

BEHIND THE SCENES

Alaska Still Land of Frontier; Pioneer Industrialists Sought

Alaska, as a state, won't be out to attract covered-wagon-type pioneers. It wants industry first, then people.

That was the essence of the economic aims of the Territory as outlined in Wall Streeters' eyes after statehood became assured. Before an audience of financial community leaders here recently, former Governor B. Frank Heinzelman painted a rosy picture of financial reward in the "new frontier" for those who move in to develop Alaska's reserves of coal, petroleum, iron, copper, nickel, tin, fish, and forest products.

Alaska, as a free state with a home-elected government, will be able to guide its own business destiny. Its considerable natural resources will be open to private development. Federal and unappropriated Federal land will remain available for homesteading.

Today's pioneering out needs \$15,000 to \$30,000 capital for the five-year period required to prove up a 100-acre Alaskan homestead.

ROOM IN ALASKA — The advent of a 48th state may still bring to the minds of many Americans pictures of gold rush days and hard-drinking pioneers.

The fact is, however, that up there soft drinks are big sellers. Actually, Alaska is the fastest-growing market for canned carbonated beverages in the U. S., according to an American Can Co. survey.

Per capita consumption of soft drinks packaged in the company's MiraCans increased by more than 200 per cent in 1957, American Can reported. The survey showed that retailers and consumers in Alaska have provided the most enthusiastic reception canned soft drinks have found in any state.

Availability of leading brands, aggressive retailing, consumer appreciation of convenience packaging and ever-increasing production facilities were credited by Canco for the Alaskan boom.

What of the future? One canner, alone, the survey showed, increased his plant capacity to a million cases of canned beverages a year in anticipation of continued growth.

THINGS TO COME — Fore-runner of a single appliance that will both cool and heat is a laboratory model of a device which keeps baby's bottle cool.

until a pre-selected feeding time when it automatically begins to heat, then sounds a buzzer when the temperature is just right. For stenographers, now on the market is a battery-powered electric eraser that rubs out ink, pencil and typewriter mistakes. A portable electric sign weighing only four pounds is said to be capable of cutting through two-inch wood and one-eighth-inch steel.

HOW'RE WE DOING? — You can always learn more about your own business. The Melamine Council, representing the 10-year-old industry making durable plastic dinnerware, does this by checking periodically with the people with whom the member manufacturers of the council do business. Recently it polled retailers who handle the product and learned that melamine is doing better than ever.

They learned, first, that the recession has made little or no dent in the growth of their customers' business. In fact, 63 per cent of these retailers are selling as much or more melamine now than they did a year ago. The average gain was 27.7 per cent.

Also, the survey revealed the beginnings of a trend towards more interest in melamine among older people. It has been generally assumed that young married people who have no built-in prejudices against new materials — and who are often the parents of active youngsters — are the best prospects for these break-resistant dishes. However, some of those classified as young-marrieds in the course of the 10 years melamine has been on the market have since graduated to the older category. The latest survey indicates this by showing a significant rise in purchases among older families.

TOURIST TAKE OFF — Vacation trade is down in many places, among them Maine and Miami. Florida hotels, still trying to recoup some of last winter's losses, offer bargain rates, cut deeper than usual for the summer season. One popular Maine resort reports the number of vacationists 25 to 30 per cent below the 1957 season.

Northern resort operators admit the recession has hurt some, but they call the weather the bigger culprit. Some report that reservations and inquiries are picking up for later summer weeks. Even the fish aren't cooperating. Charter fishing boat owners on Lake Ontario say the only thing sadder than business itself is the fact that the fish aren't biting.

RETS O' BUSINESS — British motorcar sales in the U. S. the first five months of this year totaled 45,624 units compared with 23,907 for the like 1957 period. Newest banking wrinkle is a check bearing thumbnail-size photo of owner for instant identification, sold in books of 200 for about a penny apiece. The derby hat will be in style this fall, say men's hatmakers, encouraged by successful revival of the sailor straw this summer.

Localite to Assume Job With Firemen

William J. Sneeringer, 2310 Torrance Blvd., recently received his appointment to the Los Angeles fire department. He has completed and graduated from an intensive two-week training course at the Los Angeles fire department drill tower at 110 N. Avenue 10.

During his training period Fireman Sneeringer studied methods used over the entire city, which include such high points as fire control in the high value municipal areas, heavy equipment operations, mountain firefighting, water front fire protection, and various methods of arson detection and fire prevention.

In the next few months Fireman Sneeringer will be assigned to various companies throughout the city where he will gain a more practical experience of fire control.

TO HIGHLIGHT LUAU

Featuring authentic island pageantry and a traditional Hawaiian luau, a spectacular South Seas festival will be held Sunday, Aug. 24, at the Polynesian restaurant in Westchester.

The colorfully festive event, which will begin with dancing at 2 p.m. on the outdoor lawn, will be enlivened by five hours of continuous South Pacific entertainment.

Canoes of Tahitian rum punch will be served at the festive feast. Exciting dances of Samoa, Hawaii and Tahiti will highlight the South Seas festival. Reservations are now available at the Polynesian.

Public Notice

TORRANCE HERALD-282 NOTICE OF INTENTION TO SELL... NOTICE IS HEREBY GIVEN pursuant to the provisions of Section 2140 and 2141 of the Civil Code of the State of California...

TORRANCE HERALD-283 NOTICE TO BIDDERS... Notice is hereby given that sealed bids will be received by the City of Torrance, California...

TORRANCE HERALD-284 NOTICE OF INTENTION TO SELL... NOTICE IS HEREBY GIVEN pursuant to the provisions of Section 2140 and 2141 of the Civil Code of the State of California...

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Public Notice

TORRANCE HERALD-308 CERTIFICATE OF BUSINESS... THE UNDERSIGNED do hereby certify that I am conducting a business...

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The Torrance Herald NOW REACHES APPROXIMATELY 144,000 READERS Complete Coverage

TORRANCE LOWITA VALERIA HARBOR CITY RIVIERA NORTH TORRANCE EL NIÑO CARSON AREA

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BUILD NOW! 1 & 2 Bedroom Dwellings or Income Units AS LOW AS \$5.50 Per Sq. Ft.

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His Success Is "In The Bag" