

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.

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

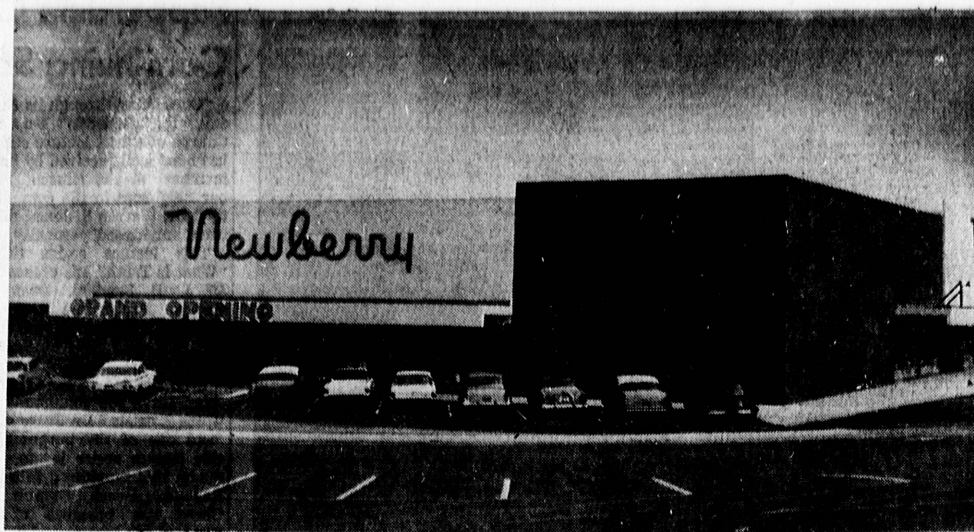
Phone

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



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 over-all 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 Newberry's 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.

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 Mates 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, Wing Back
Brochure Price 349.50 Sacrifice at **264.**

ATTACHED VELVET DRAP. SOFA
Hand Tailored and Upholstered in
Imported Tapesty
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.

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

Lowest 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

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