

American Consumer Appears to Be Sitting in Driver's Seat Today

By REYNOLDS KNIGHT
The American consumer appears to be sitting in the driver's seat these days as industry studies him and attempts to curry his favor.
He's even escaped any blame for the recession, which has been attributed to overcapacity and too-large inventories. On the contrary, Mr. Consumer is even receiving some credit for moderating the recession.
A Federal Reserve Bank economist notes in the monthly review that the consumer refused to be panicked by the recession into reducing his spending drastically. Consumer spending was at a record high in the final quarter of 1960 despite all the talk of recession.

THE BANK'S economist says the downswing in inventory purchases by business may have been "excessive," in view of the consumer's attitude.
A Midwest investment firm reports that today's consumer is spending 40 per cent of his dollar with service industries, compared with 32 per cent in 1948. The service industries include travel bureaus, auto repair shops, piano tuner, doctor, dancing school and such.

'HOT' POLICE TIRES — Hard-driven police patrol cars and other emergency vehicles that often have to travel long distances at high speeds face more-than-average danger from "shock wave" damage to tires.
E. F. Tomlinson, president of B. F. Goodrich Tire Co., says emergency runs on turnpikes or other highways permit destructive "shock waves" to build up to a point where they can cause blowouts or other failures.

NOW BFG HAS developed a Silvertown Highway Patrol tire specifically designed to eliminate this kind of damage. Tomlinson says the 4-ply nylon tubular tire runs 20 to 25 per cent cooler at high speeds than normal tires and the "shock waves" are prevented from reaching danger point by a scientifically determined cord angle.

The tires were tested by an independent tire testing company at speeds up to 120 m.p.h. in temperatures up to 102 degrees and under rigid requirements laid down by various state highway patrols. At the end of the tests they showed no signs of wear, tread rubber, tread separation or weaknesses that could cause blowouts, he said.

EVERYBODY WINS — Unlike the big leagues in baseball, where only two teams can win the first-place pennants, business and groups from the public sometimes can undertake a project that concludes with everybody, including the consumer, winning.

Such a project is now getting under way across a wide area of the Upper Midwest. The "terms" are Cargill, Inc., farm products shipper and processor, and 40 local chapters of the Future Farmers of America. Under the program, sponsored by Cargill Hybrids, the FFA chapters will undertake five-month corn management projects underwritten and guaranteed against financial loss.

EACH CHAPTER will grow corn from seed provided by Cargill on a five-acre parcel of land, and will give the sponsoring firm crop production reports at various stages of growth. At the outset the youths may borrow up to \$150 to get the crop started. When harvest time comes, the chapter keeps the net profit from the crop. The whole theory is in tune with FFA's motto of "learning to do... doing to learn," notes W. J. Kortsmaki, Minnesota FFA executive secretary.

Cargill Hybrids later will be able to use the crop reports in its continuing research to develop better seed strains. And in the long run, better corn may be produced as an aid to the Farm Belt economy.

THINGS TO COME — With spring just around the corner, golfers will be checking in their clubs. For the real zealots of the game, who guard their woods with as much pride as the owner of a new automobile, the divot liggers may now purchase pseudo mink golf club head covers for as little as \$17 for

the set of four woods... Science-minded youngsters may now delve further into the field through a new series of educational toys which enable them to recreate the Gutenberg printing press, Edison's electric light bulb, Hero's steam turbine, Galileo's telescope and Morse's telegraph.

FLUORIDATION — There's a quiet campaign afoot to organize a public relations program to sell the benefits of water fluoridation to cities not now using it. The U.S. Public Health Service, which claims that delay in treating the nation's water supply costs Americans \$452 million annually in dental bills, has the backing of the American Dental Association, which applauds such water treatment. Certain tooth paste manufacturers are seeking to tie ads with the campaign and others are considering marketing a fluoride pill that can be put into orange juice, drinking water or other beverages.

BITS O' BUSINESS — The days of the hand-picked tomato may be numbered as canners develop strains permitting entire fields to ripen in a day instead of over several weeks, making machine harvesting more practical... Federal officials now predict net farm income will rise to about \$13 billion this year; it would be the highest level since 1958... Among attractions designed to gain business are a motel with free chapel facilities for wedding couples, a discount house which gives free champagne to anyone visiting its shop, a restaurant which offers a "depression plate," and a gasoline station which gives a free copy of TV Guide each week to regular customers.

