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Air Force Graduates Lomitan

Richard A. Williams, son of Mrs. Alice Williams, 1334 W. 241st St., Lomita, was commissioned a second lieutenant in the U.S. Air Force and received his bachelor of science degree at graduation ceremonies yesterday at the Air Force Academy near Colorado Springs, Colo.

The newly commissioned officer is being assigned to procurement officer training at Sheppard AFB in Texas, Academy officials said.

While a cadet at the Academy, Williams received special recognition by being named flight commander with the rank of cadet captain. Williams entered the Academy on the nomination of Congressman Cecil R. King. He was graduated from Chadwick High School in Rolling Hills.



RICHARD A. WILLIAMS

Edward Adams Gets New Grade

Lt. Col. Merle McGahey, Detachment 1 Commander of the 9450 AIR Reserve Squadron of Redondo, announced the promotion to the rank of Major of Edward L. Adams.

Entering the Air Force in 1942, Major Adams won his pilot's wings and served as a flying instructor in World War II and as a crew member of a B-36 during the Korean War. Major Adams' residence is in Torrance where he lives with his wife Doris and three children, Eddie 16, Jerry 10 and Jill 4.

A graduate of the University of Southern California, he is presently teaching science and driver training at Compton High School.

Jasper L. Thompson, seaman apprentice, USN, son of Mr. and Mrs. Jasper L. Thompson of 20514 Berendo Ave., is serving aboard the destroyer USS Ozbourn, a unit which took part in Exercise Pork Barrel, a 10-day Navy training operation off the coast of Southern California.



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(Formerly Known as Redondo Beach Blvd.)
DIRECTLY OPPOSITE SOUTH BAY CENTER

THRIFTY BIRTHDAY SALE . . . This week Thrifty Drug Stores launches its 33rd birthday celebration with a huge sale in every store throughout the entire chain. Starting with one store in 1929 the firm has grown to 192 stores and is expanding at the rate of approximately 25 new stores per year. Shown examining the giant 33rd birthday cake are (left to right) Bill Henry, director of store operations; "Miss Thrifty" motion picture and television actress, Darlene Tompkins; and Manny Borun, vice president of Thrifty Drug Stores.

Lawmakers Eye Ads In Law Enforcement Magazines, Papers

By VINCENT THOMAS
Assemblyman, 68th District

Advertising enables me to discuss the work of the Legislature with you through the columns of THE HERALD. Without advertising, there could be no great system of mass communication such as we have here in America, with newspapers, TV, radio and magazines competing to bring you news, information, and entertainment.

Like all other forms of useful economic activity, advertising sometimes has trouble with unethical practices. When these are brought to light, the resulting glare of publicity frequently produces a bad reaction against advertising generally. People tend to attribute the evil-doing to the whole field, and overlook the fact that advertising is by now a basic necessity for the economic well-being of everyone.

RECENTLY the Assembly committee on criminal procedure held a two-day hearing on a couple of bills introduced at the 1961 session which proposed to control one form of racketeering in advertising. These bills were drafted following the conviction in Sacramento of three officers of a "law enforcement officers association" for conspiracy to commit theft, in connection with the sale of advertising in the "Law Enforcement Review," the magazine published by the group.

As introduced, both bills would have made it a misdemeanor to sell or attempt to sell advertising in any publication issued by an organization supposed to be made up of law enforcement officers. Both measures were once amended during the 1961 session. The first was changed to provide for a system of licenses for bona fide peace officer organizations to sell advertising, such as licenses to be given out by the secretary of state after proper investigation of each application. The other left enforcement up to district attorneys.

IN ATTENDANCE at the hearing were district attorneys,

news, local police officials, highway patrol representatives, spokesmen for the Peace Officers Assn. of California, the State Sheriffs Assn., the Judges, Marshals and Constables Assn., and representatives of some law enforcement periodicals. Following a review of the Sacramento case, various city police officials testified as to the problems and difficulties they encountered in connection with high-pressure selling of advertising for such publications. It was the consensus that some corrective legislation would be helpful.

The author of one of the bills presented the results of a survey he had taken among advertisers in one law enforcement periodical. Out of 168 advertisers who answered, 131 were of the opinion that either a threat or a promise of immunity had been implied in the selling approach used to secure their advertising. In contrast to this were the results of a survey made by the committee staff among advertisers in another magazine, where only 17 out of 67 reported that they had been high-pressured into buying.

THE COMMITTEE was informed that most advertisers felt that their purchases of space in such publications were not worth the cost, as advertising. They felt that they were, in fact, making donations to the groups publishing the magazines. Such assertions were controverted by the editor of one long-established periodical, who referred to the facts that his circulation and advertising rates are listed in a national guide on such matters, that much advertising is "placed" with him, rather than sold by solicitors, and many advertisers have repeated for long periods of time.

