

Bipartisan Assessor Advocated

Councilman John S. Gibson Jr. said that, in his opinion, the contest for the county assessor's office "does not belong in the political arena."

"Few people realize how important the assessor's office is

to the entire economy of the county," he pointed out. "It is non-partisan, administrative and policy-making. It requires calm judgment and dispassionate appraisal, not only after the assessor takes office, but

Airman Third Class Robert D. Talmage of Redondo Beach is being reassigned to a strategic defense unit following his graduation from the United States Air Force technical training course for weapons mechanics at Lowry Air Force Base, Colo.

Airman Talmage was trained to load, maintain and inspect the weapons used in Air Force fighter and bomber aircraft.

The airman, a graduate of South High School, is the son of Mr. and Mrs. W. B. Talmage of 156 Paseo de Gracia, Redondo Beach.

Richard E. Purcell, seaman apprentice, USN, son of Mr. and Mrs. Edgar W. Purcell of 22102 Archibald Ave., is serving aboard the guided missile destroyer USS Towers, operating as a unit of the Seventh Fleet in the Far East.

equally during the campaign. "It has been my experience," Gibson told members of his staff at his campaign headquarters, "that the emotionalism engendered by an argumentative contest sheds more heat than light. This type of campaign seems to me entirely out of keeping with the responsibilities of the assessor's office."

"Voters who must assess the qualifications of the candidates should have the opportunity to do so in an atmosphere of reasonableness, sound judgment and confidence. This is the basis on which I would conduct the assessor's office—and it is on this plane that I intend to conduct my campaign."

Broadway Plans Big Back-to-School Fete

Broadway Del Amo this week revealed plans for a gigantic, fun-filled celebration prior to the opening of school.

Contests, shows, and prizes will reign supreme during the three-week festival, slated for late August and early September. Children of all ages are invited to take part in the program.

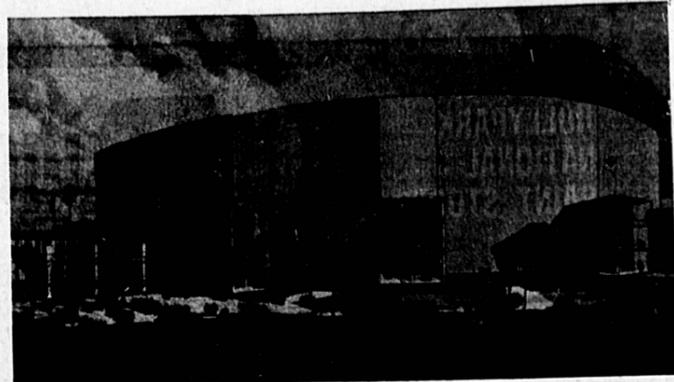
Highlighting the event will be a "Queen for a Day" contest, open to all young ladies between four and 10 years of age. The lucky queen will win a \$125 back-to-school wardrobe. Entrants need only fill in a card which they may obtain in the girls' wear or girls' lingerie departments between Aug. 20 and Sept. 7.

Replicas of the British Crown

Jewels, valued at \$20,000, will be displayed on Saturday, Sept. 8. It features copies of the five most treasured of the British Crown Jewels. Visitors will receive a booklet telling the history of the jewels.

Tinkerbell will visit the Broadway Del Amo on Thursday, Aug. 23, at 3 p.m. as part of the festivities. Free refreshments, prizes, and balloons will be given to those attending the Tinkerbell Magic Party.

A tree laden with lollipops will be planted in the children's department on Aug. 20. Just before school opens, youngsters may pick the harvest, and some of the lollipops will have \$5 gift certificates tucked inside.



SHOW SITE . . . Long Beach's new Arena and Sports Hall is the place, and Saturday, Nov. 10 is the date, says Officer Don Hartel of the Torrance Police Department. Hartel was speaking of the annual Police Show, to begin at 8 p.m., Nov. 10. Proceeds from the event will be used by the Police Officers Assn. to fight juvenile delinquency in Torrance. Tickets are \$3 each, and may be purchased from any Torrance Police Officer.

Supervisors Support Area Voter Drive

Members of the Los Angeles County Board of Supervisors this week declared the month from Aug. 13 to Sept. 13 as Registration Month in Los Angeles.

Supervisor Ernest Debs, chairman of the Citizens' Non-Partisan Committee, has said the campaign will utilize Women's Clubs, service groups, and non-partisan citizens groups in their efforts to register all eligible voters in Los Angeles County.

Deadline for registration is Sept. 13. The general election is Nov. 6. More than 4,000 deputy registrars of voters have been named to aid in the campaign.



AT BROADWAY . . . Popular singing star Bobby Rydell will make a guest appearance at the Broadway Del Amo during the annual III-Deb Jamboree, Monday, Aug. 20 at 7:30 p.m. The annual fashion show features back-to-school fashions.

"The grass may be greener next door, but it's just as hard to cut." — Donald S. Fellows, Saugerties (N. Y.) Catskill Mountain Star.

MORE FOOD ADS IN THE HERALD



WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



It may not look like much, but this newly-developed little gadget—called a Coil Spring Connector—is going to save a lot of time in putting telephone service in new buildings. It's a way telephone people have found to connect and splice plastic-covered wire without stripping off the insulation. They just loop the wire around the coil and pull. The wire snaps in, the coil cuts through the insulation, and contact is made.

