

Douglas Says Majority Of Workers in New Jobs

New jobs have been found for a great majority of the Douglas Aircraft Co. manufacturing employees scheduled for layoff this month due to facilities consolidation, and the placement project will continue at the company's El Segundo plant in behalf of the remaining workers, it was disclosed yesterday.

Success of the cooperative program involving company officials, the United States Navy, California State Employment Service and the International Association of Machinists was reported by Donald W. Douglas Jr., president of

the aircraft and missile firm, Gov. Edmund G. Brown and California employment officials.

OF 710 EMPLOYEES involved, 228 were transferred or rehired into jobs within the Douglas company, and 267 referred to jobs in other industrial organizations, Douglas said. The 710 persons to be laid off included 119 who declined the special employment assistance offer. Continuing job placement coordination is under way for the balance of 96 workers, representing only

13.5 per cent of the 710 total, he said.

Placement efforts will also be made by California State Department of Employment offices for any additional Douglas employees who may be laid off in 1962 during the final facilities consolidation phases, it was emphasized. The company president said he did

Ralph D. Lewis, son of Mr. and Mrs. Ralph Lewis Jr. of 1541 Redondo Beach Blvd., and Paul J. Blaine, son of Mr. and Mrs. Paul A. Blaine of 4709 Moresby Dr., recently participated in exercise "Air

not expect this additional total to exceed 600 of the workers now located at El Segundo and Torrance plants of the company.

"Each of the groups participating in the mutual effort to help these men and women deserves full credit," Douglas said.

Gun" off the California coast. Lewis is serving aboard the heavy cruiser USS Helena and Blaine aboard the fleet oiler USS Manatee. The eight-day exercise consisted of 15 ships of the First Fleet.

Cooking Class Features Recipes From the Orient

Exotic recipes from the Orient are being taught Torrance women enrolled in Japanese cooking classes now under way at Southern California Edison Co.'s Redondo Beach Electric Living Center, 125 S. Catalina Ave.

The classes, sponsored by the City of Torrance Recreation Department, are held from 9:30 to 11:30 a.m. and 1 to 3 p.m. Fridays. They started last week with initial enrollments of 25 women in each class, and will end Feb. 9.

Miss Sachiko Sakomizu, a young girl from Japan, is serv-

ing as instructor, and the Edison Company's home economists are assisting during demonstrations on how to prepare authentic Japanese dishes.

A \$2 registration fee goes to the recreation department. Miss Edith Simpelaar, member of Torrance's recreational staff, has been in charge of arrangements for the classes.

The Edison Co. makes its Electric Living Center auditorium available for community meetings of this type in addition to its regularly scheduled demonstrations of electric appliances.

LIFE'S LIKE THAT By FRED NEHER



"Five dollars for every mosquito I kill... he had me bundled up and out here before I figured it out."

Help Wanted Ads Take on New Look

By REYNOLDS KNIGHT
Employer recruiting advertisements — which probably rank among the best-read advertising messages carried in print — have achieved a new status in advertising circles.

Bright layouts, lively illustrations and crisp copy are replacing the long gray columns of hard-to-read type in newspaper classified ad sections around the country. The "new look" is particularly prevalent in large city papers. The trend, according to ad pundits, is the result of increasing competition for qualified personnel — particularly in the scientific, engineering, and technical fields, where personnel shortages are critical.

ALTHOUGH the new ads have the same objective — to interest available talent in a specific company — the methods used vary. Some companies use ads that convey a corporate personality to the reader; others assert a firm's leadership in a given field; some list the numerous advantages of being employed by a given company; the "career opportunity" approach is also a key selling point.

Advertisers are optimistic about the growth of creative personnel ads. They expect continued expansion in scientific research and defense projects to increase corporate interest in the "bold approach" to employee-recruiting advertising.

'62 BIG GAS YEAR—Americans will buy substantially more gas home appliances this year than they did in 1961. Anticipated increases in home construction and modernization are expected to result in new sales records in several categories of residential gas equipment, particularly built-in gas ranges and central heating boilers.

A survey of member firms of the Gas Appliance Manufacturers Assn., which produce 95 per cent of all the gas home equipment made in this country, shows they expect 1962 sales to be at least 4.2 per cent above last year's.

FACTORY shipments of gas ranges should total 1,853,400 units, including 1,463,000 free-standing ranges and 390,400 built-ins, for an overall gain of 2.1 per cent.

Sales of gas central heating equipment are expected to rise 8.3 per cent over 1961 shipments. The 1962 total is predicted at 1,289,800, including 1,008,900 furnaces, 164,700 boilers and 116,200 conversion burners (which convert existing coal or oil systems to gas). Gas water heater manufacturers also anticipate 3.2 per cent more sales than they recorded last year. The 1962 total should reach 2,578,800 units.

LUCRATIVE LOOPHOLE
High among the priority items of the administration's program in this session of Congress is tax revision. Mr. Kennedy's proposals on the whole have brought mixed reactions. However, one suggestion made by the President has drawn widespread support.

President Kennedy has asked Congress to close the loophole that allows farmer cooperatives and similar enterprises to escape almost completely the payment of income taxes. This particular loophole, it is estimated, costs Uncle Sam as much as \$300 million a year.