The Old Timer
"Youth calls to youth... that's why we almost never get to use the phone."

Theme for 1962 Tournament of Roses Sought

Two tickets to the outstanding events of the 73rd Tournament of Roses, including choice seats for the New Year's Parade and the Rose Bowl game, await the person who submits the idea chosen for the 1962 fete.
Just two weeks remain in the search for a suitable motif for next year's procession. All entries postmarked before midnight on April 15 will be accepted for judging. The winning theme will serve as the basis for the design and decoration of the 60 floats to be seen in the annual mid-winter event to be held in Pasadena on Jan. 1, 1962.

ALL ENTRIES must be addressed to the Tournament of Roses Assn., 391 So. Orange Grove Blvd., Pasadena, Calif. Post cards and not letters are to be used in submitting ideas. Persons taking part in the contest may send in as many entries as they choose, but only one suggestion may be included on each card.

Last year's theme was "Ballads in Blossoms" and was sent in independently by three different persons. The multiple winners were Mrs. Henry W. Anson, El Monte; Mrs. Herman Ross, Jr., Canoga Park and Mrs. M. G. Verhoeven, Woodland Hills, all in California.

SOME OF the past parade themes have been: "Tall Tales and True," "Our American Heritage," "Joyful Living," "Melodies in Flowers," "Famous Books in Flowers," "Golden Legends," "Day-Dreams," "Childhood Memories" and "Fairy Tales."

Judge H. Burton Noble, president of the 73rd Tournament of Roses, states regarding the search, "We cordially invite all of those interested in our spectacular floral event to submit their ideas for a theme. Judging of suggestions will go forward immediately after the contest closes. The winning suggestion will be announced soon thereafter. Entrants will then begin shaping up plans for their entries."

KNOW YOUR NAVY



BUILT BY BUSHNELL AND RICE AT THE END OF THE CIVIL WAR, THIS EARLY U.S. SUBMARINE TURNED OUT TO BE A REAL "JONAH." HANDPOWERED THE WHALE WAS DESIGNED TO CARRY AN 18 MAN CREW. SHE FEATURED AN AIR LOCK TO PERMIT A DIVER TO FASTEN EXPLOSIVES TO THE BOTTOM OF A TARGET VESSEL. THE WHALE'S 1872 TRIALS ENDED IN DISASTER WITH A LOSS OF 32 LIVES; SHE FAILED TO RISE.

"COME AND GET IT!"



WINS OPENING GIFT... Mrs. Grace Day (center) of 3310 Newton St., accepts order for a cocktail ensemble from Peggy McNary of the House of Chancivier in the Rolling Hills Plaza while Violet Sutton, Peggy's mother and associate, looks on from the right. Mrs. Day used a coupon she found in her HERALD to win the grand opening prize. (Herald Photo)

Raymond A. McPherson, en- St., serving aboard the ocean a large U. S. Pacific Fleet ex-
gineman second class, USN, nonmagnetic minesweeper USS gemine during the Spring of
son of Mr. and Mrs. Howard Implicit operating out of Long 1961.
A. McPherson of 1551 W. 211th Beach, Calif., will take part in

