

# Assignment TV

By **TERRENCE O'FLAHERTY**

LONDON — In the short space of a dozen hours, you can fly to his realm, this England, where all the old Hollywood television shows come when they begin to fade and die in Madison Avenue. Here their characters come to life all over again — as frisky teenagers, as fresh as tarts. (No, I take that back! Let's say "fresh as daisies," television being what it is today.)

In this green and rolling land, Mr. Novak still teaches, Alfred Hitchcock still pouts, and Loretta Young still comes bounding through her door, agog with brightness and vitamins. And last week, a teenage girl named Betty Anderson from the little town of Peyton Place told Rodney Harrington she is going to become a mother.

It all seemed to have happened so long ago . . .

THEY ASKED ME, how would I explain to my English friends that Mr. Novak will soon lose his teaching certificate and Betty her boy friend? It turned out I didn't have to; nobody asked.

They are all watching "Coronation Street," a local soap opera filmed in Manchester. Its five-year run encouraged ABC to undertake "Peyton Place" in America.

But what a difference! "Peyton Place" is a sort of Country Club Kinsey, while "Coronation Street" is as down-to-earth as "The Honey-mooners." Its star is an old busybody in a hair net named Ena Sharples who works as a caretaker at the Glad Tidings Mission Hall.

The inhabitants of Coronation Street have their prob-

lems — from rape to Medicare — but they also laugh. Obviously sin is funnier in Manchester than in Peyton Place, and a lot more private.

ACTUALLY only 12 to 14 per cent of the television in England is American material—far less than we see of the British product.

"I am told that the English accent doesn't always get readily understood in the heart of the Middle West," Lord Hill of Luton said to me.

As regular readers of this column know, I don't usually go around dropping English titles or taking lords' names in vain, but Lord Hill is chairman of Britain's commercial television network and therefore grazes in my pasture, so to speak. I was smuggled into his presence by Rod MacLeish, chief of Westinghouse's excellent European News Service and one of the respected Americans in London.

"This accent barrier puzzles me," Lord Hill continued, "because in Britain the American accent — indeed, the American way of life itself — is taken by British viewers in their stride."

"I didn't want to correct the lord, but such was not always the case."

I RECALL the plaintive cry of wounded Britishers 10 years ago who complained of the creeping Americanization of English TV and feared that their children might grow up to talk like Hollywood drug-store cowboys.

"You have given us your Coca Cola and your jazz and your bust developments," an Englishman told me in 1956. "Now you're giving us your frontier accent."

At that time, the British magazine Punch came to my rescue with this comment: "It is an improbable dream to think that British television shows will be entirely acceptable to Americans on a large scale. From now on the world must learn the language of the USA. Uncle Sam is far too busy to start coping with Cockney and Yorkshire at this time of his life. . ."

How naive this all sounds now. What none of us could have foreseen at the time was the Great Invasion of 1964 by an unlikely quartet of shaggy-haired lads from Liverpool called The Beatles. If only we could understand the words they're singing, American mothers might be complaining that their daughters are growing up talking like the English.

Fortunately for the preservation of our frontier accent, the Beatles never use words of more than one syllable. And no matter how strongly you feel about the boys — either pro or con — you must admit, now that we've given them "Peyton Place," our score with the British is more than even.

Reducing the amount of fat and cholesterol-rich foods, and substituting some polyunsaturated fats for animal fats, under medical supervision, is recommended by your Heart Association as a means of reducing the risk of heart attack and stroke.



**BOOTS ISOLA**  
To Manage Store

## Alpert's Now Open In Center

Boots Isola of Torrance has been named manager of the new Alpert's store in Del Amo Center. The store is now observing its grand opening at the center.

Mrs. Isola, a veteran of 13 years in retail sales, resides at 1020 Maple Ave.

Alpert's specializes in new window fashions — curtains, draperies, shades, and other accessories for windows.

Mrs. Isola has extended an invitation to all residents to visit the new store and examine the latest window decorating fashions.

JUST IN TIME FOR THE HOLIDAYS!

## WHOLESALE FACTORY OUTLET

- ★ Famous Name Brands!
- ★ Save 50% & More!
- ★ Suits & Dresses
- ★ Sportswear

OPEN TO THE PUBLIC  
Monday thru Saturday  
9:30 a.m. to 6 p.m.  
Dealers Welcome!