TODAY, FARMER marketing co-ops alone do over \$15 billion worth of business a year. Their tax exemption and competition has made it possible for them to force many taxpaying companies out of business. Proprietary business, meanwhile, provides 25 per cent of the Treasury's revenue through a corporate income tax rate of up to 52 per cent of gross.

Even if co-op taxes are acted, the gap between the rates and those of private business will still be substantial.

THINGS TO COME — A new home high-fi system has been developed that pipes music into every room of the house by using the ducts from a hot-air furnace to carry sounds; quality of the music is unimpaired, says the manufacturer. On the market in time for summer vacations will be a bread-box size portable refrigerator with a built-in cooling unit. The unit consists of a transistorized thermoelectric power supply. Hay fever sufferers take notice: A California firm recently introduced a portable anti-allergy machine that reportedly alleviates the effects of tobacco smoke, airborne pollen and dust, and gives relief from symptoms of hay fever.

SHELL GAME — Shell-home construction companies are expected to expand their building services this year to meet the demands of stiffer competition in the low-cost housing market. The companies, which in the past have built only the exterior shells, will lean more towards completely finished, partially finished interiors and easier credit terms. The recent switch to longer-term financing in the conventional home building field is the reason for the new move, according to industry spokesmen.

FITS O' BUSINESS — The ink stamps are back in the news with the recent disclosure that several "clearing houses" — which exchange one type of stamp for another for a fee — have been established.



2744 PACIFIC CST. HWY. TORRANCE NEXT TO SHOPPERS MARKET

STORE HOURS: DAILY and SUNDAY 10 A.M. to 8 P.M. THURS. and FRI. 10 A.M. to 10 P.M.

YOUR CREDIT IS GOOD AT STEVENS Open A Charge Account Today

SUPER VALUE DAYS

BIGGER SAVINGS PLUS BLUE CHIP STAMPS



KING SIZE TV TRAYS Reg. \$1.98 **99¢** EA.

Study all metal trays in a smart selection of colors and patterns.



LADIES' HOLLYWOOD BRIEFS

Strong, run-resistant, rayon acetate knit briefs in trim-fitting Hollywood leg style. Sizes 5, 6, and 7 in assortment of pastel shades.

REG. 39¢ **19¢** PR.



CLEARANCE • DECORATOR LAMPS COMPLETE WITH SHADE

Shop early for these—the quantity is limited! Exquisite china base lamps in modern and traditional styles.

\$14.95 VALUE **\$5.00** EACH

Maple & Copper Base **\$3.00** Table Lamps Reg. \$4.98

LIMITED QUANTITY POLE LAMPS

Terrific clear-out of three-light pole lamps! Black and white or beige and white. Come early!

\$8.95 VALUE **\$3.00** EACH



Sunbeam FRY PAN

COMPLETE WITH COVER Completely automatic with fry guide on handle and automatic signal light. Water sealed element lets you immerse pan all the way to signal light for quick, easy washing. A top buy!

\$16.95 VALUE **\$9.88** STEVENS DISCOUNT PRICE



Heavy • Plastic BABY PANTS

Washable, boilable, extra-durable plastic baby pants in a colorful assortment. Sizes small, medium, large and extra-large.

VALUE 25¢ PAIR **16¢** PR.



INFANTS' UNDERWEAR

IF PERFECT TO 79¢ EACH

3 FOR \$1

Save 50% on famous make baby needs!

- TIE-SIDE SHIRTS • T-SHIRTS
- TRAINING PANTS
- GRIPPER Pants • SLEEPY-DRY Pants

All included in this group of famous make underwear with irregularities so slight you can scarcely see them! Imagine, 5 shirts for less than \$2.00! A whole layette for less than half what you'd expect to pay.



BIRDSEYE • ABSORBENT DIAPERS

Highly absorbent, quality diapers, extra-soft and kind to baby's tender skin.

REG. \$1.47 **\$1.17** Dozen In Pack



26"x34" ASSORTED COLORS COTTON FLANNEL RECEIVING BLANKETS

An unbeatable Stevens buy for babies! 79¢ EA. VALUE

2 FOR \$8.88



100% PURE BRISTLE PAINT BRUSHES

For indoor or outdoor use. Three sizes, 3", Values 27¢ and 41¢ at one terrific clear-out price! **27¢** EA.

COLOR JET FINISH • AEROSOL CAN

SPRAY PAINT • 16-Oz. Can • Wide Color Choice • Save Over 1/2! • Reg. \$1.49 Can **77¢**

WOODEN SKIRT OR TROUSER HANGERS

Sturdy, smooth wooden hangers with strong, rust-resistant spring metal clips. Reg. \$1.29 **19¢** EA.

KITCHEN CLEARANCE BUYS! YOUR CHOICE HOT PADS... REG. 39¢ OVEN MITTS... & FREEZER BAGS **17¢** EA.

YOU SAVE FROM THE BUYING POWER OF 28 LOCATIONS.

FREE BRING THIS AD WITH YOU

PANTS CLEANED & PRESSED **39¢**
Shirts Laundered 3 for 69¢

FREE PANTS, SWEATER or SKIRT — PLAIN — BRING AD WITH ORDER — THIS WEEK —

1116 Crenshaw, Across From Lucky Mkt.
3713 W. 190th, Across From General Petroleum
3937 Artesia, Corner of Prairie

SAV-ON CLEANERS