



Broadloom Purchase

We made a fabulous purchase of 1000's of yards of fine quality broadlooms from the nation's leading mills. WOOLS—COTTONS—CHROMSPUNS—NYLONS. The savings are terrific—up to 50%—BUY NOW and save while selections are complete!

Wall to Wall Completely Installed

Your choice: Kolorloc, Chromespun, Viscose, Candy Stripe, etc. Color locked in. Dirt locked out—beautiful decorator colors. In all the new tweeds and plains. Completely installed over 50-oz. waffle pad, tackless stripping and door metals.

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Square Yard

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We Use 50-oz. Waffle Pad
With Our Installation

INSTALLED BY FACTORY TRAINED MEN!
ALL WORK FULLY GUARANTEED

BROADLOOM
Wide selection of tweeds or exquisite decorator colors.

WAS \$4.95 **1** 88 Sq. Yd.

100% WOOL PEBBLEWEAVE
In all the new decorator colors. 12 and 15 ft. widths. A fabulous buy at a tiny price!

WAS \$9.95 **3** 88 Sq. Yd.

100% WOOL AXMINSTER
18th Century florals, sunset tweed and solid colors. This is woven carpet. Do not confuse with cheap imitations.

WAS \$7.95 **3** 88 Sq. Yd.

ALL WOOL HI-LO WILTON
All wool Wilton carpet in the most wanted shades. Thick 100% wool in a Hi-Lo weave.

WAS \$12.95 **4** 88 Sq. Yd.

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17th and Pacific • San Pedro

No extra charge for cement floors
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17th and S. Pacific Ave.
SAN PEDRO

TE 3-3505

Open Sunday 10 A.M. to 6 P.M.—Weekdays 9 to 9

Golden West, Famed Wholesale Meat House, Nears Completion

Before the end of March Golden West Wholesale Meats' retail store will be opened to the public at Hawthorne and Sepulveda Blvds. in Torrance. Golden West, known to thousands of housewives in the Los Angeles and Hawthorne area, with stores at 250 W. 116th St., and 385 No. Hawthorne Blvd. will open its third store in Torrance with the same prices, quality of meats, and policies that have built their reputation high throughout Los Angeles County.

Golden West's modern packing plant, refrigerated to 50 degrees, processes from 500,000 to 600,000 pounds of meat weekly. The huge, modern plant is located at 250 W. 116th St., directly behind the company's retail outlet.

The packing house plant is a receiving point for 4 to 6 refrigerated carloads of meat fresh from the nation's richest grazing lands, and directly from the giant ranches of the nation's top livestock producers. Meats come from Golden West's plant in Denver, Colorado; Billings and Butte, Montana; Omaha, Nebraska, and Yakima, Washington.

It is this enormous purchasing power that enables Golden West to pass on savings to its many customers. The new store in Torrance will bring Golden West meat specials to an area where housewives have been without the benefits of a first class butchery. Many shoppers in Torrance have visited Golden West's two other retail stores and gotten in on the week long specials offered by the firm.

The new outlet in Torrance is located at the southwest corner of Hawthorne and Sepulveda Blvds. just south of the Bank of America. When the store opens later this month housewives will be treated to a display of meats seldom ever seen. The firm will have 25 butchers on hand at all times to personally service its customers. The modern, up to date fixtures will enable the housewife to select the choice meats for her family in the cleanest, most sanitary conditions. Watch this newspaper for the firm's grand opening.

'Quietly Forceful' Bill Palley Did It Himself

By Sylvia Miller

Do-it-yourself Tycoon did it himself! That's the keynote to the story of William Palley, head, heart and breath of Palley's Stores, the fifth of which will open in Torrance in two weeks.

Mr. Palley strong featured and quietly forceful, directs his little empire from its center in Vernon . . . his huge desk cluttered with catalogues offering the products of the world, and with orders for Palley store treasures from just as far.

