



MANAGERS MEET . . . Food Fair managers of the community meet to check over free prize exhibits in connection with weekly drawings to be held at each store for the next five Monday evenings at 6 p.m. From left above are Ken Carroll, manager of Food Fair at 182nd Street and Van Ness Avenue, Leo Huber, and Darryl Gregson. The nationally ranked Food Fair chain recently acquired all Fox Markets in the Southland.

Realtors Plan Series Of Seminars

The Torrance-Lomita Board of Realtors will present the first of a series of real estate lectures and panel discussions Thursday, Jan. 30, at the board offices, according to Lee Dawson, education chairman.

Dawson said the programs are planned over a four-month period and will be conducted on the last Thursday each month. Lectures will begin at 8:30 a.m. and last about three hours.

"The seminars are aimed principally at the real estate broker-administrator," said Dawson. Their purpose is to provide up-to-date information on current practices in the real estate profession. Material used in the program is supplied by the California Real Estate Assn.

Members of the local board assisting Dawson include Fred Fredericks, Walter Boden, George Hanback, Charles Colsch, and Wolfgang Peterson.

Sidewalk on Carson Area Street Ready

Installation of an asphaltic-concrete sidewalk along Torrance Boulevard in the Carson area was completed last week, reports Supervisor Kenneth Hahn.

The sidewalk was installed on the north side of Torrance Boulevard between Normandie and New Hampshire avenues. The sidewalk was installed to protect children using the route to get to school.

Curbs are now under construction at the northwest corners of the New Hampshire Avenue intersection, the north corners of the Catalina and Kenwood intersections, and at the northeast corner of the Normandie intersection.

So live that you help answer the world's problems—not add to them.

Classes Open Tomorrow for Reservists

New mid-year classes will be offered by the Naval Reserve Officers School at the Naval Reserve Training Center at Santa Ana and Long Beach State College beginning tomorrow, according to Captain Harry B. Fishman, USNAT-4, commanding officer of the Navy graduate school program in this area.

Although the classes are planned primarily for Navy and Marine Corps reserve officers, Air Force, Army and Coast Guard reserve officers are welcome and do participate in the program of instruction. Further information is available at GE 9-6015.

British Psychiatrist Speaks at Marymount

Dr. John G. Howells, chairman of the psychiatry section of the Royal Medico-Psychological Assn. of Britain, will be the guest speaker at an open community meeting today, at 4 p.m., at Marymount College.

Dr. Howells will discuss community psychiatry with special aspects of an up-to-date view of child-parent separation. Author of the popular reference book, "Family Psychiatry," and recent chairman of the WUO conference in Frankfurt, Germany, Dr. Howells will present his lecture at Marymount following a speaking engagement at Harvard University yesterday.

Dr. Walter Nowers of Tor-

rrance is serving as chairman for the meeting which is under the joint sponsorship of Marymount College, the American Association of University Women of Manhattan Beach and San Pedro, the Harbor District Mental Health Service, the Harbor Area Welfare Planning Council and the Long Beach-San Pedro State Mental Hygiene clinic and advisory boards.

Contract Awarded

Torrance-Gardena Blueprint, 17830 S. Western Ave., has received an order for \$25,000 reproduction work by the El Segundo division of Hughes Aircraft Co.



It's Still Natural for Girls to Act Like Girls

By Count Marco

A woman writer whom I shall leave in merciful anonymity has come up with a story that "Men are smartening up and avoiding the phony-mannered male snatchers using phony femininity."

She is happy to add, "At last men realize that most women are intelligent and strong."

Mon Dieu! Since when have men selected wives because they are strong, or for that matter, intelligent? It's because of overly intelligent and strong women that men become lazy and eventually hit the skids.

She has the nerve to quote a man who says he can't bear a woman who takes his shoes off, gives him slippers and asks him to relax and discuss his day. Well, as I myself have admitted before, some of you unfortunately do get stuck with a lemon now and then. Luck can't be with all of you.

It's women like this one who ruin you and your daughters.

Femininity is never phony. It's aping the male animal that is phony. The world is losing far too many traditions as it is, without losing the one that keeps it together during strifes.

Like all women writers, this one sets the trap for herself and falls into it with a thud. Her final claim to infamy is this sentence: "Twenty years ago the ideal female performance would have been acceptable. Today it just ain't natural."

What a key to discord (and discard) she offers you. Imagine, today it isn't natural for females to act like women. Perhaps you should act like animals, then?

I maintain that being a female doesn't make you something special. There are females of all species. To prove you are a real woman takes a lot of doing.

This remark may upset some of you who delight in shrugging off what I say by smirking, "He hates women." I do not. I love women who are women. And you can see why. You're rare and you're wonderful!

Because there aren't enough women to go around, all real men worship the ground you walk on.

Don't try to strong-arm your way into a man's life; use femininity. You're superior to men, so why try to be more intelligent too? Too many degrees lead to final decrees.

Every one of you, I know, would rather be cherished for being womanly and loved for your beauty and your charm than admired for your brain and your brawn.

