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SARTORI and EL PRADO — TWO TORRANCE ENTRANCES

California Steel Production, Use Explained In 440-Page State Study

Prewar developments, wartime adjustments and long-run outlook for the steel and steel-using industries of California are presented in a report prepared for the State Reconstruction and Employment Commission by the Bureau of Business and Economic Research of the University of California, under the direction of Dr. E. T. Grether, dean of the School of Business Administration of the University.

The steel study, covering 400 printed pages, was initiated by the Commission as a part of its planning for retaining and expanding California's wartime gains in manufacturing.

In analyzing the broad field of the steel industry, the report discusses the industrial development of California and the eleven western states as a regional unit. In particular, it covers population growth, pattern of economic activity of inter-regional trade, development of manufacturing and gains made in wartime manufacturing capacity in California. The report reviews prewar markets for steel in California and the West, and the consumption of various types of steel products before the war. It discusses in detail the wartime expansion of basic steel production capacity and presents estimates of postwar market possibilities.

It also reviews in detail the advantages, handicaps and prospects for many types of steel-using manufacturers in the state. These are grouped under the general classifications of (1) manufacture of machinery, including agricultural machinery, oil-field machinery, food machinery and other types, (2) sheet-steel and tin-plate consuming industries and the various uses of sheet steel, and (3) industries using steel wire and wire products.

Rapid Expansion

The report points out that during the war California expanded its manufacturing activities to an extent much greater than the rest of the nation. This expansion was largely in the fields of durable goods, and significant proportions of these war-induced facilities are being used for peacetime purposes. It shows that a tremendous expansion of the steel industry took place in the West during the war; however, many facilities require alteration to meet peacetime needs.

Highlights of the report are that:

1. California's steel and steel-using industries will enjoy substantial, long-run advance, at least to the same extent as manufacturing in general.
2. Although specialized war industries, such as aircraft and shipbuilding, have been out back heavily, there are many current evidences of expansion and growth in the state's steel and steel-using industries. In this connection, railroads and other public utilities report an unprecedented number of requests for information about possible sites and other facilities available for both new industries plant expansions in California.
3. The degree to which manufacturing in general and the steel-using industries in particular may be expected to expand in California will, to a large degree, be determined by special investigations of the local advantages and handicaps for each type of manufactured product. These factors are reviewed both in general terms and in relation to selected industries in California.
4. One of the greatest locational advantages of California results from the long-run and recent rapid increase in the western market arising from ex-

pansion of population, income and of industry.

5. One of the greatest western industrial handicaps arises out of the economies of large-scale production already in operation in the east. Where such economies are marked, production to a large extent probably will continue in the midwest or east. However, in some such instances, the western market is now, or soon will be large enough to support assembly line operations or essential tool and die equipment. It is pointed out that large increases may be expected in the assembly of motor vehicles and in the manufacture of automotive parts, refrigerators (both domestic and industrial) and food-products machinery. Increases are also expected in the manufacture of tin cans and other tinware, stoves, water heaters, electrical appliances, tractors, agricultural machinery, pumping equipment and air compressors.

6. National manufacturers are showing exceptional interest in establishing branch plants in California; Pacific Coast buying offices of national distributors are active in developing regional resources and construction activities in the West are expected to be at an all-time high for a number of years.

The report states that, in broad terms, three types of industrial situations represent the best possibilities for regional development:

1. Industries making products with unique local and regional markets, which in some instances can also be sold in other areas in national competition.
2. Industries in which regional freight cost and other advantages allow regional competition but do not provide sufficient advantage for national competition.
3. Industries so highly dominated by national firms that regional production can occur primarily only through branch plants of these firms.

The report points out that many small steel-using enterprises will have unprecedented opportunity to establish themselves or improve their market positions; however, some will be handicapped in markets. In this connection, the report states:

"The State of California, with the Federal government and private interest, can make a constructive contribution toward maximizing production and employment by assisting those smaller enterprises in overcoming the most serious handicaps within the bounds of sound, economical operations."

Big Outdoor Show In L.A. Part Of March Of Dimes

As part of the nation-wide March of dimes campaign, radio station KFWB will present "Dancing On a Dime," a mammoth outdoor show and street dance with free admission, at Le Conte Junior High playground, Van Ness and Fernwood one block south of Sunset Blvd., from 6:30 p.m. to midnight on January 30.

