

A Closer Look

By Ernest Kreiling

HOLLYWOOD—When it comes to television commercials the Cincinnati-based soap maker better known as Procter and Gamble takes all the prizes.

First, the company spends more money on television advertising than any firm in the nation — \$111 million in 1962 or slightly more than \$2 per household. And it's probably safe to assume that the firm

sells more soap and sundries than any of its competitors.

But the record held by P&G that's of real significance to the television viewer is that of the ten most obnoxious commercials on the air P&G is the proud producer of five of them.

At least this is the view of 2,000 voting members of one of society's truly benevolent organizations — The League

Against Obnoxious TV Commercials. The league's members in 34 states vote for The Terrible Ten and the Decent Few on a ballot sent along every two months with the organization's newsletter.

NUMBER ONE of the current Terrible Ten is Crest Toothpaste; No. 3 Gleem; No. 4, Dash; No. 5, Blue Secret Deodorant; and No. 7, Ivory Liquid Detergent, all, of course, P&G products. No other firm is in contention because none has more than one winner in the top ten.

The aggressive and militant dedicated League Against Obnoxious TV Commercials has also announced that as a

result of P&G's grand slam performance, picketing of the firm's New York and Cincinnati offices is being planned.

NATURALLY a boycott of products advertised obnoxiously on TV is part of the League's program. It's a seemingly future effort for a handful of people to attempt to wield influence against such corporate giants, but there's some satisfaction to be derived anyway.

I know, because for several years my household has had a revolting list of "buy" and "don't buy" products, based entirely on how welcome their commercials are in the house. And I can assure you Crest

and Blue Secret have been on top of the list for a long, long time, along with Anacin (No. 2 of the Terrible Ten) and bufferin (surprisingly not among the current Terrible Ten).

But the League Against Obnoxious TV Commercials is also constructive and positive. Members also vote for the Decent Few, the latest list of which includes Chun King, Goodyear, Hallmark, General Glass, Heritage House Lawn Seed, DuPont, Xerox, Nationwide Insurance, Alcoa, and Volkswagen.

PUBLICITY, economic boycott, and even picketing are fair weapons for a beleaguered public to use against guests

who make a nuisance of themselves. The League isn't opposed to commercials, or to advertising, only to those commercials that become obnoxious, unpleasant, and insulting after they've accepted an invitation into the home.

There are a number of organized listener-viewer groups around the country which attempt to speak the public's point of view toward radio and television, and all of them in their way try to do a meaningful job of letting the public have a say in how the public frequencies are used. But none, to my knowledge, is so direct and uncomplicated as the League.

DAY SCHOOL

NOW REGISTERING FOR FALL TERM

— REASONABLE RATES —

KINDERGARTEN THROUGH EIGHTH GRADE

TEACHING THE THREE R'S WITH PHONICS

Classes All Day With Complete Bus Service

HAWTHORNE

CHRISTIAN SCHOOL

930 SO. PRAIRIE AT 136TH STREET OS 9-2591

Sav-on

SUMMER Hair Care Specials

"Beauty Salon" PRODUCTS

Summer vacations are fun... but they can leave your hair looking limp and lifeless! Plan now for hair beauty all summer with Hair Care Aids at Sav-on's low, low prices.

Hair Spray Preferred by Professionals. 13 oz. **69c**

Shampoo Leaves hair bright, easy to manage. **59c**

Creme Rinse Conditioner—Leaves hair soft & velvet smooth. **59c**

Wave Setting Lotion With FREE Dispenser Pump. 8 oz. **79c**

Lustre Creme Spray Set — Choice of Regular or Super Soft. **79c**

Shampoo Lanolin-Blessed — 10 1/4 oz. jar. **1.49**

Breeze Bonnets Nylon Tulle with aspirin dots. **59c**

Nylon Tulle with flocked sequin dots. **69c**

Nylon Tulle with scalloped edge, nylon tricot with velvet flower or Nylon Tulle with multi-color glitter. **89c**

"Fiesta" Hair Band 100% Stretch Nylon... Rainbow of colors on each band. One size fits all. **49c**

