



JAMES A. HOUSE  
Sales Manager

### Torrance Man Gets Promotion

Appointment of James A. House of Torrance to the position of sales promotion manager for McCulloch Corp. of Los Angeles has been announced by Robert K. Orser, marketing services manager. McCulloch is a worldwide manufacturer of power chain saws, outboard motors, portable welders, generators, and other power tools. House, in his new position, will be responsible for all promotional programs of the firm, including sales merchandising contests, trade shows, and incentive campaigns. He will coordinate both domestic and international sales promotions. He first joined the firm in 1960 as district manager in the Texas-Oklahoma-Missouri area, and became a sales promotion manager of the outboard division in 1962. He was transferred to Los Angeles late in 1962 as assistant sales promotion manager. House attended Weatherford Junior College in Texas and was graduated from the University of Texas. He and his wife, Pat, make their home at 21403 Garston St. They have two children, Holly and Jaime.

### Services on 'Mind' Today

"Be ye transformed by the renewing of your mind, that ye may prove what is good, and acceptable, and perfect, will of God," is one of the Bible passages included in this week's service on "Mind" to be read in all Christian Science churches this Sunday. Also included are these related lines from "Science and Health" with Key to the Scriptures" by Mary Baker Eddy: "The expression, mortal mind, is really a solecism. For Mind is immortal, and Truth pierces the error of mortality as a sunbeam penetrates the cloud." This lesson is the last in a series exploring the nature of Deity through a group of special terms, Life, Truth, Love, Spirit, Soul and Mind.

### Conferences For Parents Successful

Nearly 93 per cent of the parents of Torrance elementary school children attended parent-teacher conferences last fall, according to a report compiled by Dr. Albert Posner, assistant superintendent of educational services. A total of 22,532 parents conferred with the teacher to find out how their child was doing and to discuss ways to improve their work. Attendance at the 34 elementary schools ranged from 73 per cent to 100 per cent.

### DIVIDEND DECLARED

The usual dividend of 30 cents per share was declared Tuesday on the "A" Common Stock of Harvey Aluminum, Inc. The dividend will be paid March 31, to holders of record of "A" Common Stock at the close of business on March 11. The action was taken by the board of directors of the company at a meeting held at the principal office of the company in Torrance.

### Relocation Set Traffic Signal

Allocation of \$3,875 for improvement of the Avalon-Sepulveda intersection was authorized Tuesday, according to Supervisor Chairman Burton W. Chace. The project will consist of relocating existing traffic signals behind new curbs constructed recently on the corner.

### FIRM CITED

Pittsburgh Plate Glass Co. has been cited on the 50th anniversary of the company's participating in the group insurance program with Equitable Life Assurance Society.

## Assessor to Challenge Reduction by Tax Board

County Assessor Phil Watson announced he had asked County Counsel Harold W. Kennedy to bring suit to set aside a county Tax Appeals Board ruling which cut the assessment on a West Hollywood high rise apartment in half.

Involved in the legal challenge will be whether members of Tax Appeals Board Number Two had the right to reduce valuation of a partially completed, 179-unit structure from \$500,000 to \$250,000.

The property, located at the

intersection of Fountain Avenue and La Cienega Boulevard, is owned by Simcon Developers, Inc.

Watson said that the assessment reduction was based on "inadequate and contradictory" market value testimony from the developers. The tax board granted the reduction on Dec. 30 after taking the case under submission following a brief hearing Dec. 27.

THE PROPOSED legal action will mark the first time that the Assessor has gone

to court to challenge a tax board ruling since the appellate boards were created in 1964.

Watson's office imposed the original \$500,000 assessment representing 25 per cent of the building's \$2 million market value at the time of the tax lien date last March.

This figure was based on cost information supplied by contractors showing that the 13-story structure was 57 per cent finished at that time.

AT THE HEARING, representatives of the developers asked that the main building assessment be cut from \$500,000 to \$200,000 — all but

\$5,000 of which was granted by the board.

