

Columnist Irritated by Volume Of 'Junk' Coming Through Mail

By VIOLA KLUG
FR 5-5928

With Christmas approaching, the problem of getting so many advertisements through the mail is getting slightly out of hand. Have you ever gone away for several days and returned to find your mail box cluttered up with them? The mailman told me today that he had 1000 of them, which is an added burden in view of the coming Christ-

mas rush. There doesn't seem to be any way to get action on the local level, so if you are interested, write to Postmaster General Arthur Summerfield, in Washington.

A new Christian Endeavor group for sixth, seventh, and eighth graders was organized recently at the South Bay Baptist Church at a party given by Rev. and Mrs. Merlin Platz.

sponsors. About 30 were present at the party. The group will meet every Sunday night at 6:30 o'clock. An older high school group meets at the same time.

Residents of lower Reese Rd. are planning a Christmas party at the home of Mr. and Mrs. Phil Shreff, of 5019 Reese Rd. on Saturday, Dec. 18. There will be a gift exchange.

REYNOLDS, KNIGHT

Business Reporter Says Old Saw On Prosperity Must Be Revised

Americans, who for generations have referred to prosperity as "eating high on the hog," will have to find some other phrase for good living. Ever since 1941, during a period of unexampled plenty, we have been eating less pork in each succeeding year.

Beef supplies have always fluctuated more than pork, but even their rearing peaks have leveled pork poundage only twice between 1935 and 1953. But this year beef supplies will approach a record 80 pounds per person, as pork falls off to little more than 60 pounds.

These figures have significance far beyond the regions where pork and beef start out in life as pigs and calves. Chicago's big porkers are tending down some of their fat ribs and loins fitted for hog slaughter. Some regional pork packing plants also are being torn down.

Cattle raising, taking just the opposite course, has spread eastward. The pastures of the Old South harvest vast quantities of beef, and these are fords and Angus grazing a few miles from New York City. Livestock economists say much of this beef crop is taken from land which requires dollar steak to work out at a profit, and the dollar steak of 1951 can be bought for 79 cents today.

Much of the grain in the vast Corn Belt, which used to be walked off the farm as pork, now is sold as grain to feed poultry, and in some cases it walks off as beef instead of pork. For those reasons, the swing away from pork has been profitable for everyone concerned.

If in some less prosperous time we must swing back, some farmers and more eaters may get hurt.

BRIGHT PICTURE—The current building boom, which has done so much to vitalize the nation's economic life during the postwar period of readjustment, shows every sign of greater activity in the year just ahead. Government experts foresee a record-breaking \$39.5 billion expended in new construction in 1955, an increase of 7 per cent over the sum spent in 1954.

This vigorous activity will mean, of course, a continuation of high levels of production in all other related industries, thus stimulating healthy conditions throughout the entire economy. Manufacturers of clay tile, for instance, look for continued capacity production.

An outstanding reason, sometimes overlooked, for today's housing demand is the large-scale of the postwar population shift to the suburbs. Out of a population now about 162 million, almost one-third enjoy a suburban way of life. These are the people who want larger families and bigger homes for them, with such quality features as clay-tiled bathrooms and kitchens. In good part, these forward-looking, affluent families constitute the driving force behind today's housing demand.

THINGS TO COME—A jelly-like paint that won't run down the do-it-yourselfer's arm or drip onto the floor. . . A scary plastic robot that walks and talks, first devised as a movie production gimmick, is offered as a Christmas toy. . . A robot toll collector may speed you away through the growing net of turnpikes. Don't try to spy it; it will photograph your license plate as you drive off. . . A machine being offered restaurants makes just three pancakes from an envelope of mix, browns them on both sides and

STADIUM

SUN, MON, TUE
In Cinemascope
and Color
Clifton Webb
Dorothy McGuire

THREE COINS IN THE FOUNTAIN
and
Glynis Johns
"THE WEAK AND THE WICKED"

BROADENING MARKET

American living is a succession of "discoveries of easier, faster and more convenient ways of meeting our varied needs, says the assistant general manager of sales for American Can Co. He finds this an extremely encouraging thought from the standpoint of a man trying to sell more cans.

