



FOR RALLY . . . Reminding residents that the first Goldwater Rally in the area during the current campaign will be held April 15 in the Long Beach Arena are Brian Hardwick, president of the Peninsula Republican Men's Club, and Mrs. Thomas Ross, daughter of Senator Goldwater. The senator will speak at the rally, making his first appearance in the area. Tickets, at \$1 each, may be obtained by calling Jim Ashby at FR 5-4950.

### Narbonne High Plans Open House

"Spotlight on Narbonne is the theme for the semi-annual open house at Narbonne High School, to be held April 20 from 7 to 9 p.m. The program will begin with a musical program in the school auditorium. Classroom visits, various displays, and discussions with teachers have been planned for parents and friends of Narbonne students. The fine arts, industrial arts, and homemaking classes will feature special displays of student work. A student fashion show is planned. The physical education department will sponsor a special activities demonstration. Students will take part in demonstrating modern dances, badminton, co-educational volleyball, and gymnastics. The program is designed to give the community an opportunity to understand the purpose, methods, and accomplishments of Narbonne High, according to program chairman Owen Bernard.

Rushing around smartly is no proof of accomplishing much. — Mary Baker Eddy.

### COUNT MARCO SAYS

## Madison Avenue Gets the Word

Madison Avenue pitchmen are cleaning up their television kitchens. In fact, they are cleaning up their televisionland houses from top to bottom.

And the picture has much more appeal than it has had for the past few years.

The same kind of crooked thinking that crippled Hollywood almost killed television commercials.

Obviously those advertising vice-presidents decided over one martini too many that the fastest way to sell household cleaning products was to pitch it in the raw.

For example, cleansers were exhibited in the raw, chapped hands of a drudgy-looking woman who stood there pushing her stringy hair out of her eyes with a grubby paw.

Her dress looked as if it had been used to mop the floor, and her feet obviously ached so much that you reached for the knob to switch channels before you let too much sympathy sway you.

They didn't stop with cleansers. Floor polishes were demonstrated by women better equipped to haunt houses than to sell the easy way out of household chores.

Somewhere up there someone loved it. But the customers didn't, thank goodness. You were having none of that.

The American woman has enough problems without being told there is no hope. If a product doesn't improve both the house and your personal appearance,

then you're not having any of it, and a big bravo to you.

How much more quickly an item sells when the ad shows a beautifully groomed woman wielding a mop quickly over the kitchen floor. No drudge, she—she wears a hat and clean gloves, and her outfit is high style.

As she takes the last strokes of the mop, she glances quickly at her watch, smiles, tugs gently at her gloves and exits into her limousine.

This is the sort of life every woman dreams of. You want to get away from hard and dirty work. If a product gives you hope, you'll buy it, no matter what the price.

Look what happened to Hollywood when it killed the geese laying all those golden eggs. Someone decided what was needed on the screen was more problems. They felt the public didn't want glamor.

How wrong they were when they showed actresses doing their own dishes, scrubbing their own floors, doing their own marketing in overloaded stretch pants and high heels.

Give you American women a glamorous outlet for escape and you'll take that route every time.

I am glad to see some originality come to television at last. What is shown on that tube comes right into the home. If it can't show something better looking than what's sitting there looking at it, then don't let it come in. Turn off the tube.

## Personal Property Guide Set

Guidelines scaled to the assessed value of improvements will again be used in computing 1964 personal property assessments, according to County Assessor Phil Watson.

Watson said he was continuing to work for the elimination of the household furnishings assessment, but it requires a change in state law. In the meantime, he said, his office will continue to use the computed percentage-of-improvement method used last year.

The 1964 schedule ranges from 4 per cent on houses or apartments valued at less than \$2,500 to a maximum of 15 per cent on dwellings assessed at more than \$27,000.

WATSON warned persons trying to compute their own assessment that the personal property percentage guide is based on the value of the improvement only, and not on the value of the land.

Guide lines are: 4.5 per cent on homes assessed at \$2,500 to \$2,890; 5 per cent on \$2,900 to \$3,250; 5.5 per cent on \$3,260 to \$4,000; 6 per cent on \$4,010 to \$4,500; 6.5 per cent on \$4,510 to \$4,000, and 7 per cent on \$5,010 to \$6,000.

OTHER GUIDES are: 7.5 per cent on \$6,010 to \$7,000; 8 per cent on \$7,010 to \$8,000; 8.5 per cent on \$8,010 to \$10,000;

and 9 per cent on \$10,010 to \$12,000. The scale increases at intervals of \$3,000 until the maximum of 15 per cent is reached.

Watson said a house or apartment assessed at \$4,000 would have a furnishings assessment of \$220. The standard deduction of \$100 is subtracted and the final assessment is \$120.

### Las Vegas Night Will Aid Senator

Californians for Goldwater, South Bay chapter, will hold a Las Vegas night at the American Legion Post 184, 412 Camino Real, Redondo Beach, Saturday, April 18.

The public is invited, but citizens were warned that no furs will be tolerated. Dress is western, and the fun begins at 8:30.



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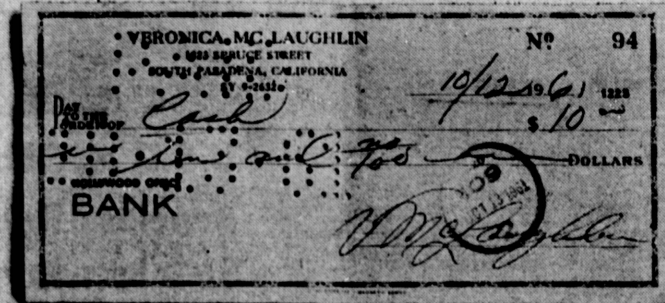
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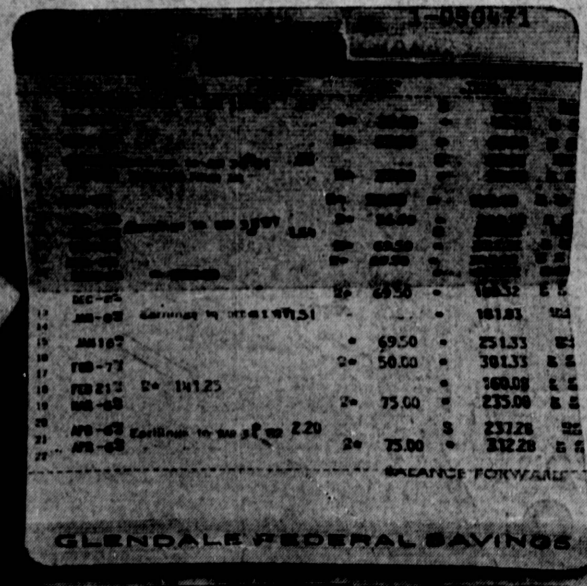
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