Torrance Church Calendar

- | | | |
|--|--|--|
| <p>SOUTH BAY BAPTIST CHURCH
4545 Sharynne Lane
Seaside Ranchos, Torrance
Pastor: Dr. J. C. Brunfield
Frontier 5-3423
Sunday School 9:30-10:45 A.M.
Morning Worship 10:45 A.M.
Junior Church 11:00 A.M.
Baptist Training Fellowship 6:00 P.M.
Evening Worship 7:00 P.M.
WEDNESDAY
Bible study and prayer 7:30 P.M.
THURSDAY
Choir Rehearsal 7:30 P.M.
Modern crib nursery and toddler care provided all stated church services.
Sunday School bus transportation schedule Frontier 5-3423.</p> | <p>CHRIST THE KING LUTHERAN CHURCH
2706 W. 182nd St., Torrance
Maynard V. Midlinton, Pastor.
Phone Davis 5-8211
Res. Davis 5-3155
Divine Worship, 8:30 A.M.
Sunday School, 9:45 A.M.
Divine Worship, 11:00 A.M.
Nursery care provided at both services.</p> | <p>CHURCH OF CHRIST
1522 Cravens Avenue, Torrance
Freston L. Winick, Minister
SUNDAY
9:45 a.m.—Bible Study
10:45 a.m.—Worship Service
6:00 p.m.—Young People's Meeting
7:00 p.m.—Evening Worship
WEDNESDAY
10:00 a.m.—Ladies' Bible Class
7:30 p.m.—Bible Study
Phone FA 9-1335</p> |
| <p>FOURSQUARE GOSPEL CHURCH
Corner Arlington and Sepulveda
Tel. DA 4-2372
Rev. and Mrs. Jas P. Lowen
SUNDAY, Sunday school 9:30 a.m., Morning Worship 10:45 a.m.
Group Services 6:30 p.m. (Y.P. Cadets, Defenders)
Evangelistic 7:30 p.m.
MIDWEEK Wednesday — Bible Study at 7:30 P.M.
PUBLIC INVITED</p> | <p>ASSEMBLY OF GOD CHURCH
2404 Hawthorne Blvd., Waltham
Rev. O. W. Fish, Pastor
FRONTIER 5-7788
Sunday School—9:45 a.m.
Morning Worship—11:00 a.m.
Children's Church—11:00 a.m.
Evangelistic Service—7:30 p.m.
Tues. Prayer Meeting—7:30 p.m.
Thurs. Young Peoples—7:30 p.m.</p> | <p>FIRST CHURCH OF CHRIST, SCIENTIST
2181 St. and Manuel Ave., Torrance, Calif.
Church Services—11 a.m.
Wednesday Eve Meetings—8 p.m.
Sunday School
9:15 a.m. children 9 yrs to 20
11 a.m. children under 9 years must be accompanied by parent or guardian for enrollment.
Reading Room—1406 Cravens
Open 10 a.m. to 5 p.m. daily except Sunday and Holidays. Also 7 to 9, Monday and Friday evenings.
All are welcome to attend our services and to use our Reading Room.</p> |
| <p>HOPE CHURCH EVANGELICAL UNITED BRETHREN
8847 W. 174th St.
Rev. Mourad Bergman
PH. DA 9-3277—Res. DA 9-3542
9:30 a.m.—Sunday School
11:00 a.m.—Morning Worship
6:30 p.m.—Youth Fellowship
7:30 p.m.—Evening Worship
Bible Study and Prayer Meeting Wednesday, 7:30
Nursery care provided for the morning services
DA 9-1012</p> | <p>SEVENTH-DAY ADVENTIST
Corner of Acacia and Sonoma
Elder Glen L. Goffar, Pastor
Residence — FR 5-8731
Church Office — RA 8-1540
Saturday—
Sabbath School—9:30 A.M.
Church Service—11 A.M.
Wednesday—
Prayer Meeting—7:30 P.M.
Youth Meeting—7:30 P.M.</p> | <p>CENTRAL CHURCH EVANGELICAL UNITED BRETHREN
Marcella and Arlington
Rev. Walter M. Stanton
FA 5-2018
9:30 — Sunday School
11:00 — Morning Worship
6:30 — Youth Fellowship
7:30 — Evening Worship
Midweek Worship Service 7:00 Wednesday Evening</p> |
| <p>FIRST BAPTIST CHURCH
at Carson & Manuel St., Torrance, Calif.
Phone FA 5-5039
Mervin Gates, Pastor
Robert Dehn, Asst. Pastor
SUNDAY—2 Morning Services
9:15 A.M.—10:45 A.M.
Sunday School 9:15 for Nursery thru Junior College and Adults
10:45—Jr. High and High School Fellowship Training—4:15 P.M.
Evangelistic Message—7:30 P.M.
WEDNESDAY—Bible Study 7:30 P.M.
Communion Service and Prayer
Nursery provided for all services, also sound proof mothers' room.
ALL WELCOME</p> | <p>ROLLING HILLS COVENANT CHURCH
2221 Palos Verdes Dr. No., Allen W. Wickman, Pastor
