

# Behind the Scenes

By REYNOLDS KNIGHT

If you want to manufacture something and are worried about labor supply, design your product so it can be produced by women workers between the ages of 50 and 65. They are the kind of workers whose numbers will be increasing between now and 1975.

This tip can be gleaned from a report by the Bureau of Census—first of its kind since 1952—on the probable makeup of the nation's working force for the next 20 years.

The report acknowledges that there are developments in the offing that may nullify its projections. If, for example, all big businesses do their figure work with giant electronic data-processing systems by 1957 there will be a dearth of jobs for young women between high school and marriage. Based on present trends, however, the women's working groups 45-54 and 55-64 will be the fastest-growing. Whereas 43.5 and 32.2 per cent, respectively, of the members of these groups have jobs now, the projected 1975 ratios are 55.3 and 40.8 per cent.

These, of course, will still leave the middle-aged women fairly low in the box-score of job-fillers, numerically. Nine-hundred-and-sixty-nine of every 1000 men between 35 and 44 are hitting the ball somewhere now, and 20 years hence 864 of them will still be on the job.

**TRY-YOURSELF IN SALES**—Prospective customers will get the try-it-yourself treatment in 1957 more often than ever before, dealers are predicting.

Because they add an important extra dimension to the art of persuasion, demonstrations have always been an important part of selling. Manufacturers and retailers have special

cause to push them when goods are abundant and competition is keen.

"Top salesmen don't just talk; they put on shows," declares a trade booklet put out by manufacturers of automatic gas ranges. In addition to the usual array of pots and pans, demonstrations suggested calls for many other props, and for hot coffee to be served prospects.

In many instances the prospective customer is invited to turn a valve handle or do some other part of the test herself. A whistling tea kettle drives home points about heat control features of the gas range. Scales and a couple of roasts show the reduction in shrinkage that can be attained with low-heat cooking. Toast is deliberately burned to show the smoke-consuming character of the gas flame.

**THINGS TO COME**—A rust-remover uses a chemical action that stops abruptly when it reaches the basic metal, say its makers... Galvanized roofing for the do-it-yourselfer now

**Yule Party Set Dec. 20 At McMaster**

A gala Christmas party at McMaster Park on Dec. 20 at 7 p.m., and all families in the area are invited to participate in the "old-fashioned" Christmas and family sing.

"The Best Christmas Present" is a short play presented by children of the playground, will be given that night. These young actors will also perform this play for the North Torrance Fuschia Society at its Christmas party, Tuesday, and for the North Torrance Civic Assn. tomorrow.

Santa Claus will make an appearance and candy canes will be given to all comers.

McMaster Park will be open from 9 a.m. to 9 p.m. on Dec. 19, 20, and 21. Saturday, Dec. 22, the Park will be open from 9 a.m. to 4 p.m. It will reopen Dec. 26, 27 and 28 from 9 a.m. to 9 p.m. and from 9 a.m. to 4 p.m. on Saturday, Dec. 29.

**Cash Register, Record Players Taken at Shop**

A cash register, two record players, and \$87 was stolen from his TV repair shop at 24609 Narbonne Ave., Paul F. Platte told sheriff's deputies Sunday.

Platte said a burglar apparently had pried the hinges off the back door of his shop and removed the door to gain entrance. The cash register was valued at \$400, the record players at \$50, and money and checks at \$87.

comes in 31-footrolls with weatherproof edge seals... An emergency lighting unit recharges itself as soon as the central power comes back on, to be ready for the next emergency... A door lock imported from Germany has a reverse-master-key feature. No key opens any inner door but its own, but they all open the front door.

**NEW STEPS IN TILE**—Many of industry's notable advances have been achieved through diligent research into new ways. The Tile Council of America, Inc., an association of 23 domestic tile manufacturers, has for some time constituted a case in point.

program has opened new markets for real tile, a product some 70 centuries old. Currently the Council is planning construction of a new research center four miles south of Princeton, N. J., on U. S. Route 1. This center will take its place in "Research Row," a heavily concentrated area of government and industrial research laboratories.

