

# Coffee Break

By Adeline Daley

I was all set to clip out and mail one of those "business reply" coupons which appear in the bottom corner of advertisements, until I began to read the flow of adjectives in fine print to which I was subscribing my name:

"Yes! I have just read your exciting offer and agree that it is unsurpassed in record club history, because I can choose from 250 hit songs per month, including TOP HITS, TOP STARS from Broadway, Hollywood and TV. If I do not think this is the greatest array of recording artists ever assembled under one label, I can merely return the record, pay a small handling and postage cost, which I feel is most nominal, etc. . . ."

*So what happens if I don't agree that it is the most exciting offer I've ever heard of, but would merely like to buy a record or two? Why do I have to give the company a sworn testimonial and agree that the handling charges are nominal when I think they happen to be exorbitant, even though I'm willing to pay for them?*

I call it brain-washing when you are coerced into affixing your signature to a coupon which has you go on record as agreeing that the albums "Toby Wing Sings" and "Borah Minevitch Plays Beethoven" should be part of everybody's collection.

By the time anyone finishes reading the lengthy advertising copy, it isn't surprising that they agree to all sorts of things. Such as the time I entered a contest which required sending in a coupon, stating whether you did or didn't want a World Atlas. The company could not conceive of anyone hoping to win a contest by not agreeing to buy the Atlas and subsequently it arrived in the mail, along with ensuing due bills from collection agencies and attorneys when I refused to pay for it.

But these are only typical of most business reply coupons, which would also like you to confess:

*"Yes, I feel that my children are culturally deprived in not owning your 25-volume set of encyclopedia. I would like to raise their educational standards at a cost of no more than \$14.99 per month. So without further delay, although with no cost and no obligation, have a salesman call on me."*

If I were editing the replies I would like to answer them this way: "Buster, you may have a prospect for your (health club, investment properties, insurance, book-of-the-month club) offer but just send me the plain facts. And if you have one of your salesmen call, please have him tell me at the door he is "selling something," instead of trying to convince me he isn't.

"Better yet, I'll call you. Don't call me."

*In the latter instance I'm thinking of the salesman who showed up in person to present me a free calendar I had sent in for. It cost me \$19.02 in semi-annual insurance premiums.*

## Chapter to Install At Formal Tea

As a culmination of their charter year, Xi Nu Upsilon, the newly-formed Palos Verdes Exemplar Chapter of Beta Sigma Phi International Sorority, will hold a formal tea at the home of Mrs. Raymond Young of Torrance on Sunday afternoon, April 23, at 2 p.m. Mrs. John Cronander, outgoing president, will install the newly-elected Executive Board for the ensuing year 1967-1968.

Mrs. Young will receive the gavel as president-elect; Mrs. Edward Morris, vice president and chapter hostess; Mrs. Harry Vannatta, recording secretary; Mrs. Allan Felix, corresponding secretary; Mrs. Morten Jones, treasurer; and Mrs. Mack Johnston, civil defense officer.

Assisting Mrs. Young at the tea table will be Mrs. Andrew Pope and Mrs. Ralph E. Adams, new transferees to the Chapter membership. Also of interest to those attending will be the attendance of four members at the Beta Sigma Phi State Convention at Bakersfield on May 5-7. These members include Mmes. Cronander, Morris, Jones and Young.

## Secretaries Will Host Legal Forum

Southwest District Legal Secretaries Association will host the quarterly Forum of Legal Secretaries of Los Angeles County on Saturday, April 22, at the Holiday Inn, 98th and Airport (near the airport). Luncheon of petite filet mignon will be served at 1 p.m. following a social hour. Members of other county associations are invited. Jessie McIntyre is taking reservations.

Southwest members attending the Long Beach Association's fashion show aboard the S. S. Princess Louise at the harbor on April 15 were Gloria Venable, Doris Portune, Juanita Hammond, Maureen McGuckin and Marian Knoblich.

## Fuchsia Unit Sets Program

Palos Verdes Branch of California National Fuchsia Society will meet Monday, April 24, at 7:30 p.m. at Walteria Recreation Park, 3855 W. 242nd St., Welteria. Joe Taylor will speak on the subject "South Coast Botanical Gardens," showing pictures, and giving history of the Gardens. Jerry Snyder will speak on "Fuchsias." Refreshments will be served and there will be a plant table. The public is invited to attend. For further information Jimmie Lamb may be called.

## At Mira Costa High School Andre Watts Closes Local Concert Series

South Bay Community Concert Ass'n. will present Andre Watts, pianist, for its fifth and last concert of the current series. He will appear next Saturday, April 22, at Mira Costa Auditorium, 8:15 p.m.

On July 21 last year, Andre Watts gave a very successful performance in the Hollywood Bowl. This will be his first appearance in the South Bay area. Twenty year old Watts made his debut with the New York Philharmonic at the age of 16 and is fulfilling Leonard Bernstein's prediction that he is "one of those special greats." He scored a great success with the London Symphony recently, receiving a standing ovation thus duplicating his many triumphs with the major American symphony orchestras.