"Canned soft drinks are an example," said E. K. Walsh of Canco. "If they follow this trend, which has brought the use of cans for packaging beer up to six billion a year, canned carbonated beverages could some day account for twice that many."

This would bring about an increase of 30 per cent in the nation's total use of cans, which this year will be about 35.6 billion, Walsh said. Already, he said, the trend toward lightweight, single-trip containers for more and more foods had helped raise family can consumption from 130 per year in the 1900s to almost 800 a year today.

GREAT TASK NEAR END—Last week the Senate-House Committee on Defense Production reported that the industrial mobilization into which this country was shocked four years ago by the attack in Korea had become a long way toward achievement.

In private investment, capacity to produce 24 million tons of steel annually has been added, aluminum reduction capacity has been doubled, electric generating capacity has been increased 35 million kilowatts, and oil refining facilities for 8 million barrels a day have been built. Accelerated amortization certificates—a device by which the industry borrows some of its earnings back from the tax collector for as much as 15 years—have spurred \$18 billion worth of the nearly \$100 billion private construction in the period.

More than \$155 billion has been appropriated for military procurement and construction, and \$92 billion of this has been expended. Strategic stockpiles of nearly all scarce and valuable materials are at safe minimum levels.

BITS O'BUSINESS—Department store sales in New York climbed 10 per cent in the Nov. 20 week, but much of the gain was due to Wanamaker's close-out sale.

Labor Secretary Due Before CIO Convention

Secretary of Labor James P. Mitchell is scheduled to address the 10th annual convention of the Congress of Industrial Organizations at the Statler Hotel here at 3 p.m. tomorrow.

Secretary Mitchell's address will be broadcast by the CBS network that evening.

Muensterman Awarded New Corporal Stripes

James D. Muensterman, son of Mr. and Mrs. James D. Muensterman, of 22957 Arlington Ave., was recently promoted to corporal at the Marine Corps Recruit Depot in San Diego.

He serves in Headquarters Co., Headquarters and Service Battalion.

For TELEVISION SALES & SERVICE

TORRANCE TV

1629 CRAVENS
PHONE FA 8-1721

Holiday Mailing Tips Suggested By Postmaster

With the season fast approaching when the postman, like Santa Claus, will have a bulging pack on his back, Postmaster Clara Conner today offered a few tips to Christmas card and package senders.

Three-cent stamps on Christmas cards, she said, will insure prompt delivery of Christmas messages, and assure the return of cards which were incorrectly mailed whose addressee have moved.

Cards with three cent stamps are returned to the sender, whereas two-centers are not authorized for return.

Messages may be included with cards bearing three cent stamp, she pointed out.

Less Privileges Allowed

None of the postal privileges are allowed at the two-cent, third-class rates. Christmas card envelopes smaller than two and three-quarter inches by four inches or larger than nine by twelve inches require hand cancellation, and must carry first-class postage.

In order for cards to reach the addressee in time, she urged that all mail addressed outside the state be sent by Dec. 15, and that local mail be sent a week before Christmas.

She urged everyone to tie his Christmas cards in two separate bundles, with each address facing the same way. Local bundles of cards should bear postal labels marked "All for Local Delivery."

Hours Set

Post Office trips, she said, should be made before 10 a.m. or between 1:30 and 3:30 p.m.

Packages should be wrapped in sturdy cardboard cartons, wrapped in heavy paper, and tied with a strong cord. Addresses should be checked carefully, with the zone number, if possible. Stamps should be affixed carefully so they will not fall off en route.

