



"Our parents don't realize that we're at the awkward age... too old to walk and too young to get a driver's license!"

Assemblyman Explains Viewpoint Of Legislator on Consumer Law

By VINCENT THOMAS
Assemblyman, 68th District

"Protect the consumer" is a slogan which ranks high among those currently being used for political ends. But, from the viewpoint of a legislator, it is a phrase which presents its problems. Frequently both proponents and opponents of a bill relating to retail stores, or some other matter of importance to consumers, will claim vociferously that their advice should be followed in the true interests of customers.

Both sides also claimed that passage of the bill would protect the small merchant in competition with the large retailers. Proponents asserted that large stores can afford to sell items at a loss in order to draw customers, while smaller stores can not do so without losing money.

An example of the difficulties into which legislators may be led by this particular form of "me, too-ism" is to be found in the legislative progress of a bill passed at our recent session, which is now law. In effect, this measure will prevent the use of "loss-leaders" by grocers and other retailers. In the past, many merchants have followed the practice of pricing one or more popular items below cost in order to attract customers. To prevent raiding the shelves of such items, they have usually placed a limit of one or two on the number of such units which will be sold to a single customer.

THIS PARTICULAR law adds to the unfair practices act a new provision under which it will be presumed that a retailer who sells items below cost of replacement, or who limits the number of such items he will sell to a customer, does so with the intention of injuring or destroying competition. Therefore, such actions would constitute violations of the unfair practices act, which specifically prohibits such attacks on competition by merchants.

During its progress through our houses, this law was vigorously supported by an influential group of retailers. It was opposed with equal force by another potent body of merchants. Both used practically the same arguments in favor of their respective viewpoints. It is perhaps significant that after the opposition first made itself known, the bill was amended to limit its effective period to two years. According to the proponents, this was done so that if the law proves unnecessary, it can be permitted to lapse after the end of the time limit.

One side strongly maintained that the consumer would benefit if the measure were passed. Its enactment would strengthen competition, the vigor of which assures the best price to the customer, it was alleged. The other side argued just as forcefully that passage would harm consumers, because it would end the very competition between merchants it purported to protect. It was pointed out that under an existing provision of the unfair practices act, a retailer who

Leukemia Society Efforts Are Continuing to Help Cut Deaths

Leukemia kills an average of more than one individual a day in Los Angeles county. Declaring that the national leukemia death rate is one every 45 minutes, Mrs. Charles R. Sullivan, volunteer president of the Greater Los Angeles Chapter of the Leukemia Society, said that "more than 400 died of leukemia here last year."

Along with its program of grants-in-aid to support research projects in some 21 medical schools and hospitals across the nation—plus four in

Europe—the Leukemia Society this year is scouring medical schools and research institutions for "career investigator" candidates, she said.

"IN OUR effort to stamp out this dreaded and always-fatal blood disorder as quickly as possible, the society is seeking outstanding post-doctorate scientists who have demonstrated ability to conduct research on leukemia," she said. Mrs. Sullivan said that "under this scholar program" those selected will be supported for

five-year periods at stipends ranging from \$10,000 to \$15,000 annually. Research will be conducted in medical schools or university science departments with the institutions providing facilities.

"AT THE conclusion of the

third year, the society will review the work of the scholar to determine a renewal for an additional five-year period," she said.

The Leukemia Society, she said, plans to select five to 10 scholars this year.

Diabetes Society Meets, To Hear Talk

Harry Ladas, a health educator with the Long Beach City Health Dept., will deliver a talk on "Faker and Fake Cures" at the regular meeting of the Long Beach Society of Diabetes Assn. of Southern

California. The meeting, to be held in the City Health Dept. in Long Beach, will start at 7:30 p.m. Tuesday, July 25. Both doctors and laymen are invited to attend.

Youngsters In Movies

Two Torrance youngsters were before the Hollywood cameras last week. Ronald Coates appeared in a special, added scene for Stanley Kramer's feature film production of "Judgement at Nuremberg" and Dianne Hawley had a supporting role in the Harvard Films production of "The Clown and The Kid," a United Artists feature being photographed at the studios of KTTV.

appearances on such national telecast programs as: "The June Allyson Show," "The Betty Hutton Show," "G. E. Theatre," "Wagon Train," "The Danny Thomas Show," "Laramie," "Buckskin" and the "Westinghouse Playhouse."

Dianne and Ronald, both clients of the Screen Children's Guild Agency of Hollywood, have previously made

"ilk makes an ideal part of the diet... two glasses a day uses only 335 calories.

