

## Mayor Makes Jan. 20-26 Jaycee Week

Mayor Albert Isen has proclaimed Jan. 20-26, 1957, as "Junior Chamber of Commerce" week in Torrance, to observe the founding of the Junior Chamber of Commerce, and the selection of the "outstanding young man" of this community as recipient of the distinguished service award.

The citizens of Torrance are urged to nominate their choice as the most outstanding young man to receive this award.

Official nomination blanks are available at the Chamber of Commerce building, 1345 El Prado.

Deadline for filing is midnight, Dec. 31.

### Class of 1956 Reunion

Graduates of Torrance High School, Class of 1956, will gather New Year's Eve for their first reunion at the local YWCA.

Festivities will commence at 8 p.m. and continue through the first hours of the new year. Admission is \$1 per person.

### Reflections

By J. HUGH SHERFEY, JR.

#### MERRY CHRISTMAS

Mary Ellen Chase said: "Christmas is not a date. It is a state of mind."

Christmas spirit pushes aside greed; giving replaces it. It is a birthday of freedom when peace is paramount. The Christmas tree is the symbol of eternal life, tinsel reflects the light of man in his struggle toward understanding. Our gifts are physical expressions of love to be held and appreciated. The day is filled with joy and song; good cheer and happy greetings of family and friends. It is a celebration of the birthday of Christ, the Lord. Through the hilarity there is a sense of reverence, a feeling that God is Host and His Son is Guest.

Our hearty wish: Merry Christmas to all of you.

### STONE & MYERS

*Monetary*  
"WE HAVE SERVED  
THIS COMMUNITY FOR  
OVER 32 YEARS."

## Behind the Scenes

By REYNOLDS KNIGHT

Those resolute skeptics, the members of the National Association of Purchasing Agents, aren't buying the inflation scare that is being talked up in some quarters. Their latest monthly survey revealed that in the face of a sharply rising wholesale price index, lead time in industrial purchases has been reduced by most purchasers.

If the purchasing agents are right and the prophets of inflation wrong, we can expect that the rise of prices at retail in recent months will level off soon. (Retail prices always follow wholesale prices at a respectful distance; they keep rising after wholesale quotations have dipped, and keep falling after wholesale costs have turned up.)

Key to the attitude of the purchasing agents seems to lie in the effect of the Suez crisis on Western Europe. After a brief flurry in the raw materials markets, basic commodities went down. This was on the supposition that Europe will be a poorer market for them, with oil and Middle East markets shut off, than before the invasion of Egypt. Since many of these commodities are in world trade, they can hardly rise very far or fast on U. S. demand alone.

Another aspect to the expectation of lower, or at least no higher, prices is that this seems to assume continued peace in the world. Imminence of war always sends commodities up, because of its interruptions of normal shipping if not for scarcity reasons.

**RETAIL THINKING VITAL**  
—The companies that'll be on top in 1960 will be those that "think retail." Norman E. Greenway, president of the Folding Paper Box Assn., declares: He predicted recently that the attrition that has occurred in the automobile and appliance fields would take place in other industries, notably manufacture of consumer goods.

Survivors in the competitive marketing battle, Greenway told graduates of the Association's area sales training course in New York, "will be those companies who set their policies, engineer their products, and design their packages, in terms of the American retailer."

He added that retailing, "the most dynamic force in the nation," is moving rapidly to mass

marketing, which depends on self-service and arresting packaging. By 1960, he predicted, supermarkets will triple in size, offer as many as 15,000 items, and double their business.

**THINGS TO COME**—A new hot-dog vending machine cooks them electronically in 20 seconds... Sets of holders, called "kitchen organizers," include spice box, pot lid container, towel-and-cup rack, and shelf for soap and cleanser, all for attaching in your kitchen closet... You can get a bubbly-type drinking-water cooler that fits into a square foot of floor space... A small plastic ring, with little rubber scrubbers attached, uses a chemical to clean and brighten golf balls... Germany sends a fast metal polish said to give luster to copper, aluminum, brass, silver, chrome, nickel, tin, cadmium, pewter or stainless steel.

**MORE CARS ROLL OUT**—Despite steel procurement problems, freight car deliveries in 1956 increased substantially, according to Samuel M. Felton, president of the American Car and Foundry Division of ACF Industries, Inc. He predicted unusually high deliveries for the next six months, provided steel supplies are adequate. The division has a backlog of orders for about 17,000 freight cars.

"A major factor in the good over-all 1956 showing," Mr. Felton said, "was an excellent delivery record in the first half of the year. Scarcity of plate and structural steel, followed by the steel strike—which lost production for each day of the strike—slowed freight car deliveries during the last half. As has been the case for many years, the sale of ordnance items, aircraft parts, foundry products and pressure tanks stabilized our earnings picture, since our division's activities are by no means confined to railway rolling stock."

**MORE MONEY, SAME ARMY**—All the hints being tossed around regarding stepped-up defense spending in fiscal 1958—the government year that will begin next July 1—have been disturbing young men of draft age and newly released soldiers who thought they were picking up an easy four or five bucks a week by remaining in the Ready Reserve.

Now Washington sources are quietly letting the word get around that these fears are groundless—barring some slip into full-scale war, when everybody would go. The military budget will rise fairly sharply in fiscal 1958, but the rise will be of the more-bang-for-a-buck variety. Higher-efficiency equipment, designed to do more of the foot soldier's work for him, costs more money. That's where the projected increase of perhaps \$2 billion a year will go.

