radio set at his side to hear what was going on. And what was going on and on was Mr. Barber.

Mr. Topping didn't seem to mind these expansive disquarancies during all those years when the Yankees were winning. It's the old story of the poker game. When a player tells a funny story, the winners laugh and the losers say, "Deal the cards. What's holding up the game?"

Mr. Topping had figured to permit Mr. Barber to go on like that because it stood to reason that he would drive fans away from their TV sets to Yankee Stadium. But he didn't. At one of the games in late September there were some 400 rooters in the stands, a statistic about equivalent to the number of runs the team made all season.

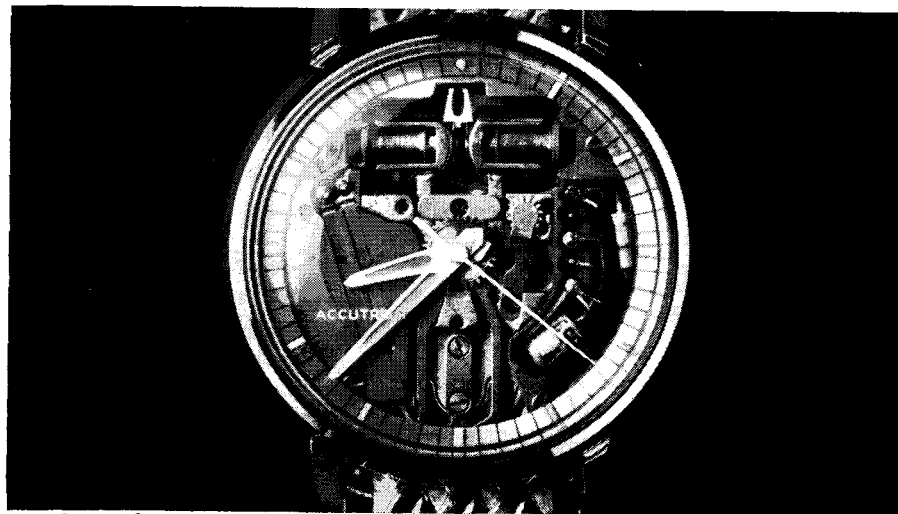
Meanwhile, back at Shea Stadium, the Mets were pulling in fans by the trainloads. They gave away bats. So, in desperation, the Yankees gave away bats. It made the tots happy, but the fans squirmed because the Yankee pitchers gave away hits and runs. And especially this year. What a time this would have been to be in the World Series. But how could the Yankees have known that the Dodgers were going to lose four straight?

Of course the Mets kept losing too. But their fans had something special going for them. They flocked to the park to see in what new way their darlings could lose a ball game on any given day.

But as a Yankee fan I am not downhearted. And I have utmost confidence that the creative men who operate CBS can recapture the glory and popularity the Yankees once enjoyed. Any broadcasting company that can make *Gilligan's Island* popular—I'm for them. Unless CBS is so intrigued with having all its TV shows high in the Nielsen rating that its executives are overjoyed to find that their Yankees finished in the top ten.

Somebody ought to tell them about that tenth place in the American League.

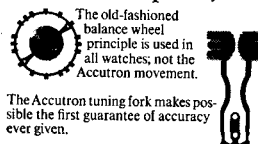
—GOODMAN ACE.



From \$125. \*Accutron jeweler will adjust timekeeping to this tolerance if necessary. Guarantee is for one year. ©Bulova Watch Co., Inc.

## Wear a piece of a Satellite as a wrist watch.

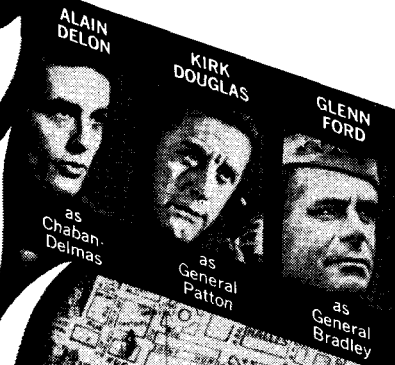
It's the Accutron® timepiece. And you'll find its movement on the Explorer, Telstar, TIROS, and Pegasus satellites, as well as Gemini. The vibrations of a tiny tuning fork divide each second into 360 parts, and Bulova guarantees accuracy within 60 seconds a month.\* Wear an Accutron timepiece. It may be the closest you'll ever get to the moon.