The research center will be devoted to finding wider uses for ceramic tile, and more economical techniques of installation. The building itself will typify the most advanced uses of real tile for interiors and exteriors. Tile Council research facilities are now located at Rutgers University, New Brunswick, N. J. It is hoped

the new building will be ready before the end of 1957.

**RETURN VISIT**—The Old South, which has fretted over the move westward of the cotton crop, is having its innings now. Arkansas and Mississippi are planting wheat.

Through a quirk of the farm price support laws, it is perfectly legal for a cotton farmer, though forbidden to plant cotton on some of his acres, to turn them to wheat—even though wheat is a greater surplus problem than cotton.

The cotton states' wheat crop is a tiny fraction of U. S. yield now, but there are plenty of idle acres east of the Mississippi and south of the Ohio. It wouldn't be much of a trick for

wheat seed experts to breed strains that would grow in the warmer, moister regions of the Southeast. The varieties grown in the arid Southwest are themselves the outgrowth of much genetic tinkering.

**BITS 'O BUSINESS**—Steel production in October was 11,032,000 tons. It was the first 11-million-ton month in history... Louisiana increased allowable oil production 75,000 barrels a day to meet the Suez emergency... Rayon cord for automobile tires has been reduced 3 cents a pound... The Agriculture Department has reduced its cotton crop estimate to 13,153,000 bales. Goal of the reduction program was 10 million.

DEC. 13, 1956

TORRANCE HERALD

Thirty-one

SAVE ON SHOE BILLS



DOWN GOES THE COST OF FOOTWEAR WHEN WE GO TO WORK ON YOUR OLD SHOES

KENNY'S SHOE REPAIR

1278 SARTORI  
KENNETH RUFFELL, Prop - SAM BATTAGLIA

(Across from Newberry's)

ONLY HERALD ADS  
REACH 31,000 FAMILIES!

## New UN Unit Meets Friday

The American Association for the United Nations, South Bay Chapter, will hold its initial meeting in Redondo Beach, Friday, Dec. 14, at 503 S. Catalina Ave.

Purposes of this first meeting are to elect officers and to inform the public about the purposes and structure of the AAUN and how it serves the nation and the community.

C. M. Nelson, president of the AAUN Southern California Council, and Mrs. R. A. Wilson, president of the Palos Verdes Chapter, will be the speakers.

The slate: president, Mrs. Earl D. Barnum; first vice president, Douglas Simcoe; second vice president, Mrs. Fred Rompage; third vice president, Everett Craig; corresponding secretary and recording secretary (to be nominated from the floor); treasurer, Ray Peer.

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# SHOP EARLY SAVE!

Big Features for Thursday, Friday Saturday



**Safeway "Save-a-Tape" Plan Special Offer!**

**GENUINE DETECTO BATH SCALE GIVEN FOR 15 ENVELOPES EACH CONTAINING \$17.50 IN SAFEWAY PINK REGISTER TAPES**

The ideal gift—an accurate, durable weighing instrument with a lifetime Service Guarantee! Hurry! Offer subject to stock on hand! May be purchased outright, if desired, for \$8.45.

- LIFETIME GUARANTEE
- PRECISION ACCURATE
- MAGNI-EYE EASY DIAL
- 250 POUND CAPACITY
- NEW NONSKID VINYL MAT

**Reg. \$8.45 RETAIL VALUE**

**OTHER "SAVE-A-TAPE" GIFTS NOW AVAILABLE**

**MARCO ALUMINUM COOKWARE**

Extra-heavy, waterless cookware! A choice of 8 wonderful pieces, given away on the "SAVE-A-TAPE" plan. See display in Safeway store!

**DIXIE DOGWOOD DINNERWARE**

Hand-painted! Choice of 5-piece place setting or set of 3 soup bowls for TWO envelopes, each containing \$17.50 in Safeway pink cash register tapes!

