



NO STONE UNTURNED!

We've up-ended everything to bring you the best in floor tile. You'll find a variety of materials—all designed to beautify your home on budget terms. Let us estimate your needs at home—call VAN'S SHADE & LINOLEUM at . . . Terminal 4-6405

SERVICE GAUGE LINO TILE 10¢ ea

VAN'S SHADES & LINOLEUM

722 AVALON BLVD. WILMINGTON
TE 4-6405
We carry a complete line of Metal Awnings, Carpeting, Draperies, Formica, Aluminum Screens and Doors

Parents Warned About Safety Rules for Pools

Due to the tremendous number of accidental drownings that occurred in Los Angeles County last year and to the unprecedented wave of drownings that have occurred so far this year, Undersheriff Peter J. Pitchess today issued an urgent appeal to all parents and property owners for an intensive campaign to guard the lives and well-being of children by following these simple rules:

1. Never leave children unattended in or beside a pool even for a short time. 30 un-
2. Fence your pool with a good small mesh wire fence and see that all gates are self-closing and self-locking.
3. Never swim alone. You might be seized with a cramp and need assistance.
4. Always swim near and in view of a life guard.
5. Call for help only when assistance is actually needed—never as a joke.
6. Wait at least one hour after eating before swimming.
7. Do not swim in reservoirs, debris basins, or abandoned gravel pits. Underwater rocks or other obstacles may cause serious injury or death and there are no life-guards or attendants to assist you should you need help.
8. Call your nearest Sheriff's Station if you discover any abandoned, unfenced oil sump or excavation. Also any abandoned, uncovered, oil-well, water well, cistern or cesspool.

"The application of these rules," Pitchess said, "will go a long way towards eliminating these needless tragedies and will help to keep our children happy, healthy and safe."

There is little chance the aviation trip accident market will survive the abnormal losses created by outmoded air traffic controls plus the fantastic acquisition costs for insurance service in airports throughout the nation," A. Maxwell Klum, chairman of the board of the Mercury International Cos., maintained today.

Klum, the nation's leading travel accident insurance authority, heads up the largest independent aviation travel accident insurance company in the United States and Canada.

The Mercury International firm maintains its general offices here at 24463 Hawthorne Blvd.

"It is the air traveler who is suffering from these adverse factors," Klum maintains. "During the past 15 years, the familiar 25-cent insurance policy travelers may buy from

Insurance Firms Face Crisis As Airlines Convert to Jets

counters or machines has played a vital part in building public confidence in the splendid safety record of the scheduled airlines."

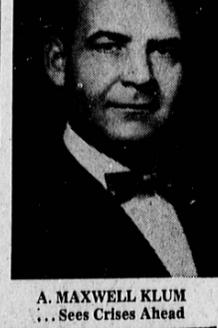
Future Periled

He pointed out, however, that the future of this protection is in a very precarious position, emphasizing that the recent tragic mid-air catastrophes are only the forerunner of what might accompany the coming jet age if continued confusion reigns amid this nation's crowded air lanes.

He said a second factor influencing responsible insurance underwriters is the present day airport space rentals paid by the insurance companies.

There are a number of cities throughout the United States that are receiving forty to fifty per cent of all gross insurance premiums as space rental, he explained.

The percentage rate of rental paid for insurance sales in some cases is four times the percentage paid by concessionaires to operate U-Drive facilities, cigar stands, telegraph offices, and cocktail lounges, he said.



A. MAXWELL KLUM ... Sees Crises Ahead

CIVIL SERVICE EMPLOYEES INSURANCE COMPANY

FOR FAST, FRIENDLY SERVICE

Public Employees receive fast, friendly service from fellow employees. Agents representing Civil Service Employees Insurance Company. Ask your local CSEICO Agent for details about the following special benefits:

- Lower Rates
- Extra Fast Claims Service
- Public Employees Exclusively
- Friendly Service of your Fellow Employee Agent



BERT FRIEDMAN
1645 FERN AVE., TORRANCE FA8-2745

STATE CONTROLLER

CRANSTON X

DEMOCRAT

Teddy Muller, Manager
Cranston for Controller Committee
401 S. Vermont, Los Angeles 5

Western FARMS MARKET

WE GIVE GREEN STAMPS

241ST STREET AND NARBONNE AVENUE IN LOMITA

★ SHOP & SAVE THE WESTERN WAY

★ COMPLETE ONE-STOP FOOD CENTER

(Formerly Hinckley's Market)

WE GIVE GREEN STAMPS WE GIVE GREEN STAMPS

(WE WILL BE OPEN MEMORIAL DAY)

MAKE THIS HOLIDAY ONE TO REMEMBER! NOT A MEMORY!

