Assignment TV

By TERRENCE OFLAHERTY

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At last the United States the film version of a shallow series "competition—this need in concept them all personality in the control of them all personality in the beauty contest that beauty of them all personality is the beauty contest that beasts more than accept the basel was as pretentious as What is seen the selection as who clothes that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the beauty contest that beasts more than exposure in the superson position is a quality in the person beasts more than exposure in the beauty contest that beasts more than exposure in the superson position in the superson position

Soccer reached its largest American audience recently when the CBS network tele-vised the first 21 Sunday matches played by teams of the National Professional Soc-

Although the game has been played in American high schools and colleges, and a professional U. S. Soccer football Association has been organized for nearly half a century, the game is as for-eign to the American mass audience as bullfighting.

SO WHY the overnight dis covery, the sudden success? The answer would cause the Olympics of ancient Greece to sneer It's money, big money, And television. The National Professional Soccer League (dubbed an "outlaw league" by the United Soccer Association, its competition) is none-theless a very rich outlaw after signing a \$10 million television contract with CBS. Individual stars in soccer countries such as Brazil earn as much as \$200,000 a year. Such money attracts sports promoters faster than a picnic draws ants.

SOCCER HAS two strong features as a television attraction: it is a simple game, and it is played by men who are not covered from head to foot in leather, reinforce foot in leather, reinforced steel, and spacemen headgear. Unlike football, and to some extent baseball, you can actually see human beings playing this game. There are no plastic helmets to keep their hair from flying, their legs are exposed and free, and their hands are ungloved. The public can recognize its favorites without having to rely on numbers. numbers.

The professional athletic brotherhoods will doubtless stew and feud but one thing seems certain: when the
World Cup matches are
played off next summer by
the best teams in the world,
the U.S. will see a world series that is world-wide.

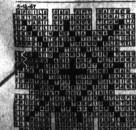
HO-HUM: Barbara Parkins.

one of the soap opera queens of Peyton Place, now wants or reyton Place, now wants out of the cast of the show that made her famous. This may be okay with 20th Cen-tury-Fox when they open next month's Playboy magazine, a coloring book for older young men, when Miss Parkins ap-

pears in the with-out.
"I wanted to show my
body," she says. "I don't think
the viewers of Peyton Place
even think that Betty Anderson has a body. I do and I wanted to prove it." She is also one of the performers in

Collection

The presentation was made by Terry Matthews, Exchange Club area governor and a former president of the South Bay Exchange Club Chuck





Each 6" foil wrapped pot over-flowing with beauti-ful blooms & buds. 1.98

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G.E. Hair Dryer

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Bouffant bonnet with stand-away ring fits over largest rollers . . . hair dries quickly and evenly. 3 heat selections, plus nail dryer.

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Flowers with last ing charm & appeal. 6" colorful toil wrapped note Plates

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Charcoal Briquets Made from finest 98c 10 lb. Bag

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MOTHER'S DAY -**BRIDES & GRADS!** Mixing Bowl Set **G.E. Percolator** ANCHOR HOCKING — 4-Pc. of assorted sizes and tor automatically keeps coffee at serving temperature. Chrome plated copper body . . . heat resistant base &

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Automatic wake-to-music. Sweep second hand. Heat resistant plastic cabinet...4" speaker. White w/green trim. 12.98 AUTOMATIC

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BROMO-SELTZER

Effervescent Antacid/Analgesic compound for stomach upset, ner-

Senakot TABLETS

"Kerid" EAR DROPS

39c Med. Size

Relieves constipation gently. Easy to take . . . non-habit forming. 90c Bettle of 16

Gets rid of dulf, taded hair. Hides gray, blends in streaks. Conditions dry, brittle hair ... easy as a shampoo. Many colors. 2.00

A professional salon formula that does won-ders for dull, dry, weak or overtinted hair. 21/2 oz. 1.25 f. oz. 2.00

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EVENFLO **Nursing Units** Your choice of & Reg. 25c ea.

MEN'S Walking Shorts

MEN'S Polo Shirts

Replace your old flashlight batteries ... re-power battery operated toys.

DIAMOND

EVEREADY

RAY-O-VAC

Transistor S

a atom

Permanent press — never needs iron-ing! Popular 4-pocket, belt-loop style in choice of solid colors or bold plaids. Sizes 29-42, Reg. 4.48 3.98

Comfortable cotton jersey with crew neck and short sleeves...chest pocket. Assorted solid colors. S-M-L

Batteries

"D" or "C" Cell

Penlight

for pocket flashlight

GENERAL ELECTRIC Manicure Set



Elegantly designed for finger-tip beauty. Handy, easy to use attachments condition her nails with professional care. Contoured power handle . . . 4 ft. coiled cord in lovely storage case. MS-1 16.95

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Medicated Pads

Wipe on an invisible medicated film that fights pimples fast. Helps prevent new ones from forming. 98c 42's

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The soothing, cooling refresher for hot, tired feet. Deodorizes . . . dries almost instantly. Can be sprayed through hosiery. Feet feel re-freshed and revived.

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NEW "Dawn" HAIR COLOR COLE NO **YO⁵ Hair Color** LOTION — One step it's on . . . 1.19 'New Dawn'' Lighter Blonde t sun drying. 1.39 AD PRICES PREVAIL: MAY 14th to MAY 17th Sunday through Wednesday

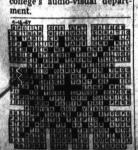
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6 - 12 Insect REPELLENT Spray 1.18 7 oz. Size **Documents** Presented A Freedom Shrine, a colle

tion of some 40 documents of historic import, was presented to El Camino College Tuesday by the South Bay Exchange Club.

Eischen, president of the local club, introduced Mathews.

The collection of docu-ments will be housed in the college's audio-visual depart

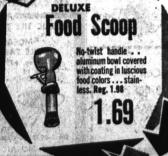


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