



AT THE WHEEL OF THE NEW 1958 CHEV. ROLET Impala, is Paul Loranger, owner of Paul's Chevrolet, 1640 Cabrillo. The big new car showing has been set for today, October 31.—Press Photo

An old-timer remembers when you could go barefoot without going to bed.—Charles Ruffing.

A penny saved is the government's share of the nickel you earned.—John Bruce Williams.

An expert is one who knows more and more about less and less.—Nicholas Murray Butler.

### Ask Car Lifts for 5 Blind Residents

Five blind persons of the Torrance-Gardena-Compton area are in urgent need of a driver once a week to take

them to Braille Institute, Los Angeles, for free studies in orientation and other aides to the sightless.

They are Casper Bascom, 314 West 110 st.; Raymond Gregory, 441 East 112 st.; Mrs. Hallie Dews, 228 1/2 118 place; Richard Boon, 523 West 127 st.; and Mrs. Christine Campbell, 10417 South Broadway.

The Institute at 741 North Vermont Ave., extends its free services to all races, colors and creeds. As it is maintained by philanthropic gifts and bequests in wills it has no fund for taxicabs or hired drivers. And the blind cannot drive themselves.

Anyone able to help is asked to telephone Mrs. Harriett Chealfinder at the Institute, NO. 3-1111.

### Real Estate Firm's Sales Increase 20%

The McCarthy company branch office located at 14330 South Crenshaw Blvd. has registered \$456,142.00 in total sales volume for the year to date, according to Wilson Christian, sales manager of the real estate firm with 18 branch offices in Southern California.

The office showed an increase of 20 per cent in sales over the same period of 1956. John P. Urban, manager of the office, attributes the increase in sales to a new trade plan, whereby home owners can trade the equity in their old home in as down payment on a newer, larger home at no extra expense.



A complete safety group, consisting of power steering, power brakes, padded dashboard and sun visors, is available on all 1958 Dodge cars. This Custom Royal four-door Lancer also features the compound picture windshield, standard on all hardtop and convertible models. The push-button Torque-Flite transmission is an added convenience, and the safety Torsion-Aire ride is standard on all models.

IT'S A GOOD FEELING to know that your Torrance Press Classified ads reach thousands of people, in all sections of town, in a matter of hours! To solve a problem, dial FA 8-2345.

## Merchandising Key to Nation's 1958 Economy

"The quality of the marketing or merchandising job done by business and industry generally next year could be the deciding force determining the level of our national economy," declared James J. Nance, Ford Motor Company vice president, said last week.

"Industry in general and in most every line has plenty of productive capacity on one hand, while on the other hand consumer income, savings and spending are at all time highs," he said.

"The combination of these forces set the stage perfectly, insofar as the national economy is concerned, for effective merchandising in 1958," Mr. Nance stated.

As a plus factor contributing to next year's automobile market, Mr. Nance pointed out that the industry should feel the effects of the return to the market of a large number of 1955 buyers. In that year 7.2 million cars were sold, a million and a quarter more than had been anticipated, and he declared many owners of these logically will be in the market for a new unit in 1958.

In 1955, 62 per cent of all car sales were financed, with the term contracts now maturing. This factor alone, he said - 62 per cent of the extra 1.2 million - means 750,000 extra prospects for 1958 cars.

### Keep Tires Up, Expert Warns

If you drive on high-speed freeways or plan an extended trip, you'll be wise to keep your tire pressure a few pounds higher than normal rather than underinflated, according to Edward R. Klamm, accident prevention director of Allstate Insurance Company.

This is especially important if your tires have been in service more than 10,000 miles, Klamm says. The worst thing a motorist can do, he points out, is drop the pressure in his tires below the recommended amount in the belief that this will make the tire more blowout-proof. Actually, dropping the pressure has the effect of setting up the tire for blowout!

"Tire specialists say under-inflation causes a tire to flex abnormally and develop too much heat at freeway speeds," Klamm reports. "Steering becomes more difficult, and there is a good chance heat may build up rapidly to the point where a tire blows out."

Tire manufacturers say a few extra pounds pressure in a tire to be driven at high speeds will reduce distortion and heat build-up. They recommend two to four pounds pressure above normal when speeds of 60 mph or faster are expected over a distance of 20 miles or more.

### Torrance Man Joins Flotilla

The U. S. Coast Guard has announced the selection of 21 skippers of the Northrop Recreation Boat Club to form USCG Auxiliary Flotilla 65. It is the first such unit to be activated in the 11th Coast Guard District in 10 years and will be based at King Harbor, Redondo Beach.

Activation of the unit marks the first time that a Flotilla has been made up of members of an existing group, the Coast Guard said. It pointed out that selection results from the Northrop Boat Club's successful participation in the USCG Auxiliary safety at sea program.

Colorful activation ceremonies were held at the Northrop Recreation Clubhouse in Hawthorne, October 23, with the presentation of the USCG Auxiliary charter and flag. Officers installed were Jack Shannon, 5862 S. Croft ave., Los Angeles, commander; John Slack, 3844 W. 170 st., Torrance, vice commander, and Fred Wheeler, 2106 Perry ave., Redondo Beach, training officer.

The Auxiliary serves to promote safety and to assist in rescues at sea. It also promotes improved operation of boats and knowledge of regulations, and facilitates other Coast Guard operations.

TOPS FOR SELLING, BUYING—Torrance Press Classified Ads give you economical action FAST. Call FA. 8-2345.



# STOP! SHOP and SAVE HERE!

SPECIALS FOR OCT. 30, 31-NOV. 1, 2

U.S.D.A. CHOICE and GOOD

## Meats

FULL OF FLAVOR!



U.S.D.A. GOOD GROUND BEEF	3 lbs.	\$1 00
U.S.D.A. GOOD — CHOICE FILET MIGNON		\$1 19
U.S.D.A. GOOD — CHOICE, JUICY, TENDER SIRLOIN TIP		79¢ lb.
U.S.D.A. GOOD — CHOICE, LEAN MEATY RIB STEAKS		59¢ lb.
U.S.D.A. GOOD — CHOICE, TASTY CLUB STEAKS		69¢ lb.
U.S.D.A. GOOD — CHOICE, N. Y. CUT TOP SIRLOIN STEAK		\$1 09
U.S.D.A. GOOD — CHOICE, CHUCK POT ROAST T-BONE ... 43c lb. or O-BONE ... 49c lb.		39¢ lb.
U.S.D.A. GOOD — CHOICE RUMP ROAST		59¢ lb.

SWIFT'S JEWEL OIL Large Quart Bottle 39¢

HUNT'S WHOLE NEW POTATOES 303 Can 12 for \$1

HUNT'S TOMATO JUICE 303 Can 12 for \$1

HUNT'S CATSUP 14-OZ. BOTTLE 7 for \$1

HILLS BROS. INSTANT COFFEE 2-OZ. JAR 39¢

ALL AMERICAN PEANUT BUTTER 18-OZ. JAR 39¢

CRENSHAW FARMS VOLUME BUYING ALLOWS THEM TO PASS ALONG THESE TREMENDOUS SAVINGS TO YOU!

FROZEN FOODS

SNOW CROP OR MINUTE MAID ORANGE or GRAPE JUICE	6 for	99¢
MORTON'S FROZEN PIES APPLE, MINCE, PUMPKIN, BOYSENBERRY	Each	39¢
FOUR FISHERMAN FISH STICKS	3 for	99¢
SNOW CROP FRENCH FRIES	8 for	99¢
SCALLOPS	2 for	99¢

CRENSHAW FARMS GADEN FRESH PRODUCE

AN EATING TREAT

MIXED NUTS 3 lbs. 89¢

PEARS SWEET EATING HARDY 6 lbs. 25¢

RED DELICIOUS WASHINGTON STATE

APPLES 5¢ lb.

CARROTS FRESH NO TOPS 5¢ lb.

COUPON

BRING IN THIS COUPON

EFFECTIVE MON., TUES., WED., NOV. 4, 5, 6

SPARE RIBS SMALL MEATY	37¢ lb.
BACON LUER'S 1-LB. LAYER	39¢ lb.

Clay's Bar-B-Q

FEATURING: The Finest Bar-B-Q Ribs & Chicken, Do-nuts, Salads & Sandwiches

TO TAKE OUT

CRENSHAW FARMS

CRENSHAW at 166th

NORTH TORRANCE

OPEN EVERY NIGHT 'TIL 10 P.M.