⚡ Accutron® by Bulova

"Burn Paris" was the order that had come whirling over the phone.

How the City of Love escaped this death sentence has been brought blazingly alive by an all-star cast from the film capitals of the world. Here are all the private passions, all the rising up of people, the Undergroundswell of heroism, the housewives who faced death and worse, and the jubilation of the Liberation itself.

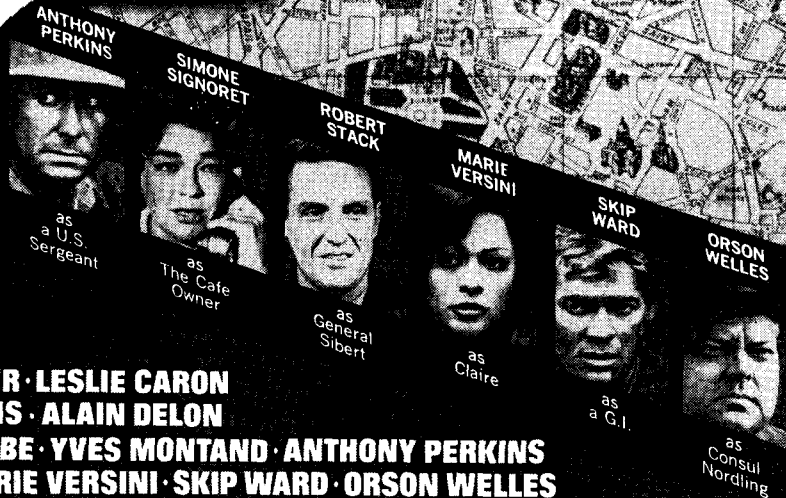


PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present

# IS PARIS BURNING?



FROM THE  
INTERNATIONAL  
BEST-SELLER



With a stunning international cast,  
(starring in alphabetical order)

**JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON  
JEAN-PIERRE CASSEL · GEORGE CHAKIRIS · ALAIN DELON**

**KIRK DOUGLAS · GLENN FORD · GERT FROBE · YVES MONTAND · ANTHONY PERKINS  
SIMONE SIGNORET · ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES**

Produced by **PAUL GRAETZ** · Directed by **RENE CLEMENT** · Screenplay by **GORE VIDAL** and **FRANCIS FORD COPPOLA**

Music by **MAURICE JARRE** · Based on the Best Selling Book by **LARRY COLLINS** and **DOMINIQUE LAPIERRE** · Additional Material for French Scenes by **MARCEL MOUSSY**

A Co-Production **TRANSCONTINENTAL FILMS · MARIANNE PRODUCTIONS** · A **PARAMOUNT** Release **PANAVISION**

ALL SEATS RESERVED. TICKETS NOW AT BOXOFFICE OR BY MAIL.

**OPENS NOVEMBER 10 IN NEW YORK AT THE CRITERION THEATRE**

B'way and 45th St. (212) JU 2-1795-6

ALSO OPENING  
NOVEMBER 10  
IN THESE CITIES:

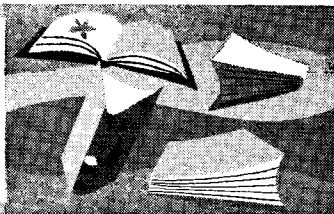
**LOS ANGELES**... Warner Hollywood  
**BOSTON**..... Cleveland Circle

**CHICAGO**..... Cinestage  
**PHILADELPHIA**..... Goldman

SPECIAL ARRANGEMENTS FOR GROUP THEATRE PARTIES AVAILABLE THROUGH YOUR LOCAL THEATRE.



# Trade Winds



A customer in Arizona recently ordered a number of books from the Scribner Book Store in New York and gave the following instructions: "If not at home, leave books in hole in sycamore tree in back yard."

The coming elections remind my father, for some reason, of the inauguration in 1909 of William Howard Taft as President. Pop was then the young editor of the weekly *Hutchinson, Kansas, Gazette*, and as the deadline approached he learned that the wires were down somewhere, due to blizzards, and that he would not get any news out of Washington. So he sat down and wrote the inauguration story off the top of his head. It filled the front page. The *Gazette* came out on time and the citizens of Hutchinson eagerly gobbled up the eyewitness accounts.

When the wires were repaired, my father learned that there were two newsworthy events he wished he had includ-

ed. One was that Mrs. Taft broke precedent by riding to the White House with the new President after the ceremony. The other was that eleven-year-old Charlie Taft carried a copy of *Treasure Island*. He had told his sister, Helen, "This affair is going to be pretty dry, and I want something to read."