With a 90-foot stage and dance floor simulating a gigantic dime, the continuous parade of entertainment world big names will be emceed by leading disc jockeys and radio personalities, including Bill Anson, Frank Bull, Stuart Hamblen, Maurice Hart, Lou Marcelle, Gene Norman and Peter Pover, and will feature top notch band and film, radio and recording artists.



ARCTIC FLYING IS DIFFERENT (1) THE SUN.

Down through the ages of flying the sun has played an important role in the lives of aviators which few ever suspected, hence, very little has been written about its influence on aviation.

It all began with the Wright brothers' first flight at Kitty Hawk in 1903 when their pre-dawn aerial jaunt started a sleepy world that convinced the famous brothers that the periods of daylight just before sunrise and just after sunset were times when the air was most likely to be calm, smooth and devoid of wind which was best suited for their unpowered engines and inexperienced hands on the controls.

The logic or such reasoning was followed by early aviators who wheeled out their unready mounts for an early morning or late evening flight up until World War I began. It was a common sight at any of the so-called airports to detect shadowy forms breathlessly awaiting the coming daylight, grab a handful of grass, toss it high in the air and watch the direction of its fall. If it fell straight down, it proved that the air was smooth with no wind and the flight was on, otherwise, it was caued off until dusk.

To those early pioneers who knew the value of forecasting weather by the sun goes full credit for producing the sturdy orade in which aviation was nursed and rocked in the trying years to follow.

The sun-to the crop of war-trained aviators who followed those early birdmen meant nothing more than Nature's distasteful signal to get kicked ruthlessly out of a sound sleep by a tough sergeant, or the welcome sign that the day's work was ended and a round of revelry about to begin. Therefore, its silent importance diminished with each crop of new aviators who depended more and more on increasing horsepower and reliable engines rather than on the knowledge of weather and the air through which their airplanes were to fly.

Any pilot, regardless of his experience, is completely stumped when he faces the problem of navigating by the sun in the Arctic. Its low, short arc across the northern sky in winter coupled with 35 degrees of variation and darkness 20 hours out of the 24 for each day bedevils him to the nth degree.

In the summertime when the sun shines 20 hours a day out of the 24 a pilot flying non-stop from Edmonton, Alberta, to Fairbanks, Alaska, will have the low sun gleaming over his left wingtip for the entire 10-hour journey. It never seems to move, nor does it rise or fall on the horizon similar to its travel in the United States.

Many a pilot flying from Nome to Fairbanks in the evening on a due east magnetic

Local Reservists On First Annual Two-Week Cruise

Donald Eugene Phoenix, MoMM 1/c, 2420 Gramerye ave., and David James Wilkes, MoMM 3/c, 2717 Carson st., are now enjoying their first annual two weeks cruise aboard the USS Buck. They and 10 other members of the division reported aboard in San Francisco for the first of a series of cruises scheduled over two week intervals. The basic purpose of the cruises is to give reservists every opportunity to handle and operate all types of modern equipment in ships similar to those which they might meet in time of war. Foreign ports in Mexico and the Hawaiian Islands will be visited by members on this cruise and they will draw full pay and allowances while on training duty.

Meetings of the 46th Division of the Naval Reserve are being temporarily held on Tuesday evenings from eight to 10 o'clock at the Veterans' Service League center, 1447 16th st., Santa Monica. Fighting DD's, DE's and LCI's have been turned over to the reserve for week-end cruises.

Billets are still open in the 46th Division for most rates. An opportunity is provided for former naval personnel to learn a trade, get expert training, stay eligible for advancement for longevity, take summer cruises and draw one day's pay and allowance for each weekly meeting attended.

Drop in at the Veterans' Service League center for further information or contact Lt. Commander L. C. Borden, Naval Reserve recruiting officer for the Santa Monica post-office building.

GREAT PERCENTAGE

Approximately 37 per cent of the 13,958,000 World War II veterans have applied to the Veterans Administration for training or education under Federal laws.

course has been astounded to observe the sun on the tip of his left wing instead of being hidden behind his airplane as he would expect to find in the United States. His compass pointing to a 60-degree heading instead of one of 90 degrees would bedeville him completely if it were not for the radio beams buzzing an "On Course" signal in his earphones, or a direction finder compass needle pointing directly to the proper station ahead.

It has taken the "bush" pilots of Alaska many years to adjust themselves to flying at the top of the world with Nature's signs in the heavens completely topsyturvy. To their skill and experience goes credit for saving many lives of "green" pilots who thought the sun in the Arctic was no different than when shone in the United States, only to find out their mistake when it was too late.

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