



The Phone Can Be Your Friend or Enemy!

With all the talking, or as I overheard one man call it, yammering, over the telephone one would think you would know how to use the instrument.

But I have noted that this is in fact very far from the truth, particularly when it comes to using the business end of the telephone.

In the course of my day I am often forced to use that inter-

by Count Marco

rupter of peace and quiet. Usually at the other end, handling connections, is a female voice that, as you Americans say, knows from nothing. I have heard desperate seals

mournfully barking for a mate sound better.

With telephone operators the bite is always as bad as the bark. When answering they make you feel as though whatever you're doing is all wrong, and to convince you of this they leave you dangling.

If you're one of these operators, I hope some day you get all wrapped up in your cords and dangle by the neck, as long as

I've been left dangling. Your life your company is your voice. would be short.

The rudest and crudest by far are those in government agencies, whether they be city, state or federal.

Next are the steamship companies, followed by the railroads.

Then comes the horror of all horrors, the one-girl offices, where even a female dog suddenly surrounded by a pack of curious male wolves shows more personality.

Perhaps this lack of phone appeal is because the phone companies have signed up all the beautiful, sexy, interested, intelligent voices. The rest of industry therefore must take the dregs.

Well, why don't you show us differently? If you're answering phones, remember that the only impression I have of you and

Many a business has lost my account because the voice at the other end was so inefficient I was afraid to try the company, for fear the rest of the organization was equally bad.

When answering the phone, whether at home or business, think of the party ringing as a friend. Greet them with cheerfulness and a warm welcome.

When trying to locate someone, come back on the phone frequently to let them know you are trying.

Good phone manners are merely courtesy, and people are not born with manners, they're taught.

Let's hope the next time I ring up and you answer I can be impressed by your manners.

(Distributed by Chronicle Features.)

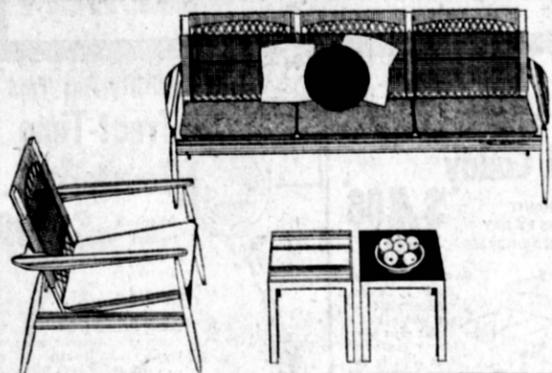
LIFE'S LIKE THAT

By FRED NEHER



"My folks won't let me see it... they say it's too educational!"

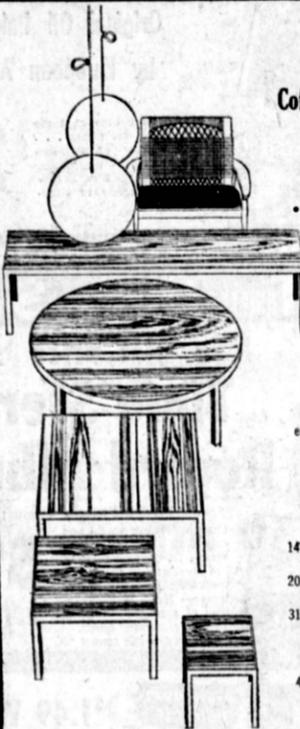
the akron



Danish Teakwood Armchair and Sofa

- to express the renowned danish heritage... designs with the clean, strong lines of burmese teakwood!
- a convivial armchair and its matching 6-foot sofa... both of well-seasoned teakwood... both with cool backs of golden woven cane
- introduce them to your living room, den, terrace, office area... and we'll include the sumptuous pillow with the chair and 3 pillows with the proud sofa!

