

TOM HINCKLEY SELECTED 'GROCER OF THE MONTH'

Tom Hinckley, co-owner and manager of Hinckley's Market, 241st St. and Narbonne Ave., has been named "Grocer of the Month" for November by the Western Family Preview magazine.

The announcement of the selection, which includes a picture of the honored grocer, appears in the November issue of the widely distributed publication.

Selection of the Lomita market operator won high praise from E. G. de Staute, secretary and general manager of Spartan Grocers of Los Angeles, leading wholesale house.

"We're proud of Tom because he is an example of the young, progressive type of retail merchant who has modernized and expanded with the growth of his community and the Southland," de Staute stated.

Hinckley's Market was founded by Mrs. Elizabeth Hinckley, Tom's mother and present partner, a quarter of a century ago.

Hinckley's business philosophy is expressed simply. "We have always tried to attract the customers looking for a market that has quality. We are not interested in a reputation for hotshot prices. The price customers come once but do not come back. The quality customers stay and stay."



(Herald Photo) MAKE CONCERT PLANS . . . Officials of the Beach Cities Symphony Orchestra go over scores for the concert to benefit City of Hope scheduled for the Torrance High School auditorium Friday evening, Dec. 7, at 8:30. Left to right are Rod Norris, Torrance representative for the group; Louis Palange, noted composer and director of the orchestra; Hyman Gold, first cellist; Norma Goss, assistant concertmaster; Alex Pierce, concertmaster, and John Backus, vice president.

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POTTERS HELPING COMMUNITY CHEST

Members of Local 218, International Brotherhood of Operative Potters, AFL-CIO, employed at the Torrance plant of American-Standard, have given their whole-hearted financial support to the Community Chest of the Los Angeles area. The plant campaign resulted in 86 per cent employe participation for a total contribution of \$1883.54, an average gift of \$4.63 per employe. Solicitation of the American-Standard employes was completed in one day by local union representatives, Walter Howells and Joseph McCann.

Christmas Layaway

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