**SATIN MIX CANDY**  
ROXBURY HARD CANDY

14-ounce Package **25¢**

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**SHERBET**  
PARTY PRIDE—FRUIT FLAVOR

2 Pint Cartons **29¢**

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**EMPRESS HONEY**  
PURE CLOVER

5 -lb. Tin **\$1.19**

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**QUAKER OATS**  
QUICK COOKING or REGULAR

20-oz. Pkg. **17¢**    48-oz. Pkg. **37¢**

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**GOLD MEDAL FLOUR**  
BETTY CROCKER TESTED

5-lb. Bag **49¢**    10-lb. Bag **95¢**

CHUCK ROAST

U.S.D.A. CHOICE BEEF

Outstanding value in good eating meat! Safeway aged, trimmed.

Round Bone lb. **43¢**    Seven Bone lb. **37¢**    Blade lb. **33¢**

U.S.D.A. CHOICE Plate Meat Cut lb. **9¢**

U.S.D.A. CHOICE Extra Lean Trim lb. **19¢**

U.S.D.A. CHOICE BRISKET Boneless, Mild Cure lb. **49¢**

WILSON'S CORN KING 1-lb. Pkg. **45¢**

SLICED OR IN PIECE Excellent with Bacon lb. **35¢**

Brown 'n' Serve 8-oz. Pkg. **45¢**

Captain's Choice Sea Foods

OCEAN PERCH 1-lb. Pkg. **39¢**  
\*SLIETS—PAN READY

FISHSTICKS 8-oz. Pkg. **33¢**  
BREADED—READY TO COOK

It's SAFEWAY for HOLIDAY PRODUCE

Look to Safeway for a wonderful array of the freshest produce to deck your holiday table! Safeway's own experts have selected the choicest offered by the country's finest growing areas.

BANANAS

CENTRAL AMERICAN  
Ripened to perfection in Safeway's own ripening rooms.

lb. **14 1/2¢**

FRESH DATES

DEGLET NOOR  
Packed for Mailing

2 1/2-lb. Pkg. **49¢**

PIPPIN APPLES

OREGON GROWN

2 lbs. **25¢**

GREEN CABBAGE

CRISP SOLID

lb. **3¢**

SPECIAL VALUE!

Men's 100% Nylon S-T-R-E-T-C-H SOX

Made from Helanca Stretch nylon yarn. Fits sizes 10 to 13. Packed one pair in each package.

2 pairs for \$1.00

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NYLON SPONGE

THRIFTPACK. Free Soap Dish in each package.

39¢

Pkg.

PRICES EFFECTIVE DECEMBER 13, 14, 15, 1956  
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For Holiday Fruit Cakes, Candies

Pet Milk	Evaporated Irradiated	2 Tall Cans	<b>27¢</b>
Instant Pet Milk	Non-Fat Dry	13 oz. Pkg.	<b>32¢</b>
Glace Cherries	Dramodary Brand	4-oz. Pkg.	<b>30¢</b>
Glace Pineapple	Dramodary Cubed	4-oz. Pkg.	<b>27¢</b>
Glace Fruit	Dramodary Mixed	1-lb. Pkg.	<b>45¢</b>
Raisins	Vincrust Seedless	1-lb. Bag	<b>35¢</b>
Mince Meat	English Moid Brandied	28-oz. Jar	<b>43¢</b>
Brownie Mix	Betty Crocker	16-oz. Pkg.	<b>35¢</b>
Pie Crust Mix	Betty Crocker	9-oz. Pkg.	<b>19¢</b>
Honey Grahams	Pirate's Gold	1-lb. Pkg.	<b>35¢</b>
Long Walnuts	Baby Type	1-lb. Pkg.	<b>47¢</b>
Marshmallows	Snow Cloud	5-oz. Pkg.	<b>10¢</b>
Coconut	Dramodary Moist	4-oz. Can	<b>19¢</b>
Dry Coconut	Dramodary Shredded	4-oz. Pkg.	<b>17¢</b>

Lucerne EGG NOG

Rich mellow flavor  
Finest ingredients

Quart Carton **59¢**

BOXED CHOCOLATES

Roxbury Assorted

1-lb. Box **85¢**    2 1/2-lb. Box **\$1.72**    5-lb. Box **\$3.35**

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