



## New Year Begins At Record Level

Southern California's economy opened the new year with a record-breaking performance, H. P. Atherton Jr., manager of Security First National Bank's Torrance branch, reported yesterday.

The high level of business activity during January was highlighted by the continued rise in building and real estate sales activity, an increase in bank clearings and a firm advance of industrial power usage, Atherton said.

On a two-year comparison, the local economy at present is running at about 7.5 per cent over the year-ago period.

For the week ending Jan. 25, Security's business index stood

at 128.4 (preliminary), compared to December's adjusted figure of 127.4.

Employment in the 14 Southland counties has registered an increase of 3.4 per cent during the past 12 months. This gain compares favorably with the nation-wide increase of a little more than one per cent.

Manufacturing employment had held steady and at year-end was 3.4 per cent above the year earlier level.

Unemployment, which on a seasonally adjusted basis reached a level of 6.3 per cent of the labor force in September, declined to 5.5 per cent in December, the latest month available.

## State Publishers Open Convention

Publishers throughout the golden state will converge in San Francisco today to launch their 75th annual four-day convention with Harry S. Ashmore, editor in chief, Britannica Publications, as keynote speaker.

The distinguished Pulitzer Prize winner and director of the American Society of Newspaper Editors will speak at the Friday luncheon of the convention at the Jack Tarr Hotel.

Former U. S. Secretary of Labor James P. Mitchell will speak to a luncheon meeting today of the CNPA Industrial Relations Bureau. Mitchell is now vice president and director of the Crown Zellerbach Corp.

Co-publishers King Williams and Glenn W. Pfeil will represent THE HERALD at the convention.

Other events include a family night dinner on Friday honoring Governor and Mrs. Edmund G. Brown, a Saturday awards breakfast, and the annual business meeting and election of officers. Retiring president of the association is Ralph H. Turner, publisher of the Temple City Times.

At the Saturday luncheon, Virgil Pinkley, Associated Deseret Newspapers, will present a report from Asia, having just returned from interviewing heads of state in Asia.

Howard W. Sanborn, publisher of the San Carlos Enquirer, is chairman of the convention committee. Other committee members are Joseph B. Ridder, publisher of the San Jose Mercury News; Charles L. Gould, publisher of the San Francisco Examiner and News-Call Bulletin; Charles de Young Thieriot, publisher of the San Francisco Chronicle and Lyle Johnson, an executive at the Chronicle.

### My Neighbors



## Pioneer Building Team Dissolves Partnership

Dissolution of the Grandview Building Co., one of the Los Angeles area's major home-building firms, was announced this week. Headed by Edward K. Zuckerman and Barney R. Morris, the firm in its 17-year history erected more than 10,000 homes in Palos Verdes, Burbank, Downey, and the Hollywood and Hollywood areas of southwest Los Angeles.

Both principals are continuing in the building industry, with separate new organizations.

Zuckerman has started construction on Los Verdes Estates, with an initial 155 residences under way in Palos Verdes, to be followed shortly by another 195. He is also completing homes and remaining lots for sale in Grandview Palos Verdes. It was announced that William C. Kulow will be exclusive sales agent for all Zuckerman's peninsula activities.

In conjunction with developer Arthur E. Edmunds, Zuckerman is also active in the San Fernando Valley, with the new Valley Circle Estates community being built in Woodland Hills.

Morris, heading the newly formed B. R. Morris Development Co., is concentrating his activities in the Palos Verdes peninsula. He has started construction of Palos Verdes Village, with Crest Realty Co. as sales agents.

A kind heart is a fountain of gladness, making everything in its vicinity to freshen into smiles — Washington Irving.

Contentment is a warm sty for eaters and sleepers. — Eugene O'Neill

Contentment with the past and the cold conventionalty of materialism are crumbling away. — Mary Baker Eddy

## Science Youth Day Fete To Honor Torrance Youth

Richard Coulter, 4606 Paseo de Las Tortugas, has been selected to represent South High School as its outstanding science student at the seventh annual Science Youth Day Dinner and International Edison Birthday Celebration in Los Angeles Monday.

Robert C. Coursey, Coulter's science teacher will accompany him to the afternoon of seminars and the banquet which have been arranged by the Thomas Alva Edison Foundation and Southern California Edison Co., host for this year's first-time-in-the-west event.

THE LOCAL student is one of 125 selected from all over Central and Southern California to participate in the celebration. Each will be presented Edison Science Youth Day Citations.

Dr. Lee A. DuBridg, president of California Institute of Technology and a trustee of the sponsoring Thomas Alva Edison Foundation, has arranged a series of special seminars to be held at the Institute's campus in Pasadena. Leaders will include Nobel Prize Winner Dr. Willard F. Libby of the University of California and Dr. Richard P. Feynman, Dr. Jesse L. Greenstein and Dr. James F. Bonner, all of Caltech.

FEATURED speaker at the evening banquet, to be held at the Statler Hilton Hotel in Los Angeles, will be Dr. Jonas E. Salk, eminent medical research scientist and discoverer of the polio vaccine that bears his name.

Science Youth Day occurs annually on the birthday of Thomas Alva Edison, Los Angeles was selected as the focal

point, with the Edison Co., as host, for this year's international observance. Last year's spotlighted event took place in Cincinnati, Ohio.

