

South Bay Merchants Elect Klarman

Arnold Klarman, Gallen Kamps' District Manager, was elected president of the South Bay Center Merchants' Association at the annual meeting held recently, it was announced by Lynne Frantz, promotion manager.

Klarman succeeds Peter T. Spilos as head of the Association which governs the promotion and advertising for the 38 merchants of the \$15,000,000 Center on 174 st. and Hawthorne Blvd.

Other officers elected for 1958 are: Vice President Earl Miller, Ralphs Grocery; Treasurer Owen Thomas, Bank of America; Board of Directors: Lester Coleman, South Bay Car Wash; Allan Marcus, Rancho Sons; Fred Moran, Moran Drapery Stores; Marc Bevan, Harris & Frank; Tess Rose, Chic Accessories; Stanley Beer, Center Stationers; Charles Lieback, Center Shoe Repair; Morrie Gardner, Modern Woman; and Marty Siegel, South Bay Liquors.



ARNOLD KLARMAN

"I have tremendous faith in South Bay Center—its growth and its duty to the community we serve," Klarman said, adding, "I feel it a real privilege to be elected to this office."

Klarman has been with the Gallen Kamps Shoe chain for eight years and prior to opening the South Bay Center store, he operated the store at Broadway and Manchester in Los Angeles. He is married and has two chil-

dren, 13 and 17 years old. Prior to entering the retailing business, he was in the wholesale optical business.

Company Offers Scholarships

Four-year college scholarships are available to 1958 graduating high school seniors whose parents are employees at the Firestone Tire and Rubber Co., Los Angeles, if the applicants qualify to pass the competitive examinations.

Among four 1957 west coast winners now at the college of their respective choice is Kurt L. McMillen, a graduate of Gardena High School, whose home address is 1608 W. 204 st., Torrance.

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SOUTHERN CALIFORNIA GAS COMPANY employees here in the firm's Southwest Division, have received an AID-United Givers merit award flag in recognition of their 95.1% sign-up support community and welfare work. When making the flag award, John T. Wolf, Executive Director of AID-United Givers, called the gas company endorsement "one of the truly outstanding records of support for health and welfare groups in all of Southern California industry." The utility's Labor-Management Committee here in its Southwest Division conducted the concentrated five-day campaign and drew a special expression of appreciation from Wolf for their whole-hearted cooperation in the campaign. Employees joining the plan will donate through AID-United Givers at least 12 minutes pay per week on a year-round payroll deduction basis. Receiving the flag for the area employees were: Division Manager Carl W. Shupp and Labor-Management Committee members J. L. Lowery, G. W. Milne, L. E. Henry and W. E. Haskell.

Warns of Road Competition

Competition on the highway is dangerous says the California Highway Patrol.

"Drivers who attempt to race with other motorists away from traffic lights or on the open highway are flirting with danger and possible death," declared Patrol Commissioner B. R. Caldwell. "This urge to beat the other fellow frequently leads to

a mistake followed by an accident in which one or more cars are involved.

"Another type of dangerous competition on the highway is the retaliation maneuver made by an angry driver," Caldwell reminded motorists. "You only aggravate the problem and increase the danger when you try

Foundation Gives \$500 To Hospital

Henry W. Creeger, president of the Torrance Hospital Association expressed appreciation to the Stuart Foundation of the Carnation Company for their \$500 contribution to the Torrance Memorial Hospital Building Fund.

Creeger emphasized the importance of supporting the community hospital and said that its preservation is dependent on the benefactors. He stated that by Federal law the hospital cannot operate at a profit and all of the proceeds of the hospital are used in the improvement of care to the patients. The Board of Directors of the hospital is composed of civic leaders who receive no compensation for their public service.

The Torrance Memorial Hospital is a community owned project, and there are no stockholders or outside interests within the hospital framework. This type of hospital is one of the best examples of a community project which benefits all in need at the lowest possible cost, Creeger said.

There are three full-time people for each hospital patient, and the payroll consumes over 60 per cent of the entire patient revenue. The remaining revenue is used for operating expenses and supplies, he explained.

to get even for some wrong, imaginary or real, inflicted by another motorist.

"Driving in today's traffic calls for full attention every minute if safety is to be maintained," he said. "The safe way to cooperate with the other driver and ignore those who irk you or try to snare you into competitive action."

AUTO INSURANCE RATES BOOSTED

New automobile insurance rates for California were announced yesterday by two rating organizations on behalf of their member and subscriber companies effective January 22.

The National Bureau of Casualty Underwriters issued revised rates for bodily injury and property damage liability insurance and the National Automobile Underwriters Association for automobile material damage insurance. Liability insurance protects policyholders against claims or suits for damages to person or property of others, while material damage insurance covers loss or damage to the insured car itself.

The statewide average rate level for liability insurance will be increased by 20.9 per cent from \$53 to \$66 and the material damage rate level will go up 13.8 per cent, from \$73 to \$85, the two rating organizations said.

