

John B. Wells, Jr., chairman of the Long Beach area Better Business Bureau Board of Directors, has lauded the cooperation of the Torrance Chamber and its board of directors which permitted opening of the Bureau's branch office at the Chamber offices, 2204 Torrance Blvd.

He pointed out that this step will result in fast, effective bureau service to the entire area.

Ed Cummings, president and general manager of the Long Beach area Better Business Bureau, stated that during the past 14 years the BBB has maintained a branch operation in Compton in cooperation with the Compton Chamber of Commerce. The addition of a similar branch to serve the Torrance area is a natural and logical step in the development of the area south of Imperial Highway, which is served by the bureau. He said the new office will be open to business and the public on Thursday of each week and will maintain its own phone service for those who are not able to come to the bureau office. The BBB may be reached on Thursdays by calling 320-0710. Office hours will be from 9:30 a.m. to 4 p.m.

BOB GAILEY, assistant manager of the Long Beach area Better Business Bureau, will handle the operation of the office at the Torrance Chamber of Commerce.

This expanding service of the BBB will make it possible for business firms, as well as the general public to secure fact reports on unknown companies with whom they contemplate doing business. BBBs do not endorse or recommend any

company whether a member of the bureau or not, or any service, but rather supply fact reports on organizations as they are represented in the Bureau's files.

More than 80 per cent of the Bureau's activity consists of supplying such reports in response to inquiries. Cummings pointed out that each year more of the Bureau's service is devoted to servicing such inquiries, indicative of the fact that people in general are increasingly conscious of the long time BBB slogan of "Before you invest—investigate."

IN THOSE instances where consumers have had what they feel are unsatisfactory business experiences with business firms, they will have the opportunity of discussing such problems with the bureau. Where such situations fall into the bureau's area of work the individual will be asked to supply the BBB with a written statement which the bureau will then discuss with the firm involved.

An additional service available to consumers is a vast area of informative material such as fact booklets and safeguard pamphlets which cover a variety of more than forty subjects. All of this material is directed to the objective of helping the public have a better, more concise knowledge of business and its methods of doing business. As a result of the widespread use of such material business enjoys an improved relationship with its customers and consumers enjoy better buymanship.

AS A FURTHER means of public information the Better

Business Bureau offers, both to consumer and business groups alike, without cost, use of three movies produced by the Association of Better Business Bureaus. "The Better Business Bureau Story" covers the background and purposes of the Better Business Bureau, as well as outlining the story of several problems which can and do create harmful reactions for the unwary consumer.

"Too Good to be True," another BBB movie, deals with bait and switch advertising and selling and the most recent one, "A House is a Living Thing," helps alert the public

certain safeguards which should be observed in the building of a new home, remodeling, additions, etc. If you are interested in arranging for the showing of any of the three films to a group call Bob Gailey at 320-0710 or Catherine Kinsman at HE 2-3437.

Better Business Bureaus are non-profit corporations supported through membership by legitimate business firms. The Long Beach area Better Business Bureau was established in 1923 by a small group of businessmen, many of whose firms continue their support of the organization. Truth in advertising, integrity in business, are the two cornerstones of the BBB's everyday operation. Another of its prime functions is that of assisting business in establishing programs of voluntary self regulation as opposed to the further encroachment of more and more local, state and federal laws.

CUMMINGS POINTED out that in its day to day dealings with business the bureau recognizes that the vast majority of business is honest, ethical, and is making every attempt to build sound, responsible business organizations. Unfortunately the activities of the fringe element which invade all types and kinds of business, tends to blacken the name of all business as a result of their unethical business practices and questionable advertising.

The work of the BBB helps to keep this undesirable element at a minimum through exposing their practices or making their activities known to the proper law enforcement agency. Cummings stated that the Better Business Bureau presently counts among its membership in the South Bay area support from a representative

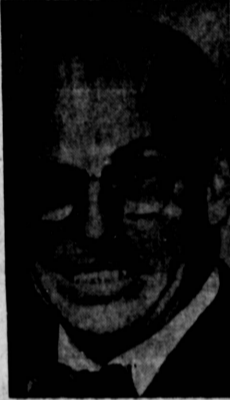
cross section of the financial institutions, a number of the large as well as the smaller retailers and a number of the industrial firms. All legitimate business firms in the Torrance area, he said, will be invited to support the Better Business Bureau activity through membership, in cooperation with the more than 1,500 other business firms whose membership makes the bureau's work possible. This business support makes the BBB's services available to all consumers in the community without cost.

South High Coed Guest Speaker At Toastmasters

Rosemary Heath, senior at South High School, spoke on "The Scarlet Ibis" at the South Bay Toastmasters Club 280 meeting. Miss Heath was voted most promising speaker at South High School in 1962-63 and outstanding speaker of the year in 1963-64. She also serves as assistant editor of the school newspaper.



JAMES C. ROME



VE NE L. DARBY

Hi-Shear's President Announces Board Election

George S. Wing, board chairman and president of Hi-Shear Corp., has announced the recent election of Vene L. Darby and James C. Rome to the company's board of directors.

Darby joined Hi-Shear as chief engineer in March, 1962, and is directly responsible for the design, development and testing of all products and processes. Hi-Shear Corp. is best known in the aerospace, electronic and marine industries for its precision fastening systems, explosively-actuated separation systems and related hardware.

Darby brought to Hi-Shear 22 years of design and supervisory experience acquired at North American Aviation, Northrop, and Lockheed.

For four years immediately prior to joining Hi-Shear, he was supervisor of fabrication group design productivity for the R570 Project at North American Aviation. For two years prior to that, he was engineering coordinator of the Thermal Resistant Materials Program for the F108 and B70 Projects. Darby's early experience in aircraft structural engineering started at Lockheed in 1938 with the P-38 Project.

ROME JOINED Hi-Shear as controller in September, 1962, and is responsible for all

phases of the company's accounting operations including general and cost accounting, as well as budgets and financial reports.

Immediately prior to coming to Hi-Shear, Rome held responsible positions with Aerospace Corp., El Segundo; Firestone Tire and Rubber Co., South Gate; and the Office of the Auditor General, U. S. Government.

UCLA Names Four to Fall Honor List

Four students from Torrance were among a total of 181 students at the University of California at Los Angeles to make the dean's list in the College of Letters and Sciences.

Students must make "A's" in a minimum of 12 units of academic work in order to make the list.

Torrance honor students are: George R. Groveman, 22318 Ward St.; Robert G. Healy, 1601 El Prado; William C. Osborn, 2706 W. 181st St., and Jane F. Spangler, 5101 Paseo de Pablo.

Also on the list was Samuel D. Oman, 13232 S. Casimir Ave., Gardena.

Police, Fire, High-Rise On Agenda for Rivierans

Three often discussed items will comprise the agenda of the Riviera Homeowners Assn. when it meets Monday evening at the Parkway Elementary School.

President Karl Stefek reports that representatives of the Torrance police and fire departments will be present to discuss the general topic "Is Our Police and Fire Protection Adequate," and a special re-

port on high-rise rezoning of the old Riviera clubhouse property will be made to the group, Stefek said.

During discussion of the police situation, clubmembers will be given specific information about the problems of enforcement in the Torrance beach area and in the city's parks during summer vacation months.

Monday's meeting is scheduled to begin at 8 p.m.

FUN IN THE SUN

Sav-on Specials!

Swim Caps

- "LARGO" white cap with assorted flower clusters in color. 98c
- "MERMAID" Assorted embossed designs on white or color caps. 69c
- "LIDO" White cap with eye-catching, oriental floral arrangements. 1.49

SUNGLASSES VALUES TO 2.98

CHIFFON TOILET TISSUE 10 FOR 1.00

NESTLE "Spraze" HAIR SPRAY (REGULAR OR SOFT) 59c

DIAL Deodorant SOAP COLORS - REG. SIZE 8 FOR 1.00

Summer Candies "REDS" Butterscotch, Peppermints, Rootbeer, Cinnamon, Caramel Rum. Reg. 29c Cello Bags 19c

ICE CREAM ARDEN or CARNATION Choose from a wide selection of tempting flavors - Square paks. Half Gallons 2 FOR 1.00

Air Mattress for Station Wagons - Double Size mattress with head-rests. Ideal for camping, hunting, etc. Folds neatly when not in use. 58x72" 4.49

PEPSODENT Tooth Brushes Each brush has 3 oz. size of Pepsodent Tooth Paste. ADULTS Reg. 69c ea. 2 for 79c CHILDREN Reg. 39c ea. 2 for 45c

Beauty Salon

- COSMETICS Hand Care Kit** Contains NUTRI-NAIL for nail growth and HAND CREAM to protect and soften hands. 2.00 value 1.50
- Nail Polish REMOVER** - Cuticle conditioner. 4 oz. 29c Size 2 for 49c
- Skin Freshener** Mild, effective astringent lotion - non-alcoholic. 6 oz. 1.25 Size. 98c

