



WINTER GRADS . . . The latest class of pre-schoolers to be graduated from the Normandale classes are shown here during recent graduation exercises. A new class of students from 3 to 5 years of age now meet each Wednesday from 9:30 to 10:30 a.m. Other groups meeting at Normandale, 22400 S. Halldale Ave., include clubs and dramatics and dance classes. A slim-trim class is held for the mothers each Wednesday. Information on the classes may be obtained from Marilyn Coppins at FA 8-9873.

Volunteers Start Crusade For Heart Sunday Weekend

A gift from the heart, for all hearts will make your Valentine's Day more meaningful. Today marks the beginning of Heart Sunday Weekend — the Heart Assn.'s annual campaign for funds for heart and blood vessel research, education and community service.

Some 50,000 Heart volunteers in Los Angeles County will visit their neighbors during the four-day drive, ending Sunday. They will leave latest information on heart health with residents. Neighbors will have a personal opportunity to fight the nation's number one health enemy — heart disorders, through their contributions at that time.

are: Mrs. Shirley Leetz, 23820 Park St.; Mrs. Shirley Stewart, 2802 Knode St.; Mrs. Catherine Mishler, 160 Iris Ave.; Mrs. Ann Collins, 17025 Crenshaw Blvd.; Mrs. Glada Yost, 17030 Atkinson Ave.; Mrs. Martha Shook, 5403 Sara Drive; and Mrs. Mary Miller, 5101 Merrill St.

Mrs. Shaffer urges all residents to visit the Heart Assn.'s exhibit depicting the functions of the heart and some of the tools used by doctors to examine the heart which is on display during the heart fund month at the east wing of the Museum of Science and Industry in Exposition Park, Los Angeles.

WHEN THE Heart Sunday volunteer finds no one at home she will leave a pre-addressed mail-in envelope residents may use to send their gift to the Heart Assn. If you are missed, send your contribution to HEART, care of your postmaster.

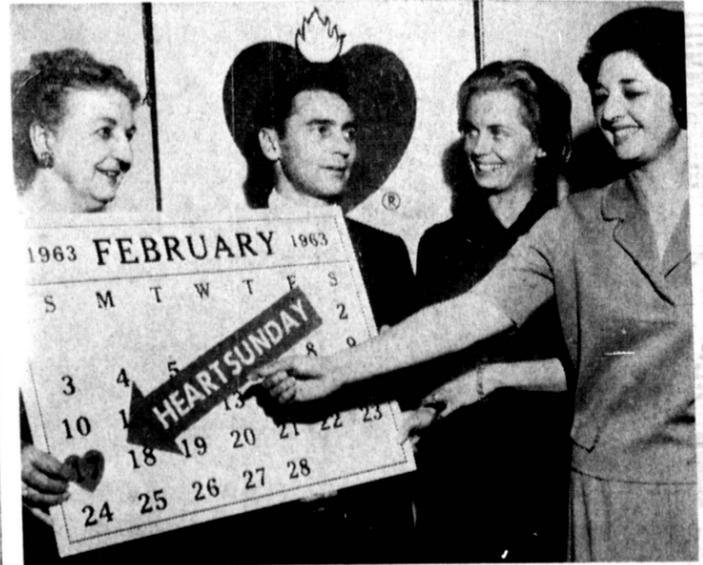
Torrance community chairman Mrs. R. E. Shaffer (Rebekah), 2052 Santa Fe Ave., appealed to residents here to give generously when their heart neighbor calls.

AIDING MRS. Shaffer as division chairmen in Torrance

My Neighbors



"When will I be strong enough to face the cashier here?"



TODAY IS THE DAY . . . Making last-minute plans for Heart Sunday Weekend, which begins today and continues through Sunday, are: Mrs. R. E. Shaffer, (Rebekah) (from left to right) 2052 Santa Fe Ave., Torrance community chairman; Paul Keefer, 25701 Crenshaw Blvd., Dominguez community chairman; Mrs. Robert F. Nielsen, 215 Avenida del Norte, Redondo Beach, unit chairman; and Mrs. Henri Front, regional Heart Sunday chairman, south, of 4154 Via Lado.

GET IN STRIDE GO CLASSIFIED

MORE FOOD ADS IN THE HERALD

A Closer Look

By Ernest Krailing

HOLLYWOOD—No requeims for radio, please.

We still buy 12 million radio receivers a year, or more than one every three seconds. Today there are 185 million radio sets in the United States, or one for every man, woman and child. And aside from having more sets than ever to listen to, we have more stations from which to choose.

So if we have more sets and more stations to listen to, someone must be listening. Someone is, but he's not necessarily at home. Today four out of five new radio receivers bought are either portable transistor models or auto radios.

WHAT HAS disturbed the radio industry in recent years is that this enormous out-of-home radio audience has not, they claim, been adequately measured and that the total radio audience has been made to look much smaller than it is. Consequently, national advertisers have not directed a large enough share of their advertising budgets to radio, at least as justified by the audience radio reaches.

But under the spur of national radio networks new effort is being made to accurately measure the extent of out-of-home listening. On retainer from ABC Radio network Sindinger & Company, a Pennsylvania market research organization, has refined some research techniques which probably provide better insight into the real reach of radio than we've had in the past.

FOR EXAMPLE, Sindinger found, as of October last year, that between 7:30 and 8:15 a.m. each weekday morning almost 50 million people were listening to the radio, 10 million of whom were in their automobiles. Although listening dropped slowly throughout the rest of the day, 10 million people were again listening to a radio in their cars at 5 in the afternoon, the height of commuter traffic.

And even during television's

top viewing hours of 7:30 to 11 p.m. between 15 and 20 million people were turned to radio. This is the industry thought to be prone to rigor mortis a few years ago.

SOMEONE RECENTLY asked me how many radio sets I had. I counted four. But on second thought I realized there were seven receivers in the household, not including a distinguished senior citizen chucked in the trash can last week after 25 years of faithful service.

Take an accurate inventory of the radio sets around your house and the number of hours a day you're within earshot of one, and I think you'll agree you have a mighty companionable piece of electronic equipment near you most of the time. (If you have teenagers around, you'll probably also wish radio had succumbed to television-itis as many predicted.)

For from being buried, radio is still a growing and dynamic link in a communications system that serves the most over-communicated-with nation in the world.

Commentator To Address Realty Board

"Do You Know Your Freedoms?" will be the question asked by Wendell Noble, Glendale Federal Savings and Loan Assn.'s community relations director, when he appears before the regular meeting of the Torrance-Lomita Board of Realtors Feb. 27.

Noble, who has made more than 900 appearances before Southern California service clubs, is also a KABC news commentator with two shows daily. A veteran of 17 years in the radio and television field, he has extensive experience in news coverage in Washington, D.C.

Eddie Layton

Mercury Records, talented recording star and internationally acclaimed "King of Organ Sounds" will appear in a . . .

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FEBRUARY 17th AT 4 P.M.

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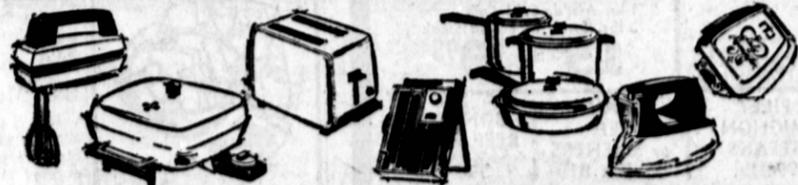
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