## Freight Rate Discussion Set Tomorrow

A meeting of area industrial and Chambers of Commerce representatives has been scheduled tomorrow to discuss the discriminatory freight rate battle which has been launched by the Torrance Chamber of Commerce.

In calling the meeting, Manager Don Reining of the local Chamber said the group should plan strategy on the filing of a complaint with the Interstate Commerce Commission if this becomes necessary.

The local groups have appeared before the Pacific Inland Tariff Bureau and other agencies seeking relief from rates which they allege are discriminatory against shippers in the Southwest areas.

Everything that can be, is bound to come into being, and what never comes into being is nothing. — Amiel.

### My Neighbors



"How can I ever learn the value of a dollar when all I get for an allowance is 25¢?"

# PLAY Channel 13 TV BINGO

Pickup your Bingo Card at any Food Giant Market

Fun! Prizes! \$100.00 each day 10 additional merchandise prizes

Every Weekday — Starting Mon., Feb. 11, Channel 13 — KCP-TV 11:30 to 12 noon \$100 cash prize to be given each day! Plus 10 additional merchandise prizes for the next 10 winners who call TV Station KCP-TV with a Bingo! Have fun and win fabulous prizes with TV Bingo. Mon. thru Fri., at 11:30 a.m., starting Feb. 11. Pick up your free TV Bingo card now at your nearest Food Giant Market. Prizes are only one to a customer. Play TV Bingo!

FREE — nothing to buy! Anything can win! Get your free TV Bingo card at any Food Giant Market and play this exciting game at home. If you are the first winner, there will be a \$100 cash prize... 10 additional merchandise prizes will be given to the next 10 winners who call TV Station KCP-TV. Only persons over 18 years of age are eligible to win. Food Giant employees and their families are not eligible.

<b>BETTY CROCKER BISQUICK</b> 40-oz. pkgs. <b>35¢</b>	<b>FOOD GIANT Margarine</b> 1-lb. pkgs. <b>2 25¢</b>	<b>CHICKEN FRYERS</b> U.S.D.A. grade "A" fresh whole body <b>29¢</b>
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**PICTSWEET VEGETABLES**

French or Cut Green Beans, Cut Corn, Peas, Squash, Broccoli Cuts, Leaf or Chopped Spinach, Mixed Vegetables, Peas & Carrots

**6 frozen regular packages \$1**

**NBC GRAHAM CRACKERS 29¢**

**APPLE SAUCE 25¢**

**Cut French Green Beans 21¢**

**Hunt's Stewed Tomatoes 19¢**

**FARMER JOHN or LUER**

**Pork Loin Roast 39¢**

**Pork Roast 49¢**

**Pork Chops 49¢**

**Country Style SPARE RIBS 59¢**

**Butt Portion HAM 49¢**

**Center Cut Rib Pork Chops 79¢**

**Smoked Pork Loins 79¢**

**SEAMLESS NYLONS**

Finest first quality seamless nylon! Beautiful, streak-free, 400 needle hose, with heel and toe reinforcement, also in mesh. A smooth, flat toe with an uncomfortable seam on the foot. Choose from lively fashion right shades... beige, taupe, or cinnamon. Enjoy the finest at a fabulous price!

**39¢ pair**

**GIANT FAB 49¢**

Includes 12¢ off save 30¢

**Hormel Sliced Bacon 59¢**

**Northern Halibut Steaks 69¢**

**Icelandic Fishsticks 3 for \$1**

**FARMER JOHN or LUER FULL SHANK HALF HAMS 39¢**

**SARA LEE**

Apple or Spice Cake, Chocolate Brownies, Chocolate Cake, Pound Cake

**79¢ each**

**ANGEL FOOD Cake Mix 39¢**

**M.D. TOILET Tissue 4 for 33¢**

**Saffola Safflower Oil 59¢**

**Downyflake Waffles 3 for 29¢**

**BUTTERNUT COFFEE 59¢**

**JONSTON'S YOGURT 29¢**

**EASY TO USE S.O.S. Pads 25¢**

**CAL FAME Fruit Drinks 4 for \$1**

**PICTSWEET MEAT PIES 15¢**

**DELICATESSEN**

**Grand Taste Franks 45¢**

**SWEET NAVEL ORANGES 10¢**

**RED VELVET YAMS 10¢**

**NEW CROP DATES 19¢**

**LIQUOR**

**STOCK YOUR BAR SALES**

**Sarnoff Vodka 2.98**

**Finley's Gin**

**Kentucky Whiskey**

**ALPS IMPORTED, SLICED Swiss Cheese 39¢**

**LEOP'S SLICED Beef, Ham, Spicy Beef, Dark Turkey, Corned Beef 3 for \$1**

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**8**

**NUTRITIOUS CALO DOG FOOD 2 cans 31¢**

**ECONOMICAL CLOROX 43¢**

**BAIN SWIPS 56-oz. 61¢**

**DIAPER SWEET 3 1/2 lb. 71¢**

**SANITARY NAPKINS KOTEX 22 count package 45¢**

**STARCH QUICK ELASTIC quart 31¢**

**WHITE KING WATER SOFTENER giant 57¢**