PRESENTED HERE

Andre Watts, concert pianist and brilliant young protege of Leonard Bernstein, will appear next Saturday, April 22, at Mira Costa Auditorium 8:15 p.m. This concert will be the final attraction in the 1966-67 series of the South Bay Community Concert Association.

## Parish Dinner Planned for Sunday April 30

St. Catherine Laboure Council of Catholic Women will hold their annual "Roast Beef Dinner," Sunday, April 30 from 2 to 7 p.m. at their Parish Hall, 3846 Redondo Beach Blvd., Torrance.

Mrs. John Strom, general chairman, will be assisted by Mrs. John Spencer and Mrs. Tom Kearns. Decorations will be made by Mrs. Vernon Herbers.

Menu will consist of roast beef, mashed potatoes, green beans with bacon, jello salad, relishes, French bread and dessert of ice cream and homemade cookies, coffee, tea or milk.

Mrs. Lewis (June) Gleason, president of the Women's Council extends an invitation to the public to come and enjoy a delicious dinner. There are special prices for children.

The new 1967-68 South Bay Community Series will begin in October with the piano duo of Eden and Tamir plus the Camarata Chamber Singers. A highlight of their program will be Brahms Liebeslieder Waltzes, written for four voices and four hands.

In November the Manhattan Pops Orchestra, a group of 27, directed by Richard Hayman, of the Boston Pops Orchestra are scheduled.

Ella Lee, renowned soprano, will appear in January, 1968. Miss Lee makes her home in California and was named a "Woman of the Year" in Los Angeles in 1964.

In February, Ruth Page will bring her International Ballet Company of 50 for a program of classic and contemporary ballet.

Set for March is the pianist David Bar-Illan to end another fine series of concerts. All concerts are given in Mira Costa Auditorium and admittance is by membership card only. The auditorium is sold-out but a few replacement memberships become available as members move out of the area. Persons interested in placing their names on the waiting list may write to South Bay Community Concert Ass'n., 3650 Emerald W-1, Torrance, Calif.

## Engagement Announced

Mr. and Mrs. David E. MacMillan of Fountain Valley announce the engagement of Mrs. MacMillan's daughter, Kathleen Rippey to Joseph E. Vavrina.

Grandparents of the bride-elect are Mr. and Mrs. C. T. Rippey of Torrance, Mr. William Rojo of Garden Grove and Mrs. Dorothy Rojo of Torrance.

The future bride, a 1965 graduate of Torrance High School, is a student at Orange Coast College.

Her fiance, son of Mr. and Mrs. Joseph J. Vavrina of Santa Ana, attended school in Columbus, Ohio. He served two years with the United States Navy Air Corps.

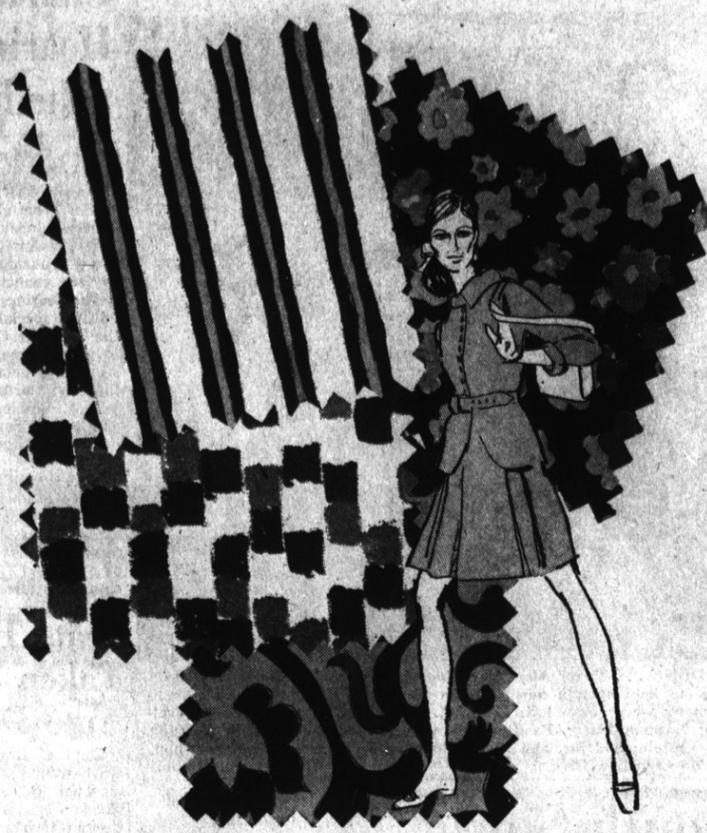
A July wedding is being planned.

## Local Girl On Leave

Miss Laura Lee McFarlane, airman third class, United States Air Force, is here visiting her parents, Mr. and Mrs. Gordon Q. McFarlane, 4703 Cadison Ave.

Miss McFarlane completed her course at Tech School at Sheppard Air Force Base in Texas. She will report Saturday to the Offur AFB, at Omaha, Neb. Offur is SAC headquarters.

On Sunday afternoon, Mr. and Mrs. McFarlane entertained 75 guests at a reception at the North Redondo Lions Clubhouse honoring their daughter. A buffet was served during the afternoon.



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