

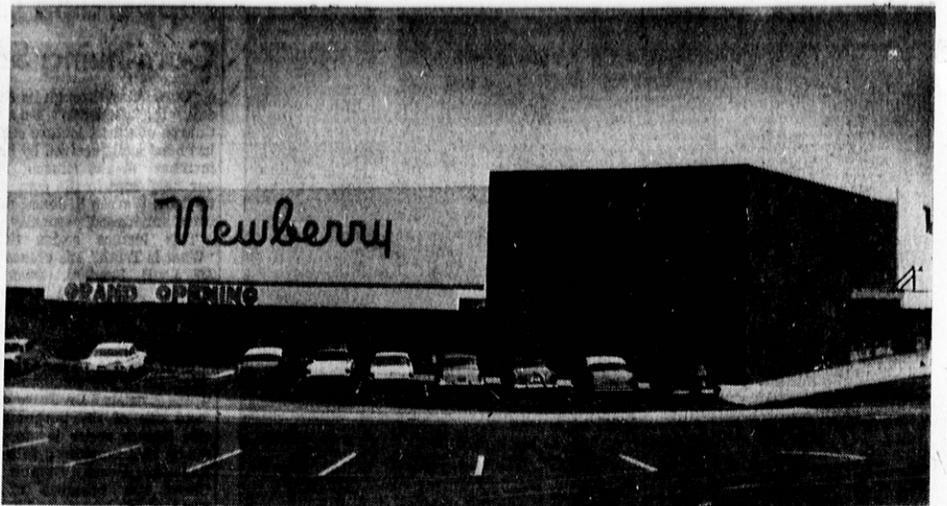
## Two Newcomers Join Teaching Staff at Church

Two newcomers to the teaching staff of Immanuel Lutheran School have been named by John Wiegand, chairman of the Board of Education. Serving as acting principal and teacher of upper grades for the current school year is Larry Huelle, formerly of North Hollywood. Huelle is a

graduate of Faith Lutheran School in Los Angeles and California Concordia College in Oakland. He also holds a bachelor of arts degree from Concordia College, Seward, Neb. Huelle's initial teaching experience was gained at Lutheran High School in Houston, Tex. For the past two years he

has been employed in the business field. With his wife, Anne, also a graduate of Concordia College at Seward, and two sons, Kirk and Daniel, he is making his home at 1723 Harriman, Redondo Beach. Also joining the faculty for the first time this semester is

Miss Jeanene Klein of Denver, Colo. Miss Klein attended elementary school at Yuma, Ariz., attended California Concordia College and holds a bachelor of science degree from Concordia College, Seward, Neb. She is teacher of the primary grades at Immanuel and resides at 220 Ave. H, Redondo Beach. The two were introduced into office during a special service by the Rev. A.L.T. Schuetz, pastor of Immanuel Lutheran Church.



TO CUT RIBBON TODAY . . . Opening of the new J. J. Newberry Co. store in the Rolling Hills Plaza Shopping Center at Pacific Coast Highway and Crenshaw Boulevard has been scheduled for 9:30 a.m. today. R. L. Gardner, manager of the new store, will be official host for the event along with S. L. Evanco, district manager for the chain. The local store is among 550 now operating in the 50-year-old chain.

## Newberrys Opening New Store Today In Rolling Hills Plaza Center Here

Formal opening of the new J. J. Newberry Co. department store at the Rolling Hills Plaza Shopping Center, Pacific Coast Highway and Crenshaw Boulevard, will be held at 9:30 a.m. today. The new store, to be managed by R. L. Gardner, represents a major step in the development of the Rolling Hills Plaza Shopping Center. The junior department store occupies a building with a total of 48,000 square feet, and contains more than a mile of counter space.

firm throughout the United States, according to S. L. Evanco, district manager for the chain. It reflects the overall rejuvenation program of company stores in light of late developments in customer convenience and merchandising efficiency. New fixtures in the store, designed for "floor to eye level" selling, are combined with a new approach to interior and window display to present a complete break with mass display of unrelated items which characterized the "dime store" merchandising method. INCLUDED IN the building is a snack bar at which shoppers may take their coffee break during a shopping tour, have a snack, or obtain a luncheon. The effective use of color and design throughout the store is pointed to as a demonstration of "the extent to which Newberrys is considering customer shopping convenience and advanced thinking in the department store business." Gardner estimated that about 50,000 items would be available from shelves, racks, tables, and shopping islands in the store's many departments. A NEW GARDEN center will offer the homeowner a complete choice of nursery and gardening items in addition to the store's regular lines of hardware and tools. Coinciding with the opening of the new store here today, the Newberry chain is celebrating its Golden Jubilee, the company having been founded in 1911.



R. L. GARDNER  
Manages New Store



S. L. EVANCO  
District Manager

## State Allows Rate Increase By Dominguez

The California Public Utilities Commission has authorized the Dominguez Water Corp. to raise its rates by \$47,300 a year to offset a new pumping tax imposed by the Central and West Basin water replenishment district. The new rates, which may be placed in effect on or after Oct. 23, will add about 5 cents to the monthly bill of the household using 1,500 cubic feet of water. Irrigation rates will go up a fraction of a cent (12/100 of a cent) per 100 cubic feet. The replenishment district levied an assessment of \$5.75 per acre foot of water pumped from the basin, beginning last July 1. The annual additional cost to the company will be \$47,300, the amount authorized by the Commission. The rate increase was distributed to all classes of customers, the industrial consumers bearing the largest share. The company serves nearly 16,000 customers in an area of approximately 35 square miles located south of Los Angeles, north of Wilmington, east of Redondo Beach and west of the Los Angeles River.