The same number of soldiers will remain in the armed forces, with the new equipment supposed to make them a much more powerful force than they were even a year ago.

**BITS O' BUSINESS**—Short-term interest charged the United States moved across the 3 1/4 per cent mark on the billion dollars raised to expedite aid to Britain... Despite Treasury opposition, Rep. Aime Forand (Dem., R.I.) said his Ways and Means subcommittee might recommend some excise tax cuts... Employment in mid-November was 900,000 below the mid-October mark, with

## Schroeder New President of El Toga Shrine

William Schroeder, Gardena, was elected last Friday night to the presidency of El Toga Shrine Club.

The annual meeting of El Toga, which is composed largely of Shriners in the Torrance, Gardena and beach cities areas, was held at Daniels cafe in Gardena. Schroeder, who has served on the club's board of directors for the past two years, is also a charter member active in Shrine affairs. He succeeds Charles Burall, Redondo Beach, who becomes the potentate's ambassador.

**Daniels Named**  
Law Daniels, this year's potentate's ambassador, was elected to a place on the board of directors.

Other new officers of the club which is under the jurisdiction of Al Malaikah Shrine Temple include William Sutford, first vice president, and George Dowdy, Torrance, second vice president.

**Officers Picked**  
Edward D. Aiken, Torrance, was elected secretary-treasurer most of the decline among farm workers... The 1956 cotton crop was estimated at 13.3 million bales, lowest since 1950.

DEC. 23, 1956

TORRANCE HERALD

Eleven

and we look forward to a larger and more enthusiastic club for the new year," Schroeder said. There are several hundred Shriners in the area and all are invited to attend El Toga's meetings and to become members.

*Greetings*  
**OF THE SEASON**  
Our very best wishes for a warm, joyous Christmas to our many devoted friends and neighbors.

**SQUIRE**  
**Style Shoppe**  
1313 Sartori  
DOWNTOWN  
TORRANCE

*Christmas*  
**GREETINGS**  
As we celebrate His Natal Day, we wish for everybody the blessings of friendship, love and understanding that are the very essence of Christmas.

**SAV-MOR TV CO.**  
WALLY FRANKLIN  
2318 Torrance Blvd. FA 8-6110

## OPEN NIGHTS 'TIL 9 UNTIL CHRISTMAS IMMEDIATE DELIVERY

**LAWSON'S**  
**CHRISTMAS**  
*Sale!*

**NO MONEY DOWN!**  
TAKE A FULL YEAR TO PAY!

**BULOVA**  
Ladies' & Men's \$29<sup>95</sup>  
Your Choice  
75c Weekly

**DREAM GIRL**  
\$99  
NO MONEY DOWN

**17 JEWELS**  
Ladies' & Men's \$16<sup>95</sup>  
Your Choice  
50c Weekly

**ELGIN**  
Ladies' & Men's \$39<sup>95</sup>  
Your Choice  
\$1.00 Weekly

**WITNAUER**  
Ladies' & Men's \$29<sup>95</sup>  
Your Choice  
75c Weekly

**25 JEWELS**  
Automatic \$39<sup>95</sup>  
Reg. \$69.95  
\$1.00 Weekly

**FOR HER**  
Ideal Gift  
**ELGIN** 14 K Gold  
20 Diamonds Reg. \$129<sup>00</sup> \$3.00 Weekly

**DIAMOND INITIAL RING**  
Reg. \$59.95 \$24<sup>95</sup>  
NOW  
50c Weekly

**MENS DIAMOND RING**  
Reg. \$100 \$79<sup>00</sup>  
NOW  
\$1.75 Weekly

**1/2 CARAT DIAMOND**  
Reg. \$175  
Both for \$2.00 Weekly

**7 DIAMOND SET**  
Reg. \$200  
Both for \$2.00 Weekly

**10 DIAMOND SET**  
Reg. \$200  
Both for \$2.00 Weekly

**12 DIAMOND SET**  
Reg. \$200  
Both for \$4.00 Weekly

**5 DIAMOND**  
Wedding Rings \$49<sup>95</sup>  
Reg. \$99.95  
\$1.00 Weekly

**Lawson's**  
JEWELLERS  
1317 EL PRADO  
TORRANCE  
Phone FA 8-4313  
NE 6-7765  
Open Every Night 'til 9 Until Christmas

OPEN SUNDAY 9 A.M. to 5 P.M.  
**SANTA WILL DELIVER**  
BEFORE CHRISTMAS  
**YOUR BEAUTIFUL PIANO**  
**FICHT PIANO CO.**  
611 South Gaffey St. — San Pedro



*HOLIDAY*  
*Greetings*

The clock ticks off the seconds to midnight, the bells ring out, and once again it's Christmas! And, once again from all of us to all of you go forth our warmest wishes for the happiest Holiday season that has yet come your way.

**WESTCHESTER**  
**MUSIC CENTER**  
9101 S. SEPULVEDA BLVD.  
OR 1-5249 OR 8-2969

*Merry*  
*Christmas*

We take this occasion to thank our many friends and customers for our tremendous success in the city of Torrance.

**NATIONAL**  
CATALOGUE STORES, INC.  
1612 CABRILLO  
FA 8-8554  
TORRANCE