## R.L.P. DRESS SHOP

1327 El Prado • Downtown Torrance • FA 0-3163



# Newberrys

# DOWNTOWN TORRANCE HEADQUARTERS FOR CHRISTMAS TOYS!

**BOYS' 20-INCH "HUFFY" "DRAGSTER" WITH HI-RISER HANDLEBARS & POLO SEAT**

**33.88**

Regular 44.90

Made to rigid safety specifications. Outstanding features are: Heavy duty knob-rear tire, polo seat, hi-riser handlebar, front capliper brake. UNASSEMBLED.

**VALUE! SKY DRIVER JUMP ROAD SPORTS RACE SET**

**14.88**

Reg. 18.88

Includes divided obstacle, automatic lane changer and lap counter. Jump section aligns cars for jump. 16 volt power pack.

**SCALE MODEL TABLE TOP POOL**

**4.97 SET**

Steel frame, hardwood base, 2 cues, plastic rack, 3/4" balls. 25-1/6 x 15 1/8 x 3 3/4 inches high.

**UPHOLSTERED TOY CHEST**

**9.88**

Reg. 10.88

Durable hardwood frame, safety hinge, magazine rack in lid. Can be used as extra seat. 32x14x15 1/2" high.

**JUVENILE OAK ROCKING CHAIR**

**2.98**

Small fry will love this rocker in oak with natural varnish finish. 22" high, seat size 11x13".

**OUR "MEREDITH, JR." 10-INCH VELOCIPEDE**

Deluxe features include: chrome handlebar and fluted fenders, white wall tires, double rear step. Blue with white. Easy to assemble.

**8.88**

Reg. 10.95

**RADIO MISSILE METAL WAGON HAS**

**4.77**

Reg. 5.98

Sturdy steel wagon can even haul small loads! Rubber tires on double disc wheels with steel bearings. Fire engine red baked enamel finish. 28 1/2 x 13 3/4". Unassembled.

**DOLL IN CRADLE SET**

**13 INCH DOLL with BLANKET**

**1.98**

Baby doll that drinks from her bottle and wets . . . sleeps in her large, durable plastic cradle. Comes with blanket and a choice of fashion costumes.

**BONNIE BLUE DRINKS, WETS**

**3.44**

Lovable baby doll with bottle—drinks, wets. Boy or girl doll—choice of 3 costumes.

**"SCRABBLE" WORD GAME**

America's favorite word-building game. Hours of fun. Helps build better vocabulary.

**2.44**

Reg. 3.49

**POPULAR "MONOPOLY" GAME**

Buy, sell, let your Real Estate assets grow with fun money. Exciting game of skill.

**2.88**

Reg. 3.88

**"HANDS DOWN" FAMILY GAME**

Lively slap-happy game with cards and unbreakable plastic Slam-o-matic treadle.

**2.88**

Reg. 3.33

## USE OUR FLEXIBLE CHARGE ACCOUNT

<p><b>"SECRET SAM" GUN AND SPYING KIT IN CASE</b></p> <p><b>6.77</b></p> <p>Pistol with finger-grip that shoots bullets, camera that takes real pictures, detachable periscope sight and rifle stock, silencer, tubular sight, more.</p>	<p><b>SCREAMING MEE-MEE RIFLE</b></p> <p><b>3.88</b></p>	<p><b>"AGENT ZERO-M" RADIO RIFLE</b></p> <p><b>2.88</b></p>	<p><b>AUTOMATIC SMOKER GUN HAS AUTHENTIC STYLING</b></p> <p><b>2.44</b></p> <p>Reg. 2.98</p> <p>Rugged steel gun has real lever cocking. Pull trigger and gun makes loud report, produces lots of harmless smoke. Strong molded stock. 30" long.</p>
--	--	---	--

**"CONCENTRATION"—HOME VERSION OF FAMED TELEVISION SHOW**

Fascinating home version of long-running TV show. Includes plastic changer with roller mechanism, \$17,000 in play money.

**2.88**

Reg. 3.98

**41 PIECES! ELDON CRASH CAR ROAD RACE**

**10.88**

Reg. 14.95

Two 1937 chevy jalopies fly to pieces when they crash on figure-8 track! Includes rheostat controls with speedometers, cross track, power pack and more.

**SPALDING RUGGED BASKETBALLS**

**4.95**

Deep pebbled Permalite rubber covered nylon windings with cross channel seams. Official size, weight.

**WALT DISNEY BLACKBOARD HAS DOUBLE WRITING SURFACE**

For fun or teaching the family student. Has "Teach a Time" clock dial. Wood frame, with aluminum legs—easy to move from room to room. Writing surface measures 36x20".

**4.95**

Reg. 5.95

# Newberrys

**DOWNTOWN TORRANCE**  
Corner Sartori & El Prado