**CLIP THIS COUPON**

Just Clip and Fill Out and Drop in Box at Newberry's Rolling Hills Plaza Store

**FREE HOOVER "CONSTELLATION" VACUUM CLEANER**  
... a . . . \$69.95 Value

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Phone \_\_\_\_\_

DRAWING TO BE HELD SATURDAY . . . Oct. 21st . . . at 9 p.m. You do not have to be present to Win! Winners will be notified and Winning Names will be posted at Store.

**Newberrys**

"ROLLING HILLS PLAZA"  
AT . . . CRENSHAW & PACIFIC COAST HWY. — TORRANCE

**CLIP THIS COUPON**

Just Clip and Fill Out and Drop in Box at Newberry's Rolling Hills Plaza Store

**FREE 19" ZENITH SPACEMASTER TV**  
... a . . . \$234.00 Value

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Phone \_\_\_\_\_

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**CAPE COD'S**  
Western at El Segundo

# PARTNERSHIP TERMINATED

## TOTAL STORE REDUCTION

of Provincial and Colonial Furniture

My partner's sudden withdrawal, due to his distressed manufacturing activity, has left me in a financial predicament, extricable only by completely sacrificing the entire store inventory. In promoting quick cash—cost and expense are not considered. Quick STOCK REDUCTION, and I mean quick, is my only way to cashout my partner.

Signed *Sal Gottuso*

**I OFFER MY MOST GENEROUS PRICES  
NO DOWN PAYMENT—3 YEARS TO PAY  
FREE DELIVERY**

STORE HOURS DURING SALE TEN TO NINE DAILY  
SATURDAY AND SUNDAY TO SIX

Without Reservation

# SAVE up to 1/2

On This Timely Event

**BRISK SELLING  
IS ANTICIPATED—  
AN EARLY CHOOSING  
IS RECOMMENDED**

- Felix Charles Hand Hewn Distressed
- 5 PC. DINING ROOM GROUP**  
42" Round or Square Table w/2 Fills,  
4 Motel Chairs  
Brochure Price 299.50 Sacrifice at **179.**
- CUSTOM HUTCH on Casters**  
Brochure Price 369.95 Sacrifice at **199.**
- MAPLE DROP LEAF TABLE**  
Brochure Price 139.95 Sacrifice at **94.**
- OVAL DROP LEAF TABLE**  
Thick Top Birch, 2 Fills  
Brochure Price 189.50 Sacrifice at **138.**
- BIRCH HUTCH Canopy Top**  
Brochure Price 349.95 Sacrifice at **179.**
- EARLY AMERICAN SOFA**  
Wing Back, Foam Cushions, Box Pleat  
Brochure Price 219.50 Sacrifice at **139.**
- QUILTED SOFA**  
Custom Detailed, Wina Back  
Brochure Price 349.50 Sacrifice at **264.**
- ATTACHED CHAIR, DAV. SOFA**  
Hand Tailored and Upholstered in  
Imported Tapestry  
Brochure Price 339.50 Sacrifice at **249.**
- 3 PC. CURVED SECTIONAL**  
Pillow Back Effect, Heavy Textured Fabric  
Brochure Price 369.95 Sacrifice at **297.**

- 39.50 Early American  
**TABLE LAMPS**  
**19.**
- 29.95  
**BEDROOM CHAIRS**  
**14.95**
- Upholstered  
**HEAD BOARDS**  
Special  
**6.50**

- PICTURES  
and  
WALL PIECES**  
up to 1/2 OFF
- Room Size American Ranch  
**Wool Braid Carpeting**  
**9.25** Sq. Yd.
- 39.50  
**BIRCH TABLES**  
End and Coffee  
**27.**

- 5 Pc. Maple BEDROOM GROUP**  
Includes Dresser w/Tilting Mirror  
Brochure Price 228.00 Sacrifice at **169.!**
- 5 Pc. Birch BEDROOM GROUP**  
Innovative Market Sensation  
Brochure Price 313.50 Sacrifice at **234.!**
- 5 Pc. Canopy Bed BEDROOM GROUP**  
Includes 11-Drawer Dresser  
Brochure Price 345.00 Sacrifice at **254.!**
- MATTRESS AND SPRING SETS**  
all with Factory Guarantee  
**SAVE 1/2**  
Twin or Full Size
- 99.50 Value—  
220 Coil, Heavy Tick . . . . . **49.**
- 129.50 Value—  
312 Coil, 14 Gauge Springs . . . . . **64.**
- 139.50 Value—  
837 Coil, Xtra Firm . . . . . **69.**
- 159.50 Value—  
Pedic Luxury, 7" Mattress . . . . . **79.**

**CAPE COD MAPLE SHOP**  
12700 SO. WESTERN  
Just No. of El Segundo

**CLIP THIS COUPON**

Just Clip and Fill Out and Drop in Box at Newberry's Rolling Hills Plaza Store

**FREE . . . ENGLISH RACING BIKE**  
a . . . \$64.95 Value

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Phone \_\_\_\_\_

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