Sunday School 9:45 a.m. Classes for all ages and interest groups.
Morning Worship 11:00 a.m.
Evening Service at 7:00 p.m.
Youth groups for Junior and Senior High School Youth 8:00 p.m. Nursery and Children's church services each Sunday.
PH 1-745 P.M.</p> | <p>FIRST CHRISTIAN CHURCH OF TORRANCE
(Disciples of Christ)
2900 El Dorado, Torrance
Rev. H. Milton Rippey, Pastor
Res. Phone FA 8-8683
Two Sessions of Church School and Morning Worship, 9:30 and 11:00 a.m.
Nursery provided at both sessions.
Christian Youth Fellowship—7 p.m.</p> |
| <p>CALVARY COMMUNITY CHURCH OF TORRANCE
1117 Milton St., at Raymond Ave., Torrance
Donald E. Plonzer, Pastor
PH. DA 4-5271
Sunday School—9:30 a.m.
Bible classes for all ages
Morning Service—11 a.m.
Nursery service provided
Youth Program—8 and 6 p.m.
Evening Service—7:30 p.m.
Wednesday Night Bible Study and Prayer—7:30 p.m.
Women's Missionary Society every 2nd and 4th Thursday of month</p> | <p>SOUTH BAY CHURCH OF GOD
17661 Yukon, Torrance
Phoness DA 9-8411 or FA 1-2674
Pastor: Rev. Clifford L. Torrey
Associate Pastor: Rev. Clifford L. Hitchcock
9:30 a.m.—Sunday School
11:00 a.m.—Church
7:30 p.m.—Evening Service
Nursery Care Provided</p> | <p>DEL AMO BAPTIST CHURCH
3708 Del Amo Blvd., Torrance
Pastor Stuart Smith
SUNDAY School All Ages 9:45 a.m.
Morning Worship 11:00 a.m.
A Streamlined Evening Service
A Conservative Baptist Church</p> |
| <p>GREYFRIARS MEMORIAL PRESBYTERIAN (Orthodox)
22511 South Figueroa, Torrance
Worship hours 11 a.m. and 7 p.m. Every Sunday
Sunday School at 9:45
Young People's Fellowship 6:15
Prayer Meeting every Wednesday Evening at 7 o'clock
Dr. David Calderwood—Pastor
Mr. Richard Gorton
Supt. of Sunday School
Mr. Will Power
Director of Choir</p> | <p>JEHOVAH'S WITNESSES
Torrance Congregation
2303 Arlington Ave., Torrance
PUBLIC LECTURE 3 P.M.
Sunday 10 A.M. Watchtower Study 4:15 P.M. Sunday 11:00 A.M.
BIBLE STUDY 8 P.M. Tuesday Theocratic Ministry School 7:30 P.M. Thursday
SERVICE MEETING 8:30 P.M. Thursday
Goodwill persons invited... Free. No Collections.
Congregation Servant
LEONARD E. OLLIFF
Telephone Terminal 5-9024</p> | <p>DEL AMO SOUTHERN BAPTIST CHURCH
317 E. Broadway, Redondo Beach
PH 1-5235
Sunday School—9:45 A.M.
Training Union—8 P.M.
Worship Services
11 A.M. and 7 P.M.
Pastor: Daniel R. Weaver Jr.</p> |
| <p>ST. ANDREW'S EPISCOPAL CHURCH
1432 Engracia, FA 5-3781
Rev. Hugh R. Percy, R.E. D.D. Rector
7:30 a.m. Holy Communion
9:15 a.m. Family Worship Service followed by Church School and Coffee Hour
11:30 a.m. Morning Worship (Choral Eucharist on 1st and 3rd Sundays)
(Child care and Nursery provided at 9:15 and 11 a.m. services)
Weekdays: Holy Communion at 11 a.m. Thursdays and 6:30 a.m. on All Saint's Days</p> | <p>PENTECOSTAL LIGHTHOUSE
(Assembly of God)
1741 BORDER AVENUE
Sunday School—10:00 A.M.
Morning Worship—11:00 A.M.
Night Service—7:45 P.M.
Also Tuesday and Thursday 7:45 P.M.
(Come As You Are)
PASTOR LEONA BASHORE
FA 5-8410 — TR 5-4059</p> | <p>REDONDO-TORRANCE CHURCH OF RELIGIOUS SCIENCE
500 E. Catalina Ave. (Redondo Beach, Mascot Temple)
Sunday Service—11 A.M.
Children's Church—10:55 A.M. (All Ages)
Senior Youth—7 to 9 P.M.
Dr. Earl D. Brazum, Minister
Church Phone FR 9-5486</p> |



rest assured

When you go to sleep every night, hundreds of telephone people are working—operators, testing crews, repair crews—making sure your phone is ready to use—just in case.

Pacific Telephone

PART OF THE NATION-WIDE BELL SYSTEM