Born and schooled in Detroit, he attended college at Columbia University and UCLA. And he didn't major in business administration! His first love and pursuit was the theatre . . . and the years after college were spent stage managing and acting minor roles for such famed theatres as the Provincetown Playhouse in New York and the Los Angeles Civic Repertory on Figueroa.

Why did he desert the world of make-believe? With characteristic honesty he answered bluntly, "We went broke and I had to work for a living."

The work included some hard arm and leg work in super markets and a scrap iron company . . . until, just after the war he had accumulated about eight hundred dollars in cash and goods . . . all of which he hooked in order to buy 4,000 surplus hydraulic cylinders from the navy.

"I gambled," he said, "on the ingenuity of the average American . . . that they could take so-called scrap items that the government judged useless, and



BILL PALLEY

could develop them into useful products. It worked!"

"We went into mechanical surplus," he emphasized, "from airplanes to obsolete equipment. The pace of scientific development in government and industry is so fast that obsolescence comes almost overnight . . . but that doesn't mean there isn't use for these same items in other fields."

To illustrate his point about what is only part of the Palley business at this point, but is obviously still close to his heart, Palley picked up a sheaf of orders for mechanical parts from North American Aviation, Lytton Industries, Capitol Airlines, Western Airlines, the United Geophysical Corp., San Jose State College, and corporations or schools in Australia, the Levant, Puerto Rico, and

throughout the United States. "There isn't a university or large research organization that doesn't buy from us in our industrial capacity," he said proudly. "We've become the mecca of engineers, inventors, researchers, who have an idea but have no prototype to work from. Some of the first products of Aerojet, for instance, were developed from parts they bought from us while they were still a small machine shop."

And . . . even more dramatic . . . pump was rushed one day from the Vernon stockpile to Huntsville, Alabama, home of the Explorer project. Four days later the Explorer was successfully fired!

Strong evidence of the ways in which such an enterprise saves you and me, Mr. and Mrs. Tax-

payors, hundreds of millions of government dollars is Palley's story of a government directive which he fought with the help of Torrance area congressman, Cecil King.

"In 1950," he said, "a general in charge of aircraft parts was sold the idea by manufacturers of new parts that all surplus should be scrapped and melted . . . not sold. I thought this was a shameful waste. Those parts were going to the highest bidders, and were sold in different fields entirely. We were not in competition with the manufacturers. I wrote to Mr. King, he saw my view, went right to the . . . and in two weeks came an order to offer this surplus again to the highest bidder instead of being reduced to a worthless heap."

"When Korea came," he continued, organizations like ours were store-houses for essential parts like those needed for the P-51. We kept them flying!"

What of the rest of the Palley business . . . the intriguing new stores where do-it-yourself fans and home decorating wives can browse and buy to their hearts' content? Is there a Palley philosophy behind that too?

"Our compact stores are what the compact car is to the auto industry," replied Mr. Palley. "People can come in, get what they want for home improvement quickly and easily . . . then top it off with a lot of goodies to please the woman with a decorator's touch."

His enthusiasm carried him on: "The things that are so important to modern decor . . . charm-

(Continued on Page C-5)

Prove it to yourself! Dramatic test proves Plymouth gives you more miles per gallon!

Others talk gas savings . . . but Plymouth lets you see it. At your dealer's now—the PLYMOUTH PROVE-IT-YOURSELF ECONOMY DRIVE lets you take the wheel and see exactly the mileage you get! Thousands have taken this convincing drive. Don't miss it!

Then you drive in your usual fashion, through normal traffic. When the gas in the jar has been used, check the mileage reading on the speedometer. See for yourself the mileage you got on just a small amount of fuel. Simple, fair—and dramatic proof, we think, of the solid gas economy engineered into the Solid Plymouth for 1960. See your Plymouth dealer.

No special test track . . . no special test conditions . . . no special test driver! Just you at the wheel of a regular full-size Plymouth. Here's how it works:

Mounted on one side of a Plymouth is a jar which feeds a measured amount of gas directly to the car. You turn a control and the car is powered by the gas from this ECONOMY METER.



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