

EDISON HONORED.... An exact replica of Thomas Edison's first incandescent light globe, perfected in 1879,
lights up as Patti Harrison, "Miss Electrical Week," op. erates an old time hand generator. The replica was dis-
played in honor of this week's national celebration of on's birthday
Expanded Needs of Red Cross Outlined by New Fund Chairman
Torrance's 1958 Red Cross
Fund appeal-slated to get un- $\begin{gathered}\text { Announcement of Dr. Mo- } \\ \text { shos' appointment to this com- }\end{gathered}$ derway next month - will be $\begin{aligned} & \text { bes appointment to this com- } \\ & \text { munity's top Red Cross fund }\end{aligned}$ in directed by Dr. Don Moshos of post was made this week by
1617 Cravens Ave.

Reservation Indicate Huge TV Audience fund chairmanship for the firs More than 200 advance res. $\begin{aligned} & \text { time, following several years } \\ & \text { of active work in various } c\end{aligned}$ ervations already have been re-
ceived for the 1958 Tele-Sell
pacities. He is also actively program to be telecast from affiliated with the Torrance New York City direct to the Chamber of Commerce and the
Grand Ballroom of the Lafay. ette Hotel in Long Beach by Lions Club.

closed circuit TV. | $\begin{array}{c}\text { Th is announcement was } \\ \text { made yesterday by Howard } \mathbf{G}\end{array}$ | $\begin{array}{l}\text { into his new Red Cross role, } \\ \text { Dr, Moshos cited "expanded }\end{array}$ |
| :---: | :--- | :--- | made yesterday by Howard G. Dr, Moshos cited expanded

Anderson, president of the

needs for Red Cross service" Long Beach Sales Executivi as the reason for pursuing ex Club which is sponsoring the panded funds for the organizaevent in company with the tion. | Orange County Sales Executive |  |
| :--- | :--- |
| Group and the Long Beach | "Torrance's goal has not yet |
| been definitely deternined |  | -Chamber of Commerce. A ca- but due to increases in blood pacity audience of approxi-

mately 1000 business people

Cross education services | mately 1000 business people | Cross education services such |
| :---: | :---: |
| from this area is expected on |  |
| as |  | each of the three evenings, Home Nursing and Mother and March 4, 5 and 6, Anderson $\begin{aligned} & \text { Baby Care and the need to re- } \\ & \text { said. }\end{aligned}$ Laid, Beach is one of 62 华 Reserve fund, we shall seek an American cities to which this expanded goal to correspond Ames and management training with the $\$ 3,600,000$ goal set by program will be beamed simul- the Los Angeles Chapter," he

taneously. taneously.
Arthur H. "Red" Motley
 and one of America's most dy- his wife, Bernice, and their
namic speakers, and Morris $\begin{array}{ll}\text { namic speakers, and Morris I I } \\ \text { Pickus, president of Tele-Clin. } & \text { five children: Donnice, Donna, } \\ \text { Don Jr., Dennis, and Donella. }\end{array}$ Pickus, president of Tele-Clin-
ics, Inc., are co-producers of $\begin{aligned} & \text { Don Jr, Dennis, and Donella } \\ & \text { He stated further that names }\end{aligned}$ ics, inc., are co-producers of
the stated further that names
the program. Thirty-three of of organization assistants and the nation's foremost sales and campaign strategy will be an marketing authorities will par-
ticipate On this list are such name
as George Romney as George Romney, presidest
of America Motors; Richard S.
Burke, assistant to the presi. 2-Way Drag Burke, assistant to the presi.
dent of Sears, Roebuck and Race Planned Co.; J. C. Penney; Philip Sales.
bury, publisher of Sales Man. $\begin{gathered}\text { The first annual Two-way }\end{gathered}$
 Porter, famous financial col-
umnist. Dr. Ernest Dichter and

will be held Feb. 22.23 on the James M. Vicary, noted mo- Lions Associated Drag Strip, tivational research experts; Dr. it was announced today, equal standing in the business $\begin{gathered}\text { Though never attempted } \\ \text { anywhere before, the two-way }\end{gathered}$ and educational world. ness forums will provide an the the bears said for more than two | unparalleled | opportunity |  |
| :---: | :--- | :--- |
| for | and | $\begin{array}{l}\text { ears, sid } \\ \text { events director of the big strip }\end{array}$ | local business people to ac-

quaint themselves with quaint themselves with the A re- arrangement of the sales managemelot pronts in
mates

employed by plant set-up and electronic tim\begin{tabular}{l|l|l|}
employed by America's top or- \& ers to make averaged runs in \\
ganiza

 

ganizations, Anderson points \\
out. \& $\begin{array}{l}\text { both north and south direc- } \\
\text { tions. }\end{array}$ \\
\hline
\end{tabular}

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## NEW YORK

budget with
SCHEDULED AIRLINES SINH
CO NOW PAY LATER PLAN
ONLY $10 \%$ DOWN-20 MONTHSTOPAY