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the akron

Terry-Cloth Beacher Shirts

- here we go again! with thousands of these thick, thirsty terry cotton pullovers... made by a famed sportswear house!
- in traditional all-white... or in dashing horizontal stripes of blue-white and red-white
- nothing's more welcome at the beach, at the club, at the pool... to keep you cool in summery style
- we have sizes small, medium, large and extra-large... and there's a clever sleeve-pocket to hold cigarettes, change, keys!
- \$4 in men's shops

1.59
2 for \$3
sorry, no mail orders

Sale of Men's Bermuda Shorts

- a breeze at the knees!
- smartly tailored for you by one of America's leading makers (you'll know the name)...
- in a tropic-cool cotton which suits your summer mood... wash-and-wear!
- you'll sport these bermudas around the house... to the beach... after a hard day in trousers... or boldly to the office (courage, men)!
- sizes 28-40... in a light minichick pattern in tan, cactus or ice blue... and in an even lighter price pattern!

1.59 pr.
2 for \$3
sorry, no mail orders

Clothes Valet

- such a handy helper in the hall, in a guest room, in a closet, assisting junior!
- draps a coat on it, or hangs a hat, or ties, or shirts... and room for shoes at the base!
- sturdy hardwood... a neat 4 feet high and 18 inches wide
- indispensable... and yours in black, olive, mustard or white

5.99
sorry, no mail orders

7x50 Binoculars

- calling long distance!
- the big, scientifically precise binocular... with a field of 368 feet at 1000 yards!
- coated lenses... sharp images in any light
- four stamped prisms
- dust & moisture resistant
- big, sharp, accurate!

13.99
plus \$4 for pigskin case
sorry, no mail orders

Woven Philippine Floor Mats

- thick, rugged, good-looking... hand-woven of golden sisal fibers!
- for a doorstep or in any room... and they're just about a full inch thick!
- handsome square weaves... that textured look to flatter, to scatter!

30"x18" **2.99**
36"x20" **3.99**
sorry, no mail orders

Spaghetti Basket Chair

- a 30-inch circle of wrought iron... and the seat and back are lacings of light, unbreakable plastic
- a clever, airy contemporary sitter, the size of a large pizza
- black wrought iron with lacings in white, coral, turquoise or green
- indoors, outdoors, anywhere!

3.99
sorry, no mail orders

Boys' Sport Shirts

- what the well-dressed lad will wear... the silk look!
- a cool, washable blend of acetate, polyester and rayon... in blue, beige, grey, yellow, etc.
- sizes 6 to 16... for sport, for sunday, for school!

89c
sorry, no mail orders

Decorator Hurricane Lamp

- a new concept in an old light... and 16 stately inches!
- a glass sleeve on a colored stand... in lavender, pale blue, delphinium, mustard, pink, black, white!
- candlelight with a flair (flair?)... center one, match a pair, scatter several!

1.89
sorry, no mail orders

Woven Place Mats

- hand-woven in the Philippines... at your service!
- welcome to any table... this handsome diagonal weave of native pandan fiber
- 12"x18" size... in natural camel color
- for informal dining, indoors or out... take enough for all

19c each
sorry, no mail orders

4-Player Croquet Set

- you supply the lawn! here's everything else... a deluxe set for four
- 4 hardwood balls... red, green, blue, yellow
- 4 hardwood mallets, color-trimmed
- 2 stakes... 9 steel arches
- complete set of rules
- fun for all the family!

3.99
sorry, no mail orders

Dream Candles

- long burning candle in a glass sleeve of color... dreamy!
- soft light at a table for two... or a glow for a secluded rendezvous!
- transparent glass... red, or violet, powder blue or radiant yellow... romantic color for a lovely setting
- the perfect touch in a setting

69c
2 for 1.30
sorry, no mail orders

Drafting Table

- professional quality table for draftsmen, artists, architects, serious doodlers!
- a smart addition to a studio, office, den, ivory tower!
- 42"x30" white bass board
- adjusts from 30" to 40" high on a sturdy hardwood base

13.99
drafting table lamp available, too
sorry, no mail orders

Java Kapok Sleeping Bag

- heeding the call of the wild?
- pack along this sleeping beauty... filled with 3 pounds of warm, light java kapok
- waterproof groundcloth, rustproof zipper, quilted lining (snuggly wind-rain flap)
- all-weather wonderful!

5.99
sorry, no mail orders