Stick with me, my dears, and my advice will make you the rarest of all creatures, a true woman. Listen to others and you'll become just a common market item to be bartered like chickens and eggs.

(Distributed by Chronicle Features)

Brisk December Puts 1963 Sales Marks at New Highs

by REYNOLDS KNIGHT

Retail trade experts are in a state of puzzlement these days; since last fall, normal patterns in this important economic area have been violently upset by a series of mostly unpredictable events.

First was the balmy fall weather that held almost up to December. Instead of buying cold-weather needs such as heavy clothes, auto accessories and winter-sports equipment, consumers stayed away from stores and enjoyed themselves.

Then came the assassination of President Kennedy and a two-day virtual moratorium for retail operations at a time when business normally is brisk. The next threat—a predictable one—was from the calendar, which reduced the number of shopping days between Thanksgiving and Christmas to about three fewer than average.

But during this period a strong buying surge developed and wiped out earlier losses in most retail sectors. Figures for the four weeks Dec. 8-Jan. 4 show department-store volume nationally spurred 11 per cent above the equivalent year-before totals. The spurt sufficed to make 1963 a record year for retail business.

Last week King Winter got into the act, unleashing a snowstorm of near-blizzard proportions on most of the East. Shopper traffic here and in such cities as Washington and Boston was cut sharply for two days—although sales of snow-removal items, chains and such enjoyed a boost from harassed citizens.

PHOSGENE FUTURE—Oxygen, nitrogen, and hydrogen are familiar enough to the general public but there's a little-known industrial gas, phosgene, that also plays an important part in U. S. industry.

Phosgene, which smells like new-mown hay, is used as an intermediate in making a wide variety of products and Chemetron Corp., Chicago, which recently acquired a substantial share of the U. S. merchant phosgene capacity, believes the product is on the verge of rapid expansion.

The basis for Chemetron's optimism is the growth potential for the resulting commodities: rigid and flexible foams, plastics, herbicides, pharmaceuticals, solvents and many others.

Delmar Chemical Co., Inc., Elkton, Md., and S & W Chemical Co., La Porte, Tex., both primarily producers of phosgene, were acquired by Chemetron at the end of 1963. They are operated by the Organic Chemicals Department of Chemetron Chemicals, a division of the corporation.

RECIPROCAL MARKETING—Most of us have had the experience in a big city store of

being confronted by a half-dozen varieties of an article we are thinking about purchasing—and then having to make an unaided and inexpert choice because the clerk doesn't know what's good or what's not-so-good about any of them. After our reaction is to skip the whole thing and walk out.

What is needed to rescue the customer from this situation and to improve business for both the retailer and the manufacturer, according to Michael D. Roman, national sales manager for Bulova Watch Co., is "reciprocal marketing." This idea, Roman says, works just like reciprocal trade agreements between nations.

"Merchants owe some loyalty," the Bulova executive says, "to good, dependable product makers. If a merchant is convinced that the manufacturer is making a quality product and is doing his best to come up with helpful selling aids, product warranty and service, one way he can readily 'reciprocate' is to become better informed about the product and then offer sound advice based on his knowledge." Roman urges merchants to adopt an attitude of reciprocity toward those manufacturers who serve them best, so that they, in turn, can continue to earn the respect of any community's thoughtful shoppers.

THINGS TO COME—New for home refrigerators is an odor-absorbing device that soaks up strong aromas generated by such foods as onions, garlic and melons; the device's small plastic package takes up little space in the refrigerator . . . From a Pennsylvania manufacturer comes a woman's portable hair dryer weighing less than eight pounds and having an adjustable hood large enough for any hair style . . . Bedsprings derived from glass (Fiberglas actually) are being introduced by an Ohio firm; the material is said to be stain-resistant, wrinkle-free and fire-resistant. Price: \$30 for the twin-bed size.

AUTO INFIGHTING—The new year may well be a big one for small cars manufactured overseas. While most attention is focused on the remarkable sales record of the regular-size U. S. models, importers are completing plans for aggressive battling in the \$1500-\$2000 price range. One popular German make now heading the parade hopes to boost its 275,000-car sales mark of last year. And a big American firm just recently announced plans to market a competing German-made "bug" through its extensive U. S. marketing facilities. The French and British also will push a number of models.

BITS O' BUSINESS—Total sales of U. S. drug stores in 1963 reached a record level of

Order Delay On Pending Police Exam

Pending examinations for a police department captain and lieutenant have been suspended while an amendment to the city's civil service ordinance which will allow credit for educational achievements on the examinations is prepared.

The examinations were suspended after a report was filed with the City Council by the police and fire committee of the council.

The police department had asked for a delay in the examinations because the new specifications for the promotional exams, agreed upon by the police department, the Council committee, and the civil service commission, conflicted with an ordinance which governs the examinations.

In moving to suspend the examinations, the council also instructed City Attorney Stanley Remelmeier to prepare the necessary amendments to the ordinance. Remelmeier estimated it will take about two months to complete the amending process.

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