It was made clear to the committee that the long-established law enforcement organizations are primarily concerned with improving the professional status of their members, and will welcome proper control of racketeering in advertising, which hurts them.

the akron

KINGS OF DIXIELAND

Cha Cha Cha

THE TWISTERS

Sale of Stereo & HiFi Record Albums

- swing . . . sweet . . . jazz . . . strings . . . latin . . . folk . . . twist!
- new full color reproductions of your favorite music . . . both monaural and stereo . . . a sound investment in listening pleasure!
- just a sampling: the magic of hawaii, peke johnson swings the boogie, little band big jazz, polka party
- also . . . twist, say 90's, peter gunn, the blues, viennese waltzes, salute to stan kenton, memories of glenn miller, a toast to benney goodman, and others!
- your favorites are here . . . at a price that's a favorite too!

89c
sorry, no mail orders

Dacron-Cotton Bermuda Shorts

- get knee-deep in cool comfort!
- smartly tailored walking shorts, styled with the trim look of ivy
- a long-wearing wash-and-wear blend of dacron polyester and wool . . . cool combination!
- solids of tan, black or pewter . . . and batiks and plaids too!
- elsewhere \$6 pr.
- sizes 28-38

2.99 pr.
sorry, no mail orders

Hanging Lanterns from Italy

- witing luminaries . . . let them light your life!
- color and glass and a renaissance design . . . a glamour look in any room
- easily wired . . . suspend one alone or group them in impressive duets and trios
- handblown in transparent blue, green or amethyst
- suspended on 14-inch chains of ornamental wrought iron

12" long 4.99
16" long 6.99
sorry, no mail orders

Deluxe Size Decorator Flowers

- 27-lobed giants . . . big and bursting and beautiful . . . to flood your home with color!
- imitations of nature at her most generous . . . some with several blossoms on each branch
- huge roses, chrysanthemums, magnolias, lilacs, lilies
- gladiolas, orchids, delphiniums, hydrangeas, others
- are you positive they're not real?

39c each
sorry, no mail orders

Handwoven Silks of Thailand

- myriads of colors, breathtaking in richness, variety, depth . . . some subtle, some blazing
- solids, white thru the spectrum to black . . . interwoven squares, big or little, with colors merging, emerging . . . 40" wide!
- unmistakably handcrafted . . . for the most elegant raiment . . . decorator touches
- you'll know the beauties you need the moment you see them!

3.99 yd.
sorry, no mail orders

Yucca Gigantea

- bold and dramatic . . . the western yucca
- it becomes tree-like . . . soaring tall as 15 feet
- giant leaves . . . 4 feet long . . . rich dark green
- spikes of white bell-like flowers in springtime
- a superb herb plant in patio, terrace or garden . . . in a gallon can

69c
sorry, no mail orders

Sliced Danish Bacon

- bring home the bacon . . . from denmark!
- lean, luscious, high-protein . . . canned and table-ready
- for breakfast, lunch, dinner, smorgasbord . . . to sizzle with eggs, fry you a liver, add to sandwiches
- keep a can or two always on hand for unexpected bacon-makin'

1/2 lb. can 35c
sorry, no mail orders

Hakata Figures of Japan

- colorful and lifelike!
- lovingly hand-painted ceramic figures . . . created with centuries-old skill and artistry
- samurai lord, peart fisher, eel hunter, happy couple, sandal weaver, dollmaker, others
- exotic conversation pieces . . . no, they don't speak

2.99
sorry, no mail orders

Golden Arborvitae

- neat, dependable, and wonderfully gold-and-green!
- an evergreen shrub which soars to 5 feet . . . and presents year-long color
- compact and geometrical . . . handsome as a hedge or border
- and within the garden it's a spotlight of gold-green color
- in 1-gal. container

69c
sorry, no mail orders

50 Lbs. Planter Mix

- keep california green!
- with this scientific mixture of peat moss, steer manure, oak leaf mold and decomposed redwood bark!
- a life-giving plant food for trees, shrubs, lawns, flower beds, indoor foliage
- in a 50 lb. bag . . . plenty!

50 lbs. 89c
sorry, no mail orders

Airex Ocean Spinnig Reel

- don't let this one get away!
- extra-large capacity: 300 yds. of 15 lb. test
- quadrant brake . . . rustproof housing . . . counter-balanced handle
- slide-type anti-reverse button . . . last retrieve ratio . . . positive line pickup . . . perfect balance!
- everywhere to \$34.50!

13.99
sorry, no mail orders

SAV-ON CLEANERS

1116 Crenshaw, Across From Lucky Mkt.
3713 W. 190th, Across From General Petroleum
3937 Artesia, Corner of Prairie

SKIRTS • PLAIN STRAIGHT 19c
Limit 2 to a Customer — Bring Ad
With Order • Thurs., Fri. & Sat., June 7, 8, 9

SHIRTS LAUNDED PLAIN DRESS 3 for 69c

PANTS SUITS CLEANED & PRESSED 39c 98c

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West LOS ANGELES Sepulveda & National EX 1-5225

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