Rate changes will vary, however, in different areas within the state (called rating territories). The rates for each territory are based upon the record of losses, incurred by insured

motorists residing within that territory. Thus the territory with the lowest loss cost-average pays the lowest rates, and those with the higher loss cost pay higher rates.

Rates also vary according to the use of the automobile and according to who drives it.

"Because of unprecedented losses and a high accident frequency among insured cars," the National Bureau stated, "rates are increased for practices."

"Automobile liability insurance," the National Bureau said, "is not only caught up in the inflationary cost spiral which has beset so many businesses, but the last few years have also brought a higher accident frequency. The result is that the companies not only have to pay more per claim, but there are more claims."

"The higher loss payments result specifically from increased hospital rates, physicians' and surgeons' fees, X-ray charges, therapy treatments, outlays for drugs and medicines—all necessary for the proper treatment and rehabilitation of accident victims. Lost earnings of accident victims are also a major factor in settling claims."

INFLATION
Both the National Bureau and the National Automobile Underwriters Association pointed out that inflation has also boosted the cost of automobile collision losses and property damage claims.

"Innovations in car design, appealing to the eye as they may be, have resulted in very expensive repair costs. Wrap-around windshields, elaborate tail-fin assemblies, and fender sections with built-in multiple light units are not cheap. Damage to delicate power systems and electrical marvels requires the time and skill of mechanics whose hourly wages have been steadily rising.

"The rise in automobile insurance rates will not be halted," the rating organizations predicted, "until the present trend of claim costs and frequency is reversed. Motorists cannot exercise any control over the inflationary forces that have gripped our economy, but they have it within their power to control the number and severity of accidents. This they have not done. When the public is willing to demand the kind of laws and law enforcement that will save lives and prevent accidents, then and only then will we all be able to enjoy lower auto insurance rates."

Congestion Up, Safety Down On Freeways

By Senator Richard Richards

Although we are always hard pressed by constantly increasing automobile registrations in Los Angeles County, our freeway system over the past several years has developed at a notable pace.

Since January 1, 1954, approximately 90 miles of freeway within the county have been completed or will be completed by December 31, 1958, at a total cost of around \$171,000,000 for construction.

In the period between July 1, 1954, to June 30, 1955, right-of-way expenditures completed or budgeted on freeways in Los Angeles County are expected to total approximately \$221,000,000.

Along with this progress, we must of course continue to develop additional means of relieving mounting traffic congestion and promoting greater safety on all our streets and highways.

As to safety, one of the first steps to be taken in my opinion is the addition of dividing barriers on older stretches of freeway to eliminate head-on collisions by cars moving in opposite lanes of traffic.

Favorable results in this direction have already been obtained in New York, Michigan, and other states with freeway systems similar to our own, and I believe we can profit from their experience.

RELIEVE CONGESTION

Meanwhile, of course, new means must constantly be sought to relieve freeway congestion, and some relief can certainly be found in the greater cooperation between state, county and cities in developing auxiliary arteries in the Greater Los Angeles area.

In east-west traffic it would appear that greater gains are to be made through the extension of the one-way principle and the further elimination of left-hand turns.

Going beyond our main non-freeway arteries, pressure on such boulevards as Beverly, Santa Monica, Olympic and Pico could be reduced by the development of secondary and parallel streets through a judicious rearrangement of stop signs and the synchronization of signal lights for a free flow of traffic.

In our over-all program, we know of course that the problem is not to be solved entirely by these means or by the unlimited addition of freeway mileage. A continuing effort must be made at developing an efficient and attractive mass rapid transit system within our metropolitan area.

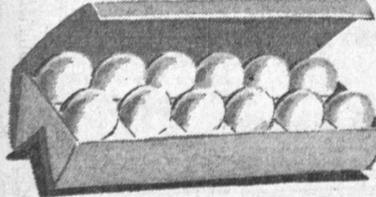
The Senate Transportation Committee has set up a subcommittee on mass rapid transit, of which I am chairman, and during the coming year this subcommittee will pursue the objective for which it was created.

Our over-all purpose will be to ascertain where we stand today as a result of legislation enacted at the 1957 Session setting up a Metropolitan Transit Authority, and how we can proceed most effectively within this framework along with, and following, the pending purchase of the major bus lines.

Tartar Business

Five members of the Torrance High School Business Club attended the Future Business Leaders of America, South Section and College Section Conference last week. The five were Harriet Meister, Patsy Lewis, Linda Lewis, Joyce Minuet, and Carol Whittington, and were accompanied by Mr. Del Smith, business teacher.

The group attended the first general session and workshops at Anaheim Union High School. This part of the program was built around the theme, "Tomorrow's Leaders Today." After a luncheon at the Chicken Plantation in Disneyland, the second general session was held in Disneyland's Mickey Mouse Theatre. At this meeting, nine contest winners were announced and awards presented. All students were invited to the Golden Horseshoe Revue and then visited other places of interest at Disneyland.



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