The Appeals Board also allowed a cut from \$6,370 to assessments of \$47,500.

## STEAK KNIFE RESTAURANT

ANNOUNCING OUR NEW  
Complete EARLY BIRD Family Dinners \$3.25  
Served Nightly 5-7 P.M.  
CHILDREN UNDER 12 — \$1.95  
— Regular Menu Served All Hours —  
HAWTHORNE & ARTESIA BLVD.  
REDONDO BEACH FR 0-4577  
(South Bay Shopping Center)

## DRUGS and VITAMINS

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### VIGRAN-M

Vitamin-Minerals for maintenance by solution

Bottle of 30 FREE with purchase of bottle of 90.

Reg. 3.29 **2.88**

### Multi-Vitamins

SAV-ON... A dietary supplement of 30 vitamins and minerals combined in one capsule.

Bottle of 100 **2.75**

### SAV-ON Chewable VITAMINS

Fruit flavored. Use as a dietary supplement. Bottle of 100 **1.19**

### Formula 44

COUGH MIXTURE with Extra Strength. Calms, quiets nagging coughs of colds. 90c 3/4 oz. Size **69c**

### Listerine

ANTISEPTIC

Stops bad breath instantly keeps breath fresh!

1.88 Qt. Size **1.19**

### NESTLE'S Candy Bars

Milk Chocolate - Almonds - Crunch or Fruit 'n Nut

39c King Size **3 FOR 88c**

### Maxwell House

INSTANT COFFEE

16 oz. Jar **1.19**

### Therapeutic FORMULA With B-12

SAV-ON... High concentration of all vitamins. Aids in vitamin deficiency.

Bottle of 100 **2.69**

### VITAMIN "A"

SAV-ON — 25,000 units. Bottle of 100 Caps **98c**

### DRISTAN Medicated ROOM VAPORIZER

Kills germs in the air. 1.88 10 oz. Size **1.49**

### Amber Mouth Wash

SAV-ON... Antiseptic when used full strength. Dilute for gargle. **29c**

### Century Electric Blankets

Now convertible, can be used flat or fitted... Rayon, cotton, nylon blend — non-allergenic. Fully automatic bedside controls. Ass't colors. Guaranteed 2 Full Years

Double Size Single Control **8.95**

Double Size Single Control **9.88**

Double Size Dual Control **11.88**

### Sani-White SHOE POLISH

"Hollywood" — Non-toxic.

3 oz. Size **29c**

### Attache Case

Rugged simulated leather with polished locks & durable handle. 2 1/2" or 3 1/2" deep — Suntan, Olive or Black. **8.88**

### VITAMIN "B-1"

SAV-ON... 25 mg. Bottle of 100 Tabs **59c**

### Petroleum Jelly

SAV-ON... U.S.P. White — soothing dressing for burns, etc. 19c 4 oz. Size **14c**

### Mineral Oil

SAV-ON... Light — and aid to intestinal elimination. **29c**

### LOOSE LEAF Filler Paper

STUART HALL "Big Value" 300 Sheets **2:1.00**

### CUTEX NAIL POLISH REMOVER

Contains Pure Lanolin.

4 1/2 oz. Size **29c**

### Pants Creasers

Flat, rustproof steel — will not leave a mark. Block trousers while they dry. Men's & Boys' Sizes **3:1.29**

### VITAMIN "C"

SAV-ON — Ascorbic Acid For treatment of Vitamin C deficiency... 100 mg. Bottle of 100 Tabs **79c**

### Men's Dress Socks

"May Knit" — Orlon-acrylic with textured stretch nylon. Solid colors. Fits 10 to 13 **69c**

### Red Mouth Wash

SAV-ON... Helps sweeten breath — may be used full strength or diluted. **29c**

### FREE! TRAVEL SIZE Gillette TOILETRIES

When you buy Gillette Products listed below...