Curler Basket American Beauty Rose bud on cover, push-on side slits. 8" tall, 7" wide at cover. **89c**

Sho-Curl PRODUCTS

WESTINGHOUSE Electric Hair Dryer

"Beauty Bonnet" ... Lace and flowered bonnet. Dries & buffs nails, spot dries the hair, perfume scents the air. Petite luggage carrying case. **29.95**

Shampoo Regular or Tinted Hair Setting Lotion... Adds Body Hair Spray For Hard-to-Hold Hair. **77c**

"TONI" Home Permanents No Mix... No Mess... Pats hidden body in your hair. Regular • Super • Gentle. **1.49**

Breckset Hair Setting Lotion with 4 FREE Nylon Hair Rollers. **1.49 VALUE 8 oz. 69c**

"Top Brass" Hair Dressing Medicated Shampoo Non greasy. Pack of 2 Tubes. **2.00 Value 1.50**

VISTA Kitchen

Floor Cleaner/Wax Shines as it cleans floors. **32 oz. 98c**

INTERMATIC Time-All Turns lights and appliances on and off at the time you select. **6.79**

GLAMORENE DRY CLEANER For RUGS... Makes your rugs clean as new—Instantly! **98c**

Q-TIPS Sterilized Cotton Swabs With Safety-Cushioned ends on flexible safety sticks. 340 tips. **69c**

SEA BREEZE First Aid ANTISEPTIC... For minor burns, scratches and skin complexion problems. 16 oz. **1.59 98c**

Girls' Panties "Skinies"... Cotton, 2 bar trico. Bow and lace trim. Colors and white. 2 to 14. **3:1.00**

Ladies' "Slipperettes" Latest styles and colors in comfortable folding slipperettes. Acetate lined. S-M-L. **1.49**

Boys' Sport Shirts Short sleeve cotton shirt in colorful summer prints. Little or no ironing. **98c**

CANNON 20x42" Bath Towels Assorted pastel colors with Beautiful Finish for longer use. Super absorbent. **79c**

ANACIN Tablets—100's **98c**

TOOTH BRUSHES **2:79c**

RED MOUTH WASH **29c**

Dr. Scholl's FOOT COMFORT WEEK

Make **Sav-on** Your Headquarters for quick, inexpensive FOOT RELIEF

CORNS, CALLOUSES, BUNIONS ZINO PADS Quickly relieve painful pressures. Remove corns and callouses. **43c**

LIKE WALKING ON PILLOWS AIR-PILLO INSOLES Of Latex Foam relieve pain of callouses and burning feet. **59c**

TENDER, HOT PERSPIRING FEET FOOT POWDER Cools, soothes, refreshes. Eases new or tight shoes. **49c-89c**

SPRAY-ON FOOT POWDER Fast relief for hot, tender, tired feet. Helps prevent Athletes Foot. **1.23**

BURNING AT BALL OF FOOT BALL-O-FOOT CUSHION Of soft Latex Foam, loops over toe. No adhesive. **98c**

ITCHING FEET, TOES SOLVEX Relieves Athletes Foot, itching feet. Powder, liquid or ointment. **73c 98c**

FOR TENDER SPOTS KUROTEX FOOT PLASTER A Superior MoleSkin, relieves shoe pressure. Can be cut to any size or shape. **39c-49c**

CORNS, CALLOUSES, BUNIONS BEV-EDGE Pads Soft, cushioning felt, beveled edge. **43c**

TIRED, ACHING FEET FLEXO FOAM ARCH SUPPORT Quickly relieves discomfort of arch weakness. **1.98**

CALLOUSES, TENDERNESS FOAM-EASE ARCH CUSHION Of Latex Foam gently cushions the arch. **98c**

CALLOUSES FOAM-EASE CALLOUS CUSHIONS Relieve callouses, burning at ball of the foot. **43c**