Part Time Jobs For High School Students Sought

Employers were being asked this week to look over their job situations to see if they had a spot for part time employment for high school boys, according to Mrs. Herma Tillin, consultant to the Youth Employment Service at 1628 Gramercy Ave.

With boys going to high school on a half-day schedule, it leaves a lot of them with free time which could be utilized for jobs, she reported.

The need to keep some of the boys occupied in part time work as a deterrent to delinquency has also been expressed by Juvenile Officer D. C. Cook of the Torrance police department.

Employers having openings which could be filled by the part time employment of high school students may contact Mrs. Tillin at FA. 8-9368.

Fire Insurance

Lund CO. AGENTS

NEXT TO POST OFFICE
PH. FA. 8-3567

The Kimballs and the Shreffs also spent Friday evening playing tennis.

Sunday, Keith and Joan Marshall entertained, Pete and Dorothy Cockrell, and Phil and Marilyn Shreff with a barbecue at their home on Reese Rd.

Mr. and Mrs. Eugene Shultz and sons, Darrel and David welcomed a daughter and sister at Daniel Freeman Memorial Hospital in Inglewood recently. Little Maria Marie weighed 7 lbs., 7 oz. Also on the welcoming committee were the proud grandparents, Mr. and Mrs. Eugene S. Shultz, and Mr. and Mrs. S. Mar- te, of Harrisburg, Pa. Mrs. Marte spent two months with her daughter.

William Lane, of 5229 Doris Way, added "Sr." to his name recently, when his wife gave birth to a son at Torrance Memorial Hospital. The new addition, who weighed 7 lbs., 11 oz., will be called William Alexander Lane Jr.

The maternal grandparents are Mr. and Mrs. James Humble of San Pedro, and paternal grandparents are Mr. and Mrs. Hyde of Wilmington.

Three members of the Beau Jardin Garden Club—Katherine Deatherage, Ann Rice, and Bernice Smith—spent Tuesday afternoon visiting the School for Exceptional Children at the Toberman Settlement House in San Pedro. The group has been selling Christmas cards for the school. On Dec. 2, mothers of the pupils gave a reception honoring all who helped financially, with Beau Jardin members attending.

Allied Gardens citizens are planning a Christmas caroling party on Dec. 23. Anyone interested can call FR 5-5928 for further details.

Patricia and Pamela, five-year-old twin daughters of Mr. and Mrs. Raymond Smith, of 5507 Sunnyview Ave., find there are some compensations to having a tonsilectomy performed. They are now consuming all the ice cream they can eat.

DEC. 6, 1954

TORRANCE HERALD

Three

Pre Christmas Suggestions

FOR IDEAL GIFT ITEMS

CHOOSE FROM THESE FAMOUS BRANDS... AN EVERLASTING GIFT!

DEALER FOR... O'KEEFE AND MERRIT RANGES

- PACKARD BELL T.V. • WESTINGHOUSE • MAYTAG •
- BAUMAN • HEYWOOD WAKEFIELD •
- CAMBRIDGE • MOHAWK

SNACK RACK SET

4 SERVING TABLES AND RACK

12⁹⁵

MAPLE PICTURES

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MAPLE WALL PLAQUES

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MAPLE OR BLOND CHEST

IDEAL FOR THE BABY'S ROOM & DRAWER

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MAPLE MILK STOOLS

\$3.49

THIS WILL MAKE YOU SPIN

ODD

CHAIR SALE

FOR LIVING ROOM • BEDROOM • OR DINING ROOM

UP TO 40.00 VALUE ONLY **9.95**

HASSOCKS

MANY TO CHOOSE FROM **7.50^{up}**

PACKARD BELL 5 TUBE RADIO

\$17.95

BEAUTIFUL **CLOCK RADIO**

34.95

T. V. LAMPS

LARGE SLECTION LEAF DESIGN **\$3.95**

FRANK'S Furniture Company

1334 EL PRADO — FA8-7682

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USE OUR LAY-A-WAY PLAN