Adjustable Razor and Blades with Travel Size "Right Guard" Deodorant. 1.58 Value **1.23**

Pak of 10 Super Stainless Steel Blades with "Right Guard". 1.45 Value **98c**

Pak of 5 Super Stainless Steel Blades with "Heads Up". 78c Value **66c**

### "B-Complex"

SAV-ON — High Potency — with Folic Acid — Iron & B-12 which are essential in human nutrition. Bottle of 100 Tabs **98c**

### Vaporizer-Humidifier

"Hankcraft" — Provides a steady flow of cool-vapor to bring relief from colds and respiratory troubles. **10.88**

### Men's Stretch Socks

"May Knit" — Nylon with fisherman's knit. Solid colors. Fits 10 to 13 **69c**

### ARRID ROLL-ON Deodorant

with Perstap... Stops odor and stains. 75c Size **2:1**

### Beauty Salon BATH OIL

Concentrate... Coconut oil base... soothing to the most tender skin. Relax in heaps of creamy foam. Qt. Size **69c**

### BOYS' Dress Socks

"May Knit" — Stretch rib sock in ass't solid colors. Fits 6 to 8 1/2. 8 1/2 to 11 **2:1.00**

### Colorforms

ASSORTED — Many to choose from. Lots of fun and educational, too. **73c**

### "Super 8" Film Editor

by MANSFIELD... Large 2 1/4 x 3 1/4" viewing screen. Accommodates up to 400 ft. reel. Steady forward & reverse operation. Includes splicer. **14.88**

### BOYS' Stretch Socks

"May Knit" — Orlon-acrylic with textured nylon. Ass't solid colors. Fits 8 1/2 to 11 **2:1.00**

### Training Pants

Absorbent foam lined, plastic covered. 1 to 4 **69c**

### Colorforms

Silly Putty

Bounces higher than a rubber ball... picks up comics in color and can be stretched into imaginative shapes. **69c**

### MISSSES' Anklets

"May Knit" — Triple roll white sock of soft cotton, 2% nylon in heel and toe. 7 to 11 **4:88c**

### Crib Bumper

Vinyl with juvenile prints... extra thick, corner ties. **1.98**

### GIRLS' Panties

2 bar tricot, 100% acetate in blue, red and cherry beige. 2 to 14 **5:1.00**

### Play Pen Pad

Full size... vinyl with juvenile prints on white, colors. **2.98**

### Colorforms

Buckle Gun "Zero W" by MATTEL

3" Derringer pistol tips out of Western belt buckle. Includes 2 shells & 6 safe bullet-noses. **1.98**

### BOYS' Crew Socks

"May Knit" — Cotton, 2% nylon in heel & toe. White with ass't color stripes. 8 to 11 1/2 **3:88c**

### Hi-Chair Pad

Well padded for comfort... gay prints on washable vinyl. **1.98**

### LADIES' Panties

2 bar tricot, 100% acetate elastic leg brief in white, pink or blue. 5 to 8 **3:88c**

### DUPONT "Cantrece" SEAMLESS Nylons

For impeccable fit at all trouble spots. Stockings stay wrinkle-free. Reinforced heel and toe. Beige, Spice or Taupe. Reg. 99c **79c**

### Volley Ball SET by VOIT

Complete with pole, nylon wound ball, net and stakes. 14.85 Value **8.88**

### Lektronic IV Electric Shaver

25.88

REMINGTON Cordless — for quick comfortable shaves. Adjustable roller combs... trims sideburns. Carrying case included.

### Head Scarves

Large size with rolled hems in an array of fashion colors... prints and solids. Reg. 46c **39c**

### Heating Pad

CENTURY — 12x15" — Removable cotton flannel cover, braile-type 3-position switch. Guaranteed. **1.97**

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- SPALDING BATS
- MANY TO CHOOSE FROM
- BASEBALL SHOES
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MAKES CONFIDENT BALL PLAYERS