NESTLE 5c CANDY BARS All Your Favorite Brands. **3c**

HERSEY'S WHITE KING WATER SOFTENER 3 lbs. 9 oz. Giant Size. **21.00**

JOHNSON & JOHNSON Sterile COTTON BALLS Box of 65. **31.00**

SUNSWEEP PRUNE JUICE 40 oz. in reusable Refrigerator Bottle. **47c**

CONFIDETS by SCOTT True Anatomical Shape. Box of 12. **31.00**

WOODBURY'S SOAP BATH SIZE **121.00**

AQUA NET HAIR SPRAY by Rayette. **69c**

EXCELLO-WHITE 30x36" Size DISH TOWELS 4 FOR **1.00**

JOHNSON'S "HOLIDAY" Car Washing Cream 15 1/2 oz. w/built in shine. **88c**

VICKS VapoRub for relief of colds. 3 1/2 oz. **69c**

Sav-on IVORY Products

IVORY Soap Personal Size Bar **4:27c**

IVORY Soap Medium Size Bars **3:29c**

IVORY Soap Large Size Bars **2:31c**

IVORY Flakes For dishes, baby clothes. **Giant 79c**

IVORY SNOW For baby clothes. **Giant 79c**

IVORY Liquid For dishes, fine fabrics. **Giant 65c**

TOILETRIES

4-Purpose Face Cream

LADY ESTHER... Cleanses every type skin. 10 oz. **Reg. 1.49 98c**

Jergens' Lotion Replaces moisture lost from your hands. 12 1/2 oz. **Reg. 1.99 69c**

Cashmere Bouquet

TALCUM... Your all-day veil of fragrance. **2:1.00**

Poise Roll-on DEODORANT... Choice of Regular or Active. **Reg. 1.25 79c**

BEAUTY SALON Skin Freshener Leaves skin ready for application of make-up. 12 oz. **1.75**

Sav-on SELF-SERVICE DRUG STORES

AD PRICES PREVAIL: June 23rd-26th Sunday through Wednesday

OPEN 9 AM-10 PM...7 DAYS A WEEK

Sav-on TOYS

"Barbie" Cosmetic CASE See-thru plastic compact contains, round mirror, powder puff, lipstick with 2 refills. **79c**

Soldier's Outfit Coloca—Army helmet and replica of 45 cal. pistol, chevrons, bars and stars. **79c** Make your own rank.

Creative Blocks Fisher Price—9 polyethylene blocks of circles, squares and wedges in 6 colors. **89c** Non Toxic.

Atomic Submarine Tim Moe... Plastic replica of the X-13 sub. Almost 10" long. Fires missiles from deck. **79c**

Rip Cord As seen on the famous TV show. Throw into the air, and watch parachute open and float to earth. **49c**

COLORFORMS Pop-Eye Goes Swimming Favorite of TV and the comics, on a happy holiday with pals. **69c**

Anaheim—407 North Louisa St.
 Anaheim—2120 East Lincoln Ave.
 Azusa—367 North Citrus Ave.
 Burbank—301 N. San Fernando Rd.
 Chula Vista—541 "F" St.
 Compton—1916 N. Long Beach Blvd.
 Denver—7515 Florence Ave.
 Gardena—15000 Greenwood Blvd.
 Garden Grove—12031 B'hurst St.
 Granada Hills—10208 Balboa Blvd.
 Huntington Park—6801 Pacific Blvd.
 Inglewood—133 No. Market St.
 Lakewood—5246 Lakewood Blvd.
 Lancaster—646 W. Lancaster Blvd.
 La Puente—1617 No. Glendora Ave.
 Long Beach—600 Rice Ave.
 Long Beach—2164 Bellflower Blvd.
 Los Angeles—Third & Fairfax
 Los Angeles—Western & Venice
 Los Angeles—Crenshaw & Santa Fe
 Los Angeles—National & Sepulveda
 Norwalk—11739 Rosecrans Ave.
 Pacoima—9089 Woodman Ave.
 Pasadena—18119 Sherman Way
 San Bernardino—470 "E" Street
 San Diego—3151 University Ave.
 San Diego—2331 Rosecrans Blvd.
 Santa Ana—1433 West 17th St.
 South Gate—4444 Tweedy Blvd.
 Spring Valley—661 Sweetwater Rd.
 Studio City—12143 Ventura Blvd.
 Torrance—5020 West 190th St.
 Westchester—8601 So. Sepulveda
 Whittier—15731 Whitewood Lane