

SHOP DOWNTOWN TORRANCE and SAVE

NATIONAL SURVEY

City's Households Have \$9,000 Average Income

The take-home pay of Torrance wage-earners totaled almost \$315 million last year—ranking the city 15th in income of all California cities. This figure is a new record high and \$27.7 million more than the year before.

The Torrance Chamber of Commerce analysis of copyrighted figures contained in the Sales Management Magazine Survey of Buying Power for 1964, reveals the net effective buying income—the amount left after all deductions have been taken from pay envelopes—was \$314,540,000.

The survey also indicates the population of Torrance at the end of 1964 was 126,000, with 33,600 households. Divided by these population figures, the income averages \$2,486 per capita and \$9,097 per household. The latter figure compares with a household income figure of \$3,698 in 1963.

OF PARTICULAR interest is the fact that in the nation Torrance ranked 117th in population and 120th in net effective buying income, but attained 99th position in retail sales.

A survey device known as the sales activity index which relates the retail sales percentage to the city population percentage, using 100 as the base figure, shows that Torrance draws heavily from surrounding communities. The Torrance figure last year was 152.

A similar index, relating to purchasing power of the community as compared to the nation as a whole is called the quality index. A city having an index markedly higher than that of the nation (again represented by the base figure 100) or higher than the cities in the same geographical area, is considered the place where sales efforts are likely to produce the best results. The quality figure for Torrance was 121 last year.

"WE ARE enthusiastic about the future of Torrance as the trading city of Southwestern Los Angeles County," Bruce Jones, Chamber of Commerce president, declared.



100% all wool Shetland sweater, long sleeve V-neck or crew-neck by Catalina. Green heather, blue heather, and charcoal hues. A sharp sweater for all occasions.

\$9.95

TORRANCE MEN'S SHOP

Corner Marcelina & Sartori
Downtown Torrance

"Last year's record sales bears out our belief in this city's success. And we can be further encouraged by the big leap to a net effective buying income of nearly \$315 million and retail sales of almost \$260 million—an increase of \$30 million over 1963," he declared.

Sales of general merchandise in 1964 came to more than \$98 million as compared

with \$52 million in the previous year. Apparel sales were up to \$9.5 million from the 1963 amount of \$8.6 million. Furniture and household appliances climbed to \$8.5 million from \$6.2 million a year earlier. Food sales were off \$2.5 million for a total of \$63.8 million. Automotive sales were down almost \$3.2 million and service station sales were shown to be off \$4.7 million.

RONDEAU
TORSOLETTE
By Lilyette
Featured at...
SAM LEVY
DEPARTMENT STORE
1309 SARTORI AVE. FA 8-2628
DOWNTOWN TORRANCE

FOR BEST CLASSIFIED ADVERTISING RESULTS—CALL DA 5-6060

Private Adolf A. Philippi, whose parents, Mr. and Mrs. Karl Kastl, live at 3748 W. 177th St., is attending a missile maintenance technology course at the Army Ordnance Guided Missile School, Redstone Arsenal, Ala. He is receiving instruction in the maintenance of the Army's most advanced missiles.

The 21-year-old soldier was graduated in 1962 from Leuzinger High School in Lawndale and attended El Camino College.

Workshop Planned At South

Richard L. Nelson, consulting editor of Ginn and Co., began an English workshop for teachers yesterday which will continue today, according to Haig Marshlian, assistant principal.

Mrs. Jean Melton, curriculum coordinator at South High, has planned the workshop program so all English teachers may attend one of the classroom demonstrations. Each English teacher also will

have the opportunity to meet with Nelson during the two-day session.

Aim of the workshop is to find ways to place emphasis on the creative and individual aspects of writing and to explore new materials and ideas in the teaching of English, Marshlian said.

Nelson was consulting editor for the high school composition series "Writing: Lessons in Composition." He has taught in junior and senior high school and in colleges.

For Classified DA 5-6060

"It's Not Too Early for Your Christmas Layaway!"

GIGI fashions
1317 EL PRADO
DOWNTOWN TORRANCE
FA 8-1173

SHE IS WEARING GLASSES

Contact lenses have come a long way since they were first introduced to the human eye.

Now—so comfortable, so undetectable—contact lenses are for just about anybody. Whatever your reason for being interested, come in and see what science has done about contact lenses to make them wonderful to wear. Come in for a no-obligation demonstration. 32 years in Harbor area.

DR. J. M. SOSS, Optometrist
(AND DR. J. A. GALIPEAU)
1268 Sartori Avenue • FA 8-6602

No Limit to Number In Picture!

COLOR PORTRAIT
REGULAR \$8.95 VALUE!

96¢ plus tax

FRI.-SAT., OCT. 22-23
10:30 to 5

EL PRADO MARKET
1330 EL PRADO
DOWNTOWN TORRANCE

Picture by Coast Color

SORRY... ONE SPECIAL TO A FAMILY!

McMahan's FURNITURE STORES GOLDEN OPPORTUNITIES DAYS

... Here's your reserve seat on the 50 yd line!

ADMIRAL PERSONAL PORTABLE 19" TV

Rugged, hi-impact plastic cabinet in warm sandalwood color resists scuffs & scratches and fits any decor. Pulls in clear, bright pictures in most areas. Don't miss the exciting football season and bowl games ahead for little more than the price of a season ticket.

\$128⁸⁸

NO MONEY DOWN ON APPROVED CREDIT!

WAGON WHEEL BUNKS

W STORAGE HEADBOARDS ROOM FOR BOOKS OR TOYS

This bedtime favorite can be used as a bunk or if space permits, as twin beds! You'll love the finish. Sturdy 100% hardwood. Steel side rails, guard rail and ladder are included in this low, low price.

SAVE \$13.07

\$46⁸⁸

50c A WK.

Authentic

SOLID MAPLE BOSTON ROCKER

A lovely full size rocker expertly constructed of solid maple for durability. Rich, warm finish. Note the attention to detail, the rolled edges, other quality features. Not a "price leader" but a fine quality chair at an unbelievable low price!

50c A WEEK

\$19⁸⁸

SAVE \$10⁰⁷

R.C.A. — ADMIRAL — MOTOROLA

COLOR TV

CHOOSE FROM:
21"
23"
or
25" IN
CHOICE OF STYLES

\$5 DOWN 3 YEARS TO PAY ON APPROVED CREDIT

ROCKER - RECLINER

4-Way Comfort In One Relaxing Chair...

\$1.20 A WEEK

\$118⁰⁰

SAVE \$31.95

Ever wished for an island of comfort where all the stresses and strains of living could be soothed away? This rocker-recliner can be your island. 4-way comfort. 1. Lounging 2. Feet-up TV position 3. Stretched out Snoozing position 4. Soothing rocking action. Make this island of comfort part of your home today!

5-PIECE EARLY AMERICAN LIVING ROOM GROUP

Rich hardwood maple finish with diamond tufted, easy-clean vinyl upholstery. Set includes 2 end tables, unusual oval coffee table, divan with concealed storage compartment and matching rocker. Comes with Olive tree covering or tan vinyl as shown.

\$2.60 A WEEK

\$259⁸⁸

SAVE \$20⁰⁷

5-PIECE WESTERN LIVING ROOM SET

Done in handsome western oak, upholstered in easy-clean, brown vinyl with an embossed design on back straight from the pages of the Old West. Two end tables, coffee table and arms of chair and divan are styled in a solid oak wagon wheel design.

\$2.00 A WEEK

\$229⁹⁵

SAVE \$20⁰⁷

VISIT OUR... • COLOR TV & STEREO DEPT. CORNER SARTORI & EL PRADO
• EARLY AMERICAN DEPT. • USED DEPT. ANNEX
Downtown Torrance
FEATURING NORGE, ADMIRAL, MAYTAG, O'KEEFE & MERRIT AND MANY OTHERS IN OUR HUGE APPLIANCE SECTION! PHONE FA 8-1252 "OPEN FRIDAYS 'TIL 9:00"

• No Red Tape To Open Your Account... We Carry Our Own Contracts!
• Se Habla Espanol!