



NEW COLLEGE COEDS . . . El Camino College Prospective Freshmen study new fall schedule of classes before registration begins August 1. From left to right, Pat Patterson, Hawthorne high school; Toni Corral, Mira Costa; Babs O'Hanlon, Torrance; Beverly Thompson, Morning-side; Janis Gobel, Redondo Beach; Florence Tamburro, Morning-side; and Judy Munde, Gardena.

EL CAMINO ACCEPTING CALLS FOR COUNSELING

El Camino college has started registration procedures for the 1954-55 fall term by accepting telephone calls for counseling appointments. Merl F. Sloan, director of student personnel, has announced. Appointments with the college's eight counselors may be made from 8 a.m. until 8 p.m. daily by calling the college counseling office, MEEno 4-6631 or Plymouth 6-1421. Sloan indicated. The counseling staff will be available for consultation daily from 8 until 8, from Aug. 4 to Sept. 8.

Classes Begin Sept. 13. Classes for the fall term start September 13. Students who planned their programs with members of the counseling staff last spring need not phone for registration appointments. The director of student personnel indicated that they would be notified of appointment dates by mail. At the same time, he revealed that students enrolling for less than 10 units need make no appointment, but may register at any time from 8 a.m. to 8 p.m. Those telephoning for appointments will receive class schedules, information sheets, and registration materials by mail to facilitate registration, Sloan said. The college anticipates the heaviest enrollment in its eight-year history, and classes will be filled on a first-come first-served basis, the administrator emphasized. He also stressed that students taking advantage of early appointments will avoid the "in-avoidable last minute registration lines."

Plan Illinois Reunion
An all-day reunion will be held July 18 in Sycamore Grove Park, Los Angeles, for former residents of the State of Illinois, according to Virgil Robertson, president of the Illinois State Society.

Business Needs True Statistics

"BEHIND THE SCENES IN AMERICAN BUSINESS"
By Reynolds Knight

U. S. Government reporting of statistics on business is the world's best. But New York, the nation's business capital, is beginning to wish that the statisticians could be just a little more realistic. Here are three cases in point.

Rents: The official index of rents is up not quite 4 per cent since mid-1953. But, say industrialists, whereas a year ago real estate agents were collecting extra charges, today they are advancing moving expenses, or knocking off a month's rent in lieu of re-decorating. It doesn't jibe.

Metals: Official prices are up 2.5 per cent on steel, stationary on other metals. But purchasing agents declare these are list prices only, and that alert buyers are getting goods for less than list every day.

Automobiles and other durable goods: List prices have shown little softening in a year, though higher trade-ins and extravagant promotion offers have trimmed "real" auto prices at least 7.5 per cent.

The reason business wants statistics to reflect real prices instead of list prices is simple: Wage scales are tied closely to living costs indexes. Profit margins would be more satisfactory if wages could be kept down.

ENCHANTMENT—It's no secret that one of the mainstays of the American economy for several decades has been our almost over-developed yen for better living through better things—largely "more convenient" things.

THINGS TO COME—A magnetic dingbat slips a rubber sleeve over an electric cord and holds it against the appliance when it isn't connected . . . If you have air-conditioning, you

can get a slotted steel door to let air circulate between rooms, and eliminate some ductwork . . . Viscose fiber dish towels are said to be free of lint, twice as absorbent as the cotton ones they offer to supersede . . . An aluminum step stool has a bright red seat of fiber glass.

BRIGHT PICTURE—As 1954 goes into its second half, it is clear that the nation's economy, instead of slipping back, is pushing confidently ahead. Strongest indication that business is headed for new achievements comes from the construction industry; all its segments foresee all-time record expenditures this year.

Manufacturers of clay tile floor and wall surfacing material, for example, expect as much as a 10 per cent dollar increase in their sales. Government experts contend they forecast a new record of \$36 billion worth of construction.

Buildings will be better as well as more numerous. In private housing, quality materials are being used as never before. The trend is toward floor-to-ceiling clay tile installations in bathrooms and kitchens. The use of such superior materials, as well as the addition of hosts of time-saving conveniences, make today's houses the best ever built in volume.

BIG CUSTOMERS—New York's National City Bank has just published its annual listing of the hundred largest manufacturing corporations in terms of total assets, ranging from \$5.3 billion Standard Oil (New Jersey) to \$215-million Colorado Fuel and Iron.

These companies took in \$91.4 billion from their operations, paid out not quite \$48 billion for

goods and services purchased, \$22.7 billion for wages, salaries and labor benefits, and paid \$11 billion in taxes, state, federal and local. Net income of \$5.7 billion represented 6.2 cents on the sales dollar. Stockholders got 3.3 cents of the sales dollar as dividends.

Preparing themselves to do an even bigger job of producing and selling in 1954, the companies spent \$6.4 billion on plant expansion and modernization.

BITS O' BUSINESS—Three million veterans have used GI benefits to buy homes, leaving 15 million who still may buy up to July 25, 1957 . . . Coarse paper and paperboard makers

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AT CARSON AND MANUEL STS., TORRANCE

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Bible School 9:30 A.M. Wed. Prayer and Praise Service 10:25 A.M. 7:30 P.M. A Nursery is provided for 6:30 P.M. all services. Also sound-proof mother's Fellowship Training 7:30 P.M. room in balcony.

Watch Stolen

The theft of a watch from her house has been reported to Torrance police by Mrs. Gerald Hix, 17504 Elgar St. The theft occurred sometime Thursday.

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<p>MATERNITY SHORTS \$1.98</p> <p>LADIES' REG. 2.95 SHORTS \$1.59 SIZES 10 to 20 2 for \$3.00</p> <p>STRUM'S 51-15 NYLON HOSE 69¢/pr. 3 pairs \$2.00</p> <p>GIRLS'—SIZES 3 to 6x SUN DRESSES \$1.29</p> <p>GIRLS'—SIZES 3 to 14 PLAY SUITS \$1.69 up</p> <p>INFANTS' SATIN COMFORTER & PILLOW \$3.98</p>		