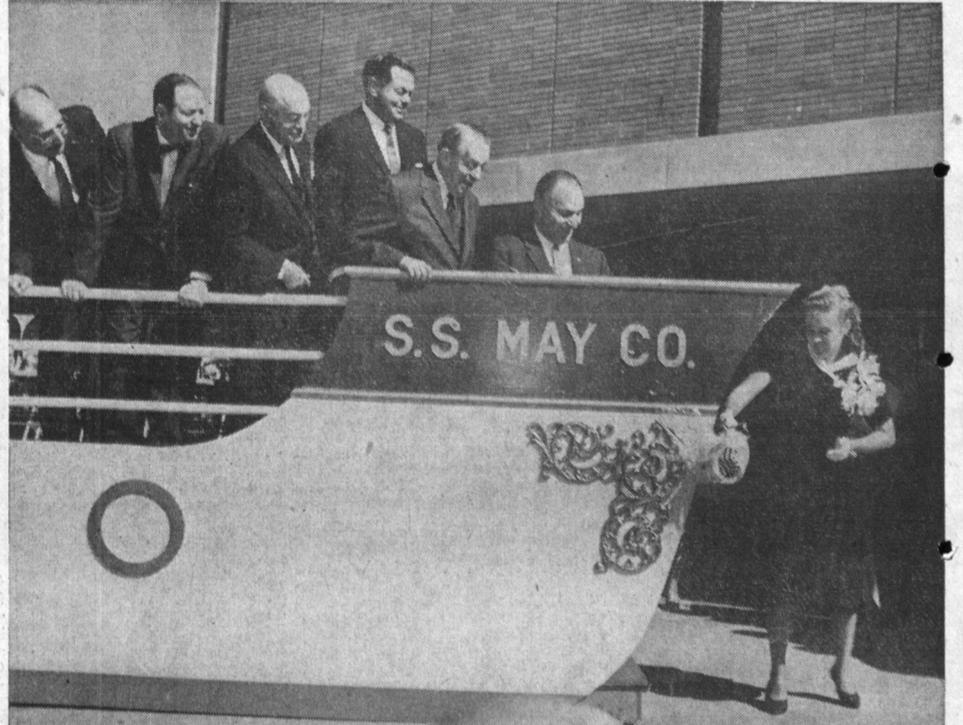


GOOD ENOUGH TO EAT can really be said of the cake replica of the new May Co., admired by from left, John J. Preis, general manager, May Co. South Bay, Gloria May, great granddaughter of the store's founder and Mayor Albert Isen. The cake was baked to order by Nat Kalman, owner of the Baker's Shop, South Bay Shopping Center. Made of gum paste and royal icing, the cake took 1 1/2 weeks to scale to size and was put together in four sections.



LAST-MINUTE DETAILS for the North Torrance Fuchsia Charter dinner at the Palms, 1925 Carson St. were discussed recently by Mrs. Godfrey Nelson, chairman, center, and her committee. From left: Mmes. Charles McGranahan and John Donahue.

Don't let INFLATION run away



STOP IT!

Inflation can easily become a runaway horse.

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a corresponding increase in the nation's productive efficiency. The reason: 75 percent or more of the cost of what you buy is for labor.

It's kind of a chain reaction. With each round of wage and price increases, our dollar loses another chunk of purchasing power.

If things keep on this way another twenty years—or ten—or five—what will happen to your savings, your insurance,

your pension plans, your children's education? Inflation robs you of your future security. Isn't it time to stop this senseless spiral?

Some people think they enjoy a little inflation—at least temporarily when they get a few more dollars in pay.

For a while they have more dollars to spend and everything is rosy.

But, too soon, comes the day when rising costs force prices up so high people don't have enough dollars to go around.

Nobody likes inflation then.

The American Iron and Steel Institute brings you this message from the steel industry because

Inflation robs us all

Family Dinner New Feature at Plush Horse

The Plush Horse, 1700 Pacific Coast Highway, announced an innovation in dining this week when it instituted Plush Horse Family Dinner.

Modern May Co. Store Grand Opening Held

The newest of the famous May Company stores threw open its doors Monday welcoming Torrance shoppers to enjoy the latest in customer conveniences.



WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



This flying phone crew is using a helicopter to find suitable locations for new radio relay towers to carry your calls. Rather than build costly access roads, they airlifted themselves and their heavy radio test gear into rugged, roadless country.

"Defensive Driving"

With the accident-prone winter weather ahead, we think it is timely to share with others some details of a program which has met great success at Pacific Telephone.

The program is known as "Defensive Driving," and the two-day instruction and test course is required of any employee who operates a company car or truck.

Most important to the individual driver, we believe, is the basic philosophy behind the name of the program.

Defensive driving simply means: "Watch the other cars no matter what the traffic regulations are."

We at Pacific Telephone believe that the wide adoption of this motoring philosophy would save many lives on the highways.

It is particularly applicable when driving conditions are hazardous.

Yardbirds Slate Black Magic Valentine Dance

Combining two timely themes, the Traveling Yardbirds square dance club of Lawndale will hold a "Black Magic Valentine dance" Feb. 13, according to club president Charles Barngrover.

Theme song for the evening will be "That Old Black Magic." Club caller Barney Finck is busy rehearsing calls to fit the music.

Dancing is scheduled to begin at 8 p. m. in the cafeteria of the Roosevelt School, 3533 West Compton Blvd.

A number of outstanding guest callers have been invited to assist Finck with the calling chores.

In place of the lemonade, traditional at square dances, a magic love potion, compounded of such exotic ingredients as bats' blood, will be served along with more prosaic refreshments of coffee and cake, promises Mrs. Dee Bailey of Torrance.

PTA Members Get Invitation From "Granny"

"Granny" invites all PTA members and friends to attend the PTA Council's annual open meeting on Feb. 17 at 9 a. m. at the Woman's Club.

"Granny" is Mrs. Marvin Richards, president of Crenshaw PTA, who will play the part in a skit entitled "Parade of Memories," presented by the Mothersingers from 12 different schools.

Scholarship funds will be presented in the names of two Torrance residents to the Honorary Life Membership Fund of California Congress of PTA. Mrs. Jack A. Prince will make the presentation.

Refreshments will be served from 9 to 9:30 by Mrs. Evar Janson, hospitality chairman, and her committee, including Mrs. Jack Erving and Hector Herrera.