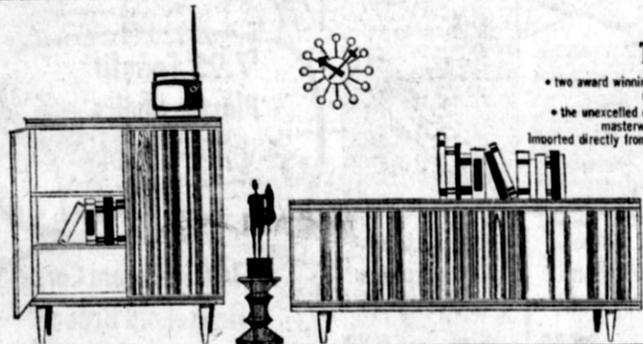
chair 32.99
6-foot sofa 89.99



Teakwood Coffee Tables from Denmark

- a quintet of sizes... surely the one for you is here!
- you'll love the wood... hard, glowing, spectacularly grained
- burmese teakwood... hand-rubbed to star for years... seasoned, strong, with a simple eloquence of design
- each table is 15 inches low... marvel at the way they enhance your room!

14" square 4.99
20" square 6.99
31" square 10.99
18"x60" rectangle 16.99
42" circle 18.99



Danish Teakwood Cabinets

- two award winning designs... the magnificent mating of beauty and function!
- the unexcelled craftsmanship of the danes... masterworks of hand-rubbed teakwood, imported directly from the workshops of copenhagen
- the lowboy cabinet is 50 inches long and 26 inches low... its fraternal highboy is 39 inches tall and 34 inches wide
- to hold linens, records, dishes, books, hi fi, etc... splendid and versatile newcomers for your home!

each 39.99



Norwegian Crisp Bread

- 100 paper-thin wafers per pack... famed norwegian flatbreads!
- fresh and crispy... made with wholesome finely-ground rye
- to serve with soups, salads, spreads, canapés
- low-calorie of course... keep trim, keep chomping!

12-oz. 39c



Danish Cheese Dips

- champion cheeses for delectable dips!
- the danes did it... they came up with these marvelous mixes of pasteurized process cheese
- cheese with shrimp... cheese with ham... cheese with mushrooms... in bright cups... keep some of each handy for dipping that's dandy!

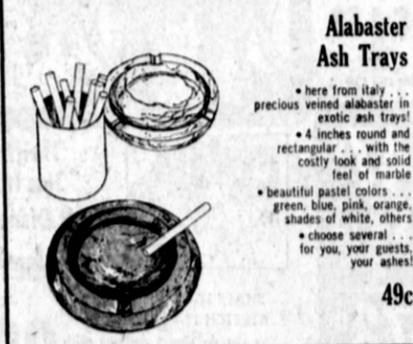
19c



Carved India Trivets

- a minor masterpiece for your table!
- hand-carved of dark kashmir-wood and ironwood... big as 6 inches square
- octagons, leaf shapes, squares, circles... some inlaid with brass or ivory!
- a native work of art... bold, beautiful!

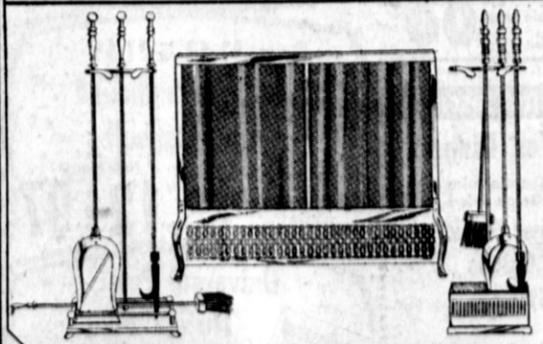
69c



Alabaster Ash Trays

- here from italy... precious veined alabaster in exotic ash trays!
- 4 inches round and rectangular... with the costly look and solid feel of marble
- beautiful pastel colors... green, blue, pink, orange, shades of white, others
- choose several... for you, your guests, your ashes!