DRIVE SAFELY . . . The holiday you save may be your own!

GIANT PACKAGE TIDE 59¢

RALPH'S MEAT DEPT. FEATURING MANNING'S FINEST BEEF and FARMER JOHN PORK and HAMS

FRESH—CUT-UP

Frying Rabbits 59¢ lb

GROUND BEEF Manning's Fresh Ground **3 lbs. \$1.19**

PORK SAUSAGE Our Own Delicious 1-lb. Bag **49¢**

FRANKS 49¢

Manhattan All-Meat 1-lb. Cello Pkg.

PILLSBURY BUTTERMILK BISCUITS 10 Per Pkg. **3 pkgs. 39¢**

Pet Ritz—Frozen Apple, Peach or Cherry **PIES 39¢**

Large 8-inch

FRESH EGGS Grade AA Small **3 DOZ. \$1**

Oh Boy FROZEN **PIZZA PIES**

8-oz. Cheese 39¢ 9-oz. Sausage 49¢

Skippy—Tall Can **DOG FOOD 15¢ For \$1**

Wesson Oil 49¢

Quart

We have a Complete line of Paper Plates and Cups, Olives, Relish, Mustard, Pickles, Buns, Soft Drinks and Beer for your holiday needs and don't forget charcoal for your B-B-Q!

★ ★ FRESH FRUITS & VEGETABLES ★ ★

POTATOES

New White Rose **10 33**

Lb. Bag

BROWN ONIONS 3 lbs. 14¢

SWEET—RIPE WATERMELONS 9¢ lb

Sweet, Juicy Valencia **ORANGES 5 lbs. 39¢**

WE GIVE GREEN STAMPS

Western FARMS MARKET

241ST STREET AND NARBONNE AVENUE IN LOMITA

★ SHOP & SAVE THE WESTERN WAY

★ COMPLETE ONE-STOP FOOD CENTER

DA 6-9874

High Rentals Cited

"At one of the country's largest airports, an insurance company is paying a percentage of the premiums that constitutes a rental of \$7100 per square foot per year for counter space occupied," he stated.

"At the same airport, the airlines are paying less than \$2 per square foot for prime lobb space, and a bank pays \$3.50 per square foot per year for lobby space. These ridiculous rentals, combined with the unusual losses clearly indicate the insurance companies are not receiving enough of the premium dollar to build the necessary reserves to meet this jet age," Klum said.

He made it clear that insurers are in no way losing faith in the operational safety of scheduled airlines.

"We wouldn't offer odds of 25,000 to 1 if we didn't believe the scheduled airlines offer the safest mode of travel," he declared.

"We are, however, concerned with factors beyond the control of the scheduled carriers," he added.

He scored the apathy of some insurance underwriters as well as responsible state and federal officials toward the second problem of space rentals.

"It has placed the insurance industry in a degrading position," he said. "We do not blame the cities for the creation of these fantastic rentals because the situation has grown from what began as normal business competition."

Klum pointed out that the only encouraging phase of what he called "a very gloomy picture," is that the insurance commissioners of the State of California is concerned with and is currently studying information which has been submitted to the department for its consideration.

YOU MAY BE PAYING UP TO 40% TOO MUCH FOR YOUR AUTO INSURANCE

That's a stiff price to pay for not knowing that State Farm Mutual . . . the careful driver insurance company . . . charges far less than most other companies.

How much can you save? Your nearby State Farm agent can tell you quickly. Call him today!

JACK SMITH
1715 Cabrillo Avenue
Torrance — FA 3-3803

STATE FARM MUTUAL
AUTOMOBILE INSURANCE COMPANY

Home Office: Bloomington, Illinois

RIVETS

RED RYDER

SUN AND OUT

SUSIE JO

SUPERMAN

YOU CAN'T SERIOUSLY BE PLAYING CHESS IN REAL ESTATE CITIES!

WELL, SUPERMAN! IT LOOKS AS IF YOU LOSE PARIS!

VIRGIL

1957 MODEL ONLY \$59.95

Woman Ho

Washington, D.C.

Mrs. Mabel Washington, Raymond C. Anza Ave., wa a retirement pay fellow workers the Surgeon Army.

Guests paid Miller's more general service-visor of the research unit, Ring Section, M. Branch.

AUTO AGE

About one-th in the U. S. ar years old.