



SAFETY LESSONS . . . Children in the primary grades get a lesson in playground safety from fourth graders at Seaside School. The instruction was given to all younger children at the school. Shown demonstrating the use of the swings are Lynda Archer, Nancy Grob, and Valerie Evans.

REYNOLDS KNIGHT

Rising Costs, Scarce Newsprint Create Grief for Newspapers

Americans' craving to know what's going on—from the troubles in Morocco to the day's baseball scores—brings a headache along with profits for newspaper publishers.

Newsprint is usually bought on long-term contracts, starting at a base price of \$126 a ton currently in the New York area, and grading upward in the other shipping districts into which the suppliers have divided the country. These are direct purchases from mills in most cases. Smaller papers deal with brokers.

When a paper runs over its expected tonnage of paper, the fun begins. It must go from dealer to dealer, pick up a roll here and a roll there. Right now these extra rolls cost as much as \$175 a ton at inland points.

Ever since World War II, rising advertising linage has been shifting the ratio of ads to editorial matter downward. "There has been a 10 per cent increase in advertising this year over last. While a single issue may contain up to 75 per cent of ads and still be eligible for newspaper postage rates, publishers like to keep the news content up to at least 45 per cent, to keep faith with the readers."

NEW FASHION FIELD—That line about never underestimating the power of a woman is being heard in a new field—the distilling industry.

"Today women are a major factor in the purchasing of whiskey," says Sidney E. Frank, president and general sales manager of Schenley Distillers Co. "More women are mixing and serving drinks in their homes."

Accordingly, Schenley has called on some of the nation's foremost couturiers to design and create cocktail dresses, hostess gowns and formal wear coordinated with its principal brands. Soon these will be available in fine fashion shops across the nation. Company officials have the idea that enjoyment of Schenley's "Golden Age of Elegance" whiskeys can be even greater when the hostess is attired in an elegant gown woven of 24-karat gold thread.

vances are increasing production efficiency on the farm and lowering costs. Future farmers, he said, will operate bigger farms with less help, be better business men, and have more leisure to enjoy themselves in off-the-farm recreation.

SOLID, ANYWAY—Whether the current swift pace of building continues, slackens, or accelerates in the next few years, it will have plenty of concrete to serve as a foundation.

After several years of hesitancy among a number of the cement industry's large companies—presumably because they thought the boom wouldn't last—the projected large highway program has pushed all the leading firms into ambitious expansion programs.

Eastern cement production tends to concentrate in the steel areas, particularly in Eastern Pennsylvania's Lehigh Valley. There is also cement production in New York, along the line of the State Barge Canal, and in Texas where the kilns can use cheap natural gas as fuel.

Lone Star Cement will build a new plant in Lake Charles, La., as well as enlarging its Houston and Dallas plants in Texas and one in Hudson, N. Y. Henry J. Kaiser will increase capacity of his Permanente Cement Co. by 50 per cent, the first new facility coming into production next year. PennDixie Cement Corp. raised \$12.5 million early this year from stockholders and a bank loan for a building program. Lehigh, Alpha, Dragon and General, other big firms, have new capacity just coming into production.

BITS O' BUSINESS—Wool prices declined up to 10 per cent in the season's first sale in Sydney, Australia. . . . New orders for furniture in July were 14 per cent above the volume of July, 1954. . . . Spot copper in London sold last week for 490 pounds a ton. That's 60 cents a pound, reopening the gap American sellers were trying to close by raising the U. S. price to 43 cents a week earlier.

Donna Wolf Leads UCSB Rally Group

Donna Pat Wolf, daughter of Mr. and Mrs. Don B. Wolf, 21804 Halldale Ave., was recently appointed chairman of the Rally Committee at the University of California, Santa Barbara College.

The college is beginning its second year in the new seashore setting and it will be the primary interest of the Rally Committee to unite school spirit on the large campus. As chairman of the committee, Miss Wolf will plan the college parades, bonfire rallies, and decorations at athletic events. Early in the year, the committee directed the song leader and yell leader try-outs.

Miss Wolf is a senior majoring in political science. She has been a member of the Association of Students Legislative Council for two years and is now a member of Cal Club and Colonel's Coeds. She is president of Chi Omega and Pi Sigma Alpha, political science honorary.

Torrance Hills Residents Form New Association

A new south Torrance civic organization—the Torrance Hills Civic Assn.—was born Wednesday at Hillside School, with Tom Abrams elected chairman of the meeting and president of the group.

The new organization—a non-profit, non-political group dedicated to health, welfare, and safety of its residents—is composed of residents of Victoria Knolls, Pacific Hills, and both old and new Weston tracts. They decided to meet twice a month.

Councilman Willis G. Blount discussed the traffic situation at Pacific Coast Hwy. and Greenwich Blvd., where he told the 130 persons attending, a traffic signal soon will be installed. He also discussed the value of civic organizations.

Other officers—representatives of the various tracts in the area—were named. One of the first projects of the new governing committee will be to incorporate the association under the laws of the state and to start a membership drive.

Veterans to Hear Hosmer

Congressman Craig Hosmer will discuss three congressional bills sponsored by the Veterans of World War I, at a meeting of Barracks No. 154 of the organization on Tuesday, Oct. 11, in the Veterans Memorial Building Long Beach, at 8 p.m.

The three bills are H.R. 4294, H.R. 4439, and H.R. 4733.

Attendance at the last meeting of the Veterans of World War I was 102, with 21 new members. Total membership is now 428. Preceding the Tuesday meeting, a potluck dinner will be served in the banquet room at 6:30 p.m.