49c



Half-Price Sale of Fireplace Equipment

- call it a fire sale... you're warm already!
- no wonder... here go our brass firescreens... our superb 4-piece firesets... our immensely practical 3-ft. fire tongs... our hanging brass firesets... our indispensable grates... everything but the flame itself... at half-price!
- see our screens... with automatic pull-chains... standard fireplace sizes... precision mesh curtains... great good looks
- heartwarming additions to your fireside... heartwarming additions to your fireside! standing firescreens reg. 13.99 6.99
- 4-pc. brass firesets reg. 8.99 4.49
- other accessories... half price



50 Lbs. Planter Mix

- are you keeping california green?
- use 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
- 50 lb. bag... plenty!

50 lbs. 89c

... Hiking

(Continued from Page 1) Each round took about two hours.

"We sure didn't have to rock them to sleep Tuesday night," Wheelchel said.

THE BOYS left just before 10 a.m. Tuesday and completed the first circuit about noon. After a quick lunch, which included a milkshake, they were off again, completing the second round at 2:15 p.m.

"We kept on going pretty much," Buddy said about the hiking trek. "The rocks were hurting our feet on the second trip, so Tommy and I took off our shoes part of the way," he said.

FIRST ORDER of business on the return trip home was a hot bath with salt added — and some more food.

The boys were off to school on time Wednesday, or perhaps a little early. It probably took them a little longer to walk the two blocks to school than normal.

Barring rain on the weekend, they'll try it again, however.



TO TRAIN... Second Lieutenant Robert E. Fournier has entered the United States Air Force navigator training at James Connally AFB, Tex. He is the son of Mr. and Mrs. Everett Fournier of 128 Palos Verdes Blvd. His wife is the former Zoe G. Hibbard of 1412 Marshallfield Lane, Redondo Beach.

... Shery

(Continued from Page 1)

crowded now and can expect an increase of almost 25 per cent in the next four years. To meet this growth we must have dynamic leadership, men of experience, dedicated foresight and courage of conviction," Dr. Shery said.

You exist but as a part inherent in a greater whole. — Marcus Aurelius.



BE A DONOR at the Bloodmobile



DEROGATORY REMARK

FACTS AND FALLACIES ABOUT YOUR HEART

FALLACY: MOST CASES OF HEART ATTACK AND STROKE ARE HOPELESS!

FACT: WITH MODERN METHODS OF TREATMENT MOST VICTIMS RECOVER AND LEAD PRODUCTIVE LIVES!

FALLACY: HIGH BLOOD PRESSURE IS "NORMAL" AFTER MIDDLE AGE!

FACT: HIGH BLOOD PRESSURE MAY BE HARMFUL AT ANY AGE. ONLY YOUR DOCTOR CAN SAY WHETHER YOUR CONDITION NEEDS TREATMENT!

FALLACY: RHEUMATIC FEVER (FREQUENT FORE-RUNNER OF RHEUMATIC HEART DISEASE) IS "CATCHING!"

FACT: NOT SO! BUT "STREP" THROAT, WHICH CAN LEAD TO RHEUMATIC FEVER IF UNTREATED, IS INFECTIOUS!

FALLACY: CHILDREN BORN WITH HEART DEFECTS CAN'T ENJOY ACTIVE LIVES!

FACT: TODAY FOLLOWING HEART SURGERY, MOST FACE A NORMAL OUTLOOK!

FALLACY: THE HEART FUND IS A ONE-DISEASE CAMPAIGN!

FACT: THERE ARE MORE THAN 20 FORMS OF HEART DISEASE AND MANY TYPES OF BLOOD VESSEL DISEASE! THE HEART FUND FIGHTS THEM ALL!

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

West LOS ANGELES
Sepulveda & National EX 1-5225

SOUTH BAY Torrance
Hawthorne Blvd. & 180th St. 370-3535



ACCEPTED AT SOUTH BAY STORE