A man with many years of experience in publishing, Ray Freiman, and two young, bright associates, Howard Sinder and Marian Polizzi, have gone into business for themselves. One of their projects is to put together a course in the American Revolution for elementary schools.

Instead of "just another textbook," Freiman declares, he will supply the teacher and students (through Educational Services, Inc., of Cambridge, Massachusetts) with the materials which will, like a time machine, relocate them all in that era. Kits will include, among other things, pamphlets, facsimile letters,

newspapers, diaries, magnetic tapes, slides, and mobiles.

One of the climactic lessons covers the Boston Tea Party. In it the students put on a play, taking the parts of Sam Adams, the governor, and other characters. Posters and handbills are issued before the day of the performance. The play takes place in the Green Dragon Tavern, the scenery being projected in the background by slides. The children read their lines for the first scene, but they have to



improvise the remaining two. From their study and participation in the Revolution they are supposed to end up by throwing the tea into the harbor.

(If they don't we're in trouble.)

The most famous magazine article of all time has been reprinted in the October issue of the *Reader's Digest*. It is "—And Sudden Death," by J. C. Furnas. It first appeared in the *Digest* in August 1935, and it shocked Americans with its gruesome, realistic descriptions of how people are maimed and killed in automobile accidents. There are lines such as "... it's difficult to identify a body with its whole face bashed in or torn off" and "... the insane crumpled effect of a child's body after its bones are crushed inward."

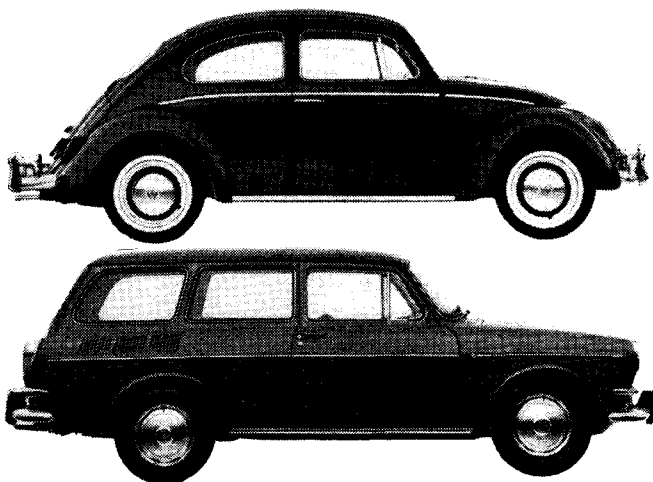
"—And Sudden Death" is tame in the violent Sixties. Besides, no one really wants to slow down, to take it easy, and to be polite. Even our leaders talk safety but drive like the voters. LBJ had not been in office long before he was reported to have driven 90 miles an hour, one-handed. Correspondent Laura Bergquist says the late President Kennedy "zoomed in and out of rush-hour traffic, ran red lights and screeched around corners." President Eisenhower permitted his cavalcade to move at outrageous speeds between the White House and Gettysburg.

Let's see, this ought to be a nonpartisan story, so I had better even it up by reminding you that President Grant was arrested for driving his carriage too fast on M Street one day, and it cost him the \$20 bond.

**Sharps and Flats:** The last I heard, these people were working at The Equitable Trust Company, a bank in Baltimore: Virginia Thrift, assistant manager; Donna Doeller, teller; Evelyn Nickoles, teller; and Susie Sentz, teller.

▶ Someone said to a friend of E. L.

## Pick up either Volkswagen in Europe.



If you have a driving ambition to see Europe, the cheapest way to do it is in your own VW. And the cheapest way to get your own VW is to pick it up in Europe.

You can get a genuine beetle in more than fifty cities in fifteen countries. And if you want a little more room and a little more power, for a little more money you can get a Fastback or Squareback sedan. (They're just as genuine, but not so beetle-ish.)

Your local VW dealer will attend to the details of purchase, delivery, insurance and licensing. And if the car needs servicing after you ship it home, he'll attend to that, too.

If you think that's a lot to ask of a dealer you don't even know, write to Volkswagen of America, Tourist Delivery Dept. SR-6, Englewood Cliffs, N. J.

We'll introduce you.



© VOLKSWAGEN OF AMERICA, INC.