Makes a better contact, too, than the old hand-stripping way, and saves a lot of time. It's a saving that helps keep the cost of your telephone service down at the same time we improve its quality and usefulness.



Tours can now be arranged through Pacific Telephone's Communications Center for groups and organizations. The three buildings located at 420 and 434 S. Grand Avenue and 433 S. Olive Street in Los Angeles combine to form the largest communications switching center in the world.

The tour includes demonstrations such as technicians locating trouble on the nation-wide telephone network, traced with the help of an electrified map of the U.S.; the placing of long-distance calls across the nation via Operator Dialing and Direct Distance Dialing. You'll also see your image over closed-circuit television in addition to many other fascinating exhibits and displays.

To arrange for a tour for your church, civic, social or business organization call our Business Office. We'd be pleased to have your group as our guests.

A new telephone handset for people with impaired hearing looks like this. A tiny control in the center, right under their fingers, lets them adjust the loudness of incoming voices to the best listening level.

This new volume-control handset comes in color and fits any modern phone—desk set, Princess, wall phone, even the Call Director business telephone.

If you'd like to learn more about this latest telephone help for the hard-of-hearing, just call our business office.



the akron

Sale of Fitted White Sheets

- soft, smooth, white as snow (to coin a phrase) . . . 141 threads per square inch
- fitted sheets of long-wearing cotton . . . closely woven, sanforized and luxuriously washable
- the convenience of fitted sheets . . . for either twin or double beds . . . and the economy of our exclusive low tags . . . just look.

twin size fitted 1.29
2 for 2.49

double size fitted 1.49
2 for 2.98

pillow cases, 42"x36" . . . 2 for 59c

Swedish Flexible Lamp

- you've waited for it!
- the far-famed memo 55 desk lamp from sweden . . . it adjusts to an infinite number of positions
- figure your angle . . . right bright light for the study, den, library, bedroom, workshop
- u.l. approved . . . handsome decorator mated colors: blue, ivory, pearl grey
- in stockholm: \$16

11.99

17"x26" Hand Knotted Floor Mats

- step onto color . . . onto long wearing beauty
- 17"x26" floor mats from the philippines . . . each one individually hand knotted of durable, rugged hemp
- with that welcome look for an entry way, in the den, even on the patio!
- our colors were made to be seen . . . orange, gold, green, red, natural

99c

Quartz Stepping Stones

- of all things! foot-square slabs from mexico . . . for color, texture, slip-proof
- gleaming and sparkling . . . white stones set firmly in cement
- foot square . . . inch thick
- to pave a patio or path . . . to make a wall or hearth come alive!

69c sq. ft.

Giant Rock Waterfalls

- the continuous whisper of falling water . . . natural beauty brought home to you!
- a rugged time-defying fiberglass composition which looks startlingly like natural rock . . . suggesting the rustic air of mountain crags!
- 3 feet wide and 18 inches high . . . three cascading tiers . . . no plumbing, no attachments!
- just plug it in . . . the electric recirculating pump (included) sends the water round and round!
- it's instant (just add water) . . . a restful cooling addition to a patio, living room, jungle!

19.99

42-inch size 29.99

Rattan Nesting Stools

- a graduated trio of woven rattan . . . choose them all
- as casual sitters . . . or convenient snack tables!
- golden squares on sturdy legs . . . they nest beneath each other

15" 1.59
16" 1.99
18" 2.69

African Umbrella Plant

- a ready, tropic feeling in your garden or as a potted plant!
- long, graceful stems, topped by a sunburst of green spikelets
- it grows in soil or shallow water or moss or sand . . . up to 4 feet
- about 2 feet tall now, in gallon container

69c

Ping Pong Tables

- fun for all . . . in the game room or outdoors!
- regulation size . . . 9 ft. long, 5 feet wide, 30 inches high
- in two parts . . . easily carried, set up, stored
- sturdy hardwood surface, reinforced wooden frame

13.99

Dracena Palm

- ask a horticulturist . . . dracena's his favorite!
- slim, abundant leaves for scenic beauty, privacy, coolness
- grows rapidly to 10 feet
- perfectly at home in the patio, garden, around the pool
- in gallon can

69c

Summer Sailor Hats

- ahoy, mate! fun's coming aboard!
- many toppers . . . the sailor hat gone wild!
- whitecaps, decorated with wild cartoons, witty witticisms!
- for the beach, of course . . . for sunning, surfing, sashaying
- the gang's all here . . . have you gotten yours?

39c

12 Ft. Hammock from Mexico

- it might as well be swing!
- spend your laziest hours in this huge hammock . . . woven of durable sisal hemp in mexico
- dyed in a rainbow of colors
- to use for a snooze or swing for a fling
- \$5 south of the border

1.99

Roman Walk Thongs

- footwear goes refreshingly cool and casual
- sandals from the orient with foam rubber soles and leather straps
- light, soft, flexible . . . like walking on a cloud!
- foot flattering styles: roman, grecian, hawaiian!
- black, white, natural and multi colored combinations
- in sizes 4 to 9

79c pr.

Indoor Plant Food

- the lushest green you've ever seen!
- one pint, six ounces of a perfect plant food
- deodorized, won't burn, requires no mixing
- liquidized fresh steer manure . . . marvelous as a soil conditioner
- in a dripless container
- all yours for healthy, beautiful indoor plants!
- seen elsewhere at triple this!

29c

OPEN DAILY 9 A.M. to 9:30 P.M. SUNDAYS 10 to 7

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