Dr. Scholl's FOOT REMEDIES

- ZINO PADS** Relieves painful pressure. Box 43c
- AIR-PILLO** Relieves Callus pain. Pair 59c
- BALL-O-FOOT** Cushion No adhesive. Pair 98c
- FOOT POWDER** Cools, refreshes. 49c

SUNTAN LOTIONS

- COPPERTONE OIL - 4 oz. 1.45 Size - Plastic Bottle. 1.33
- SOLARCAINE LOTION - 3 oz. 1.09 Size - Plastic Bottle. 99c
- COPPERTONE LOTION - 4 oz. 1.45 Size. 1.33
- SEA & SKI LOTION - 4 oz. 1.39 Size. 1.39
- TANFASTIC OIL - 4 oz. 1.50 Size Bottle. 1.29
- "QT" Quick Tanning LOTION - 4 oz. 2.39 Size. 2.23

swimwear

- Boys' Stretch Trunks Assorted colors and styles. 2 to 6X. 98c
- Girls' Stretch Suits One and two-piece suits. 2 to 6X - 12/14. 98c
- Boys' Nylon Stretch Assorted styles and colors. S-M-L. 2.49
- Boys' Boxer Trunks Cotton - Assorted colors. S-M-L. 1.79
- Girls' Stretch Suits Assorted colors and styles. 2X to 6X. 1.79
- Girls' Suits Assorted colors and styles. 7 to 10 - 12/14. 2.19
- Men's Stretch Nylon - Draw-string - color fast. S-M-L. 3.49
- Men's Trunks Assorted styles and colors. S-M-L. 2.79
- Men's Trunks Cotton with draw-string - colors. S-M-L. 1.98
- Men's Knit Assorted designs and colors. S-M-L. 2.79

BEACH TOWELS

- 26x50" - Cotton towels with multi-stripes in beautiful colors. 98c
- Cotton with ass't decorative prints. 36x70" 1.98 2.49

UMBRELLA Fine quality umbrella with striped top and 2-pc. 6 ft. aluminum pole. 7.98

SHOP SUNDAY 9 AM to 10 PM

Picnic Jug by THERMOS

"Holiday" - Sanitary plastic liner. Fiberglass insulated. Shoulder pouring spout. Holds 1 Gal. 1.98

Insulated Bag Jumbo Size - 1' fiberglass filled. Embossed vinyl covering in assorted colors, vinyl lined. 2.39

Beach Bags Choice of "tote" or "draw-string" style. Both bags are rubberized. Pastel color or prints. 98c

Back Rest "Lester King" - Natural wood finish, striped back and seat flap. 3 position wood adjustment. 1.69

Ice Chest by THERMOS "Holiday" Foam plastic in green and off-white color combination. Plated cover locking handles. 1.98

Swim Mask "Wide Angle" with extended Crescent lens. Watertight contour fit, fully adjustable strap. 98c

Swim Fins Riviera "Beaque" - Small, foot shaped white rubber fins with adjustable strap. 1.49

Swim Ring 21" round ring with decorative design in red color. 69c

Beach Ball 12" colorful ball with six panels. Made for long service by all. 49c

WESTCLOX "Travelarm" Sliding shutter front, enamel back. Shatterproof crystal, bell alarm. Choice of white, black, blue or green luminous. 7.98

INFANTS' Bottle Sterilizer EVENFLO - 8 bottle capacity for regular or terminal sterilization. Automatic steam release valve. 2.98

LADIES' Cobbler Apron Polished Cotton - finely stitched hem. Tie around style in colorful prints and solids. 1.59

Girls' Panties Annette - two bar tricot, assorted colors and white. Sizes 2 to 14. 411.00

Car Wash Brush EMPIRE - Unbreakable block, non-scratch "split-tip" supreme bristles. Automatic on-off valve. Reg. 1.89 1.33

Baby Pants EMPIRE - Plastic Pull-over style with elastic waist and leg. Assorted colors and white. S-M-L-XL. 511.00

BOYS' or GIRLS' Boxer Shorts 100% cotton poplin with little or no ironing needed. Assorted pastels to choose from. S-6X. 49c

SUNBEAM Electric Razor "Shavemaster" - with professional barber type trimmer for neat sharp sideburns. Comfort curved head with 5 precision honed surgical steel blades. Model 555-1L. 19.88

AD PRICES PREVAIL May 31st to June 3rd Sunday through Wednesday

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