



For a Happy Life, Take Our Advice

What I advise you to do is nothing new under the sun. Other philosophers have said it over and over again.

I'll admit I'm a little more blunt and outspoken than writers of other centuries, but then I must be, because you are less feminine than the women in those days.

Be that as it may, these bits of advice which I now give you will maintain peace and harmony in your home forevermore. They were written before my time, but today they are even more appropriate and applicable.

In the year 1620 a Jewish philosopher named Isaac of Posen wrote a little book for his daughter that was to become a best-seller among Jewish women of its time.

The book, which went through 19 editions before the turn of the century, was called "The Good Heart," and included among its chapters the ten commandments on how to be a good wife.

By Count Marco

1. Be careful when your husband is angry—be neither gay nor cross. Just smile and speak softly.
2. Don't keep him waiting for his meals. Hunger is the father of anger.
3. Don't wake him when he's sleeping.
4. Be careful of his money; don't keep any money matters from him.
5. Keep his secrets secret. If he boasts, keep that secret too.
6. Don't like his enemies or hate his friends.
7. Don't disagree with him or suggest that your advice is better than his.
8. Don't expect the impossible from him.

9. If you heed his requests, he will turn out to be your slave.

10. Don't say anything that will hurt him. If you treat him like a king, he will treat you like a queen.

I defy any woman to say that to follow the above precepts is slavery. Not to abide by them is slavery to your own ego and a little mind.

There are many wonderful women in this country who believe in what I've said and follow this sage advice every day.

He, too, is making mental notes and comparisons. Finally, one sad day, if you don't fill the bill you'll be dumped back onto the market with all the other ex-wives who weren't women enough to hold their men.

And he'll take off with a smart cookie who knows that with a little effort she gets a lot. And a lot is him. Ask the woman who lost one.

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At Annual Party

Taft Allen Realtors Report Record Sales

More than 100 associates and their families of Taft Allen, Inc., Realtors gathered at the Inglewood Elks Club to join in the festivities this week, as the firm held its annual Christmas party.

The arrangements for the party were made by Kurt Schulze, vice president, which included invitations to guests, prizes, dinner and dancing until midnight. Schulze has been with the organization

seven years and again was leading salesman but was disqualified from the special awards for the most sales and the most listings by the general manager, Ray Straeter, since officers of the corporation are not eligible to participate.

Included in the program was the distribution of more than \$1,400 in bonuses by Taft Allen, president. Allen stated that the increase in volume



OUT OF THIS WORLD... Demonstrating one company's innovation for protection against fallout is a young model. The suit reportedly protects against deadly fallout, is impervious to dust and is completely airtight. It contains filters for breathing and ventilation, and may be decontaminated by dusting off or washing with water. The purpose of the suit is to allow a person to leave a fallout shelter for rescue work or to protect a person while getting to a shelter.

1962 Homebuilding Prospects Uncertain

By REYNOLDS KNIGHT
Construction firm executives, whose lot is never an easy one, because their business often reacts with great sensitivity to other economic factors, are hoping 1962 will produce fewer ulcers than the past two years.

Building was particularly hard hit by the 1960 recession. And through 1961 the pattern has been spotty — home-building spurring in some areas, heavy industrial construction in others, and continued overall slackening in still others. Slack periods are particularly hard on larger builders who have invested sizably in heavy equipment such as cranes or cement mixers and must keep them busy a good part of the time or suffer losses.

THE PAST week has brought mixed predictions on the construction outlook for the nation as a whole. A government source forecasts record new construction of about \$60 billion for residential, commercial and residential building — with the last-named the most active. A contractors' group agrees, but notes that the scope of any government-financed fall-out shelter program — or the absence of one — could change the picture.

However, a noted housing economist, speaking in Chicago last week, voiced the opinion that 1962 will be a relatively slow year in the residential field, with about 1,350,000 new home starts. So it appears that the uncertainty is biggest in this area.

HOT TIRES — What is described as "a major advance in the state of the tire-making art" has resulted in the development and successful testing of aircraft tires for the 2,000-mile-an-hour B-70 jet bomber almost a year ahead of schedule.

Engineers at The B. F. Goodrich Co., who worked 18 months to evolve a new rubber compound that would stand up to 360-degree temperatures for hours at a time while the B-70 is in flight, explain that the oven-hot temperature is generated by air friction.

The B-70's tires include new concepts in carcass construction that enabled the designers to pack more strength and endurance per pound of tire into them. During takeoffs and landings the tires will carry twice as much load as the best conventional aircraft tires, BFG engineers said. To carry the same load, conventional aircraft tires would have to be 40 per cent larger in diameter.

EDUCATION AID—Business aid to education in the form of grants and scholarships awarded by large companies is not new; many large firms

in fields ranging from heavy manufacturing to banking and finance have had such programs in effect for a decade or more.

However, the teaming together of wholesalers in a given field to conduct such a program merits consideration as one of the more novel twists in aiding students. An interesting example is the Schenley Wholesalers Foundation, established four years ago "to ensure a permanent means through which Schenley wholesalers as a group can provide educational opportunities for deserving students and encourage progress and development in the arts and sciences." More than 130 liquor wholesalers today are members.

Since its inception, the foundation has aided approximately 100 students at the college level, with 50 scholarships awarded for the current school year. The awards range from \$250 to \$750, depending on the student's needs and the costs at the college he or she chooses.

Total awards of the foundation "approximately \$100,000," Eskind of Nashville, Tenn., points out. Regular contributions to the foundation are made by member wholesalers.

THINGS TO COME — Already available in California are "throw-away" soap pads, designed to clean all dishes from one meal and having a smooth surface on one side to ease finger irritation; national distribution is being studied... For the fisherman at Christmas, there's a colorful coffee table that has a laminated top showing a map of the U.S. with various fish in their native areas and factual charts and tables around the edges... Another Yuletide item is a fiber glass Christmas tree said to be absolutely fireproof; it's to be available shortly, with heights ranging from 12 inches to 6 feet 6 inches.

GONE 'GAS' — Gasoline marketing firms, which about two years ago launched a series of various new "super-type" motoring fuels with exotic names and enthusiastic advertising themes, have quietly been pulling in their horns. In fact, one company has dropped, outright, its entry in this field.

If the trend continues, within a year or so motorists once again will have the simple choice of just "regular" or "premium" when they pull up to the gas pump.

BITS 'O BUSINESS — A Cleveland hotel, mindful of female Christmas shoppers with weary feet, is offering a special-price room rental for daytime hours only so "the girls" can freshen up, store parcels and such... The Canadian dollar, which a few years ago was worth \$1.05 in U.S. money, last week hit a 10-year low of 96 cents... Steel production continues its advance now two months old, with output rising to 71 per cent of capacity in the past week.

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from \$12,600,000 in 615 sales in 1960 to over \$16,000,000 in 764 sales in 1961 was very gratifying and attributed it to the hard work, loyalty and complete cooperation both within the organization and with other realtors throughout Centinella Valley and the six photo multiple realty boards to which the organization belongs.

Straeter made special awards to Julius Conrad who made the most sales and Lou Gayet

who secured the most listings that sold. Both awards covered the period from Jan. 1 through Nov. 30, 1961. The award consisted of two round trip tickets for three days and two nights for both men and their wives to Las Vegas.

The Taft Allen organization also celebrated its 10th anniversary beginning with one office and growing to where they now operate six real estate offices throughout the southwest part of Los Angeles.

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