



PUSHING ROUND-UP . . . Carol Lowe and Vikki King are busy here selling tickets to Scout Tom Larson. The girls will be selling tickets for the Waleria Round-Up Days fete Friday and Saturday at the Food Giant Market, Pacific Coast Hwy. and Hawthorne. (Ed Nickols Photo)

Round-Up Days Plans Completed

"Western" is the word for Waleria during the community's annual Round-Up Days celebration slated to get underway Sept. 7. The four-day event will run through Sept. 10. The family event is sponsored annually by the Waleria businessmen and features a queen contest and family entertainment, winding up with a parade.

PRIZES, WHICH include the grand prize of a color television set, plus a Polaroid camera and an all transistor radio, will be donated by area businessmen. Further information may be obtained from Waleria businessmen, or from Virgil D. Hancock, DA 6-7111.

THE QUEEN contest will begin at 8 p.m. on Sept. 7 at the Polynesian Restaurant. Sept. 10 the parade, which forms at Newton St. and Pacific Coast Hwy., will move through the Waleria area at 12:30 p.m. Trophies and ribbons will be presented to outstanding parade entries. A variety of groups will be represented in the parade, including equestrian units, Indians, and novelty groups.

An afternoon in Waleria Park will follow the parade with a family carnival highlighting the afternoon. Game booths, refreshments, and prize contests are planned. Tickets will be given with each purchase and prizes will be awarded every half-hour.

This is what's been missing in instant coffees—the pure coffee nectar

The pure coffee nectar . . . precious natural essence of coffee. It takes hundreds of Chase & Sanborn's costliest beans to yield just one dram of pure coffee nectar

New Instant Chase & Sanborn captures the pure coffee nectar

... the richness that's been missing up 'til now!

Taste it! The richness of the pure coffee nectar! Coffee experts have tried for years to capture and hold this precious essence in instant coffee. Today, Chase & Sanborn has succeeded! Now, New Instant Chase & Sanborn gives you the full flavor and aroma of premium coffee beans, and for the first time, the richness of their pure coffee nectar! Enjoy it today!

FINE COFFEE FOR NEARLY 100 YEARS

Get the New Instant Chase & Sanborn in the bright new jar!



AWAIT PARADE . . . Waleria area youngsters who will participate in the Round-Up Days parade Sept. 10 check to make certain that all is ready for the annual affair. Shown here on the left is Pam Freel on Billy and Reta Hancock on Tacela. Boy Scout Tom Larson holds the mounts while queen candidates Patti Campisi (left) and Carol Lowe look on.

BeefEaters MART
CORNER: ARTESIA (174th) & PRAIRIE

SPECIAL SALE

GROUND BEEF 3 lbs. \$1

GROUND ROUND 59¢ lb.

LEAN STEWING BEEF 59¢ lb.

ROASTS

CHUCK 7-BONE 49¢ lb.
SHOULDER CLOD
ROUND BONE

Lower Prices — More Pounds Per Dollar
(Aug. 31 - Sept. 1, 2) Open Week Days 9 to 6 — CLOSED SUNDAYS

"I'm shocked at the high prices some parents think they have to pay for children's shoes."

You'd be amazed at the number of parents who once spent \$8 to \$12 a pair for children's shoes, but now come to Thom McAn.

Are they hard-pressed? Skimping? Or selling their children short?

None of these. They've simply discovered what every parent should know. High prices do not guarantee your child healthy feet and better posture. But proper fit does. Proper fit when you buy the shoes. And proper fit for as long as your child wears them.

Fit is even more important than wear. We make a sturdy shoe. A very sturdy shoe. You couldn't buy longer wear at 2 or 3 times the price. Yet the plain truth is that most children outgrow shoes before they outwear them. Before age 6, a new size every 2 months; from then on, every 3 months.

Three or four new pairs of shoes in a year will do far more to keep your child's feet sound, than 1 or 2 pairs at any price.

Ironically, expensive shoes often work against healthy feet. It's human nature. The more a parent spends for shoes in the first place, the less prompt she is in replacing them when they need replacing.

We're so conscious of proper fit at Thom McAn, that your child can't walk out with a pair of shoes unless they fit in 5 different ways.

The heel must fit snugly for support. Not too snugly or it will blister. The length must be accurate to a fraction, or the arch will be misplaced. The width, ample enough to prevent cramping. The ball of the shoe must match the ball of the foot. Then we check for grow-room.

Unlike grownups, children cannot guide a fitting. Fancy rulers and elaborate gimmicks aren't much help either. It takes skill. And feel.

Our Store Managers—who sign your written "5-Way Fit" guarantee—average 11 years of experience. And the men they train have plenty of experience, too. (Last year alone, they fitted more than 3 million pairs of children's shoes.)

At Thom McAn the fit is right. And the prices are, too. You couldn't find better buys anywhere.

Infants' shoes start at \$2.99.

Double Play boys' shoes, with long-wearing Neolite soles and with comfortable, one-piece leather heel lining (no seams to chafe), start at \$4.99.

Pollyanna girls' shoes, in a wide selection of colors and styles, in all sizes, start at \$3.99.

At these sensible prices, you can replace shoes as often as they need replacing, to keep pace with growing feet.

If you still feel more at ease with big shoe bills, the thing to do is treat your child to 2 or 3 different styles in one swoop.

Thom McAn

TORRANCE — Del Amo Center

Highway Family Shoe Center — GARDENA, on Crenshaw opp. El Camino College (DA 4-9865)

Open Mon. thru Fri. 10 A.M. to 9 P.M. Sat. 9 A.M. to 9 P.M. Free Parking!

Follow Sunday's Herald Comics for Full Pleasure