Reflections
By J. HUGH SHERFEY, JR.

THE WAY TO RICHES

The way to spiritual riches is to do what our Service Clubs do.

Our Service Club members have a "yen" to build credits for completing civic improvements; they increase their wealth by returning a dot of wealth by returning a lot of service to a city that lives and grows, whose very existence begins and ends with assistance (service).

We musn't forget the person who runs next door to wash the dishes, straighten the house, bring a cookie, bowl of soup or just a cheery word to a neighbor who is ill; there are the men who cut the lawn or clean the walk for a friend on vacation; there are other ways to build riches but I know of none that are as easy.

P.S. Our Service, never ostentatious, is sincere.

STONE & MYERS Mortuary

"WE HAVE SERVED THIS COMMUNITY FOR OVER 33 YEARS."



WOMAN MARINE PROMOTED . . . Margaret R. Laskey, daughter of Mr. and Mrs. Steven Laskey, of 2121 W. 236th Pl., received a warrant of promotion as a PFC in the Woman Marines in recent exercises at Parris Island, S. C. A former student at Harbor Junior College, she was one of four women promoted at the end of recruit training.

Employee Tab Ethel Hiller

Mrs. Ethel Hiller was installed as president of the California School Employees Assn., Torrance Chapter 19, at a meeting held in the Moose Hall recently.

With Everett Brown, district representative, presiding, other officers were installed—Jerry McCalman, vice president; Lynn Hartland, corresponding secretary; Evelyn Roberts, treasurer; and Dorthnea Johnson, reporter.

The next meeting of the group will be in the Fern Ave. Cafeteria this Thursday at 8 p.m.

William Dunn Serving In Japan With Marines

Marine T/Sgt. William R. Dunn, husband of the former Miss Patricia R. Kovacevich, of 2056 W. 244th St., Lomita, is serving at Wakuni, Japan, with Marine Wing Squadron Group 17, a unit of the 1st Marine Aircraft Wing.

Dressmaking Class Opens

Because of the large enrollment in the evening adult classes in dressmaking and tailoring, a new class will be opened at the Torrance High School, 2200 W. Carson St., tonight.

The classes will begin at 7 and run until 10 p.m. and will be taught by Mrs. Bessie Louise Marsh. Mrs. Marsh has had many years of experience in private and commercial type sewing and tailoring. It is anticipated that the new class will also fill up to capacity, so it is suggested that those interested come in early to register.

At the moment there are a few openings still available. Students are requested to enroll for this class with the instructor in room 114 at the high school.

SPINACH CENTER
Texas leads in producing spinach for fresh market sale.

WHO IS BILLY VAN ????

STOP-SHOP-SAVE at ROTHS!

values worth getting **EXCITED** about

Save at ROTHS
FIRST OF THE WEEK SUPER VALUES

DEL RICH OLEO 1 LB. 15¢

ORCHID PAPER WRAP NAPKINS 80 COUNT 10¢

ROTHS FINEST QUALITY MEATS

TENDER JUICY CUBE STEAKS 69¢ lb.

ARMOUR'S QUALITY VEAL ROAST 39¢ lb.

CENTER CUT SHOULDER VEAL CHOPS 49¢ lb.

ARMOUR'S STAR—8-OZ. PKG. Buttered Beef Steaks 39¢

ROTHS FINEST FRESH PRODUCE

Flaming Red TOKAY GRAPES 7 1/2¢ lb.

Extra Fancy Summer Squash 2 lbs. 17¢

ROTHS FINEST FROZEN FOODS

FRADELIS—12-OZ. SWISS STEAK DINNERS 69¢

GAMBELL'S Pea & Ham SOUP 10 1/2-OZ. 19¢

ROTHS FINEST Delicatessen

GOLDEN CREME 1st QUALITY AA BUTTER 59¢ lb.

OSCAR MAYER ALL MEAT Sliced Bologna 7-OZ. PKG. 29¢

ROTHS SUPER FOOD MARKETS

PRICES EFFECTIVE MON., TUES., WED., OCT. 3-4-5

1321 Post Avenue, Torrance
109 S. Hawthorne Blvd., Hawthorne
310 E. Manchester, L.A.—12021 W. Washington, Culver City—3024 S. Sepulveda, L.A.—2412 Pico Blvd., Santa Monica—2709 E. Main, Ventura

ALL AMERICAN Peanut Butter 18 OZ. JAR 39¢

DONALD DUCK GRAPEFRUIT JUICE 46 OZ. 21¢

ALLEN Sweet Potatoes 2 1/2 GAN 17¢

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| JEWEL SALAD OIL | Qt. | 55¢ |
| KAL KAN HORSEMEAT | No. 1 can | 2 for 47¢ |
| DOG FOOD | | |
| LINDSAY MEDIUM OLIVES | No. 1 can | 25¢ |
| OLD DUTCH CLEANSER | reg. | 12¢ |
| PY O MY BROWNIE MIX | 10 1/2 oz. | 29¢ |
| REAL GOLD ORANGE JUICE BASE | 6 oz. | 17¢ |
| REAL PRUNE PRUNE JUICE | 24 oz. | 26¢ |
| SUGARITE | 12 oz. | 21¢ |
| BLACK MISSION FIGS | 14 oz. | 43¢ |
| SWANSONS BONELESS CHICKEN FRICASSEE | 3 1/2 oz. | 5 for 99¢ |
| SWIFT BABY FOOD MEATS | 3 1/2 oz. | 5 for 99¢ |
| ZEE PAPER TOWELS | roll | 19¢ |

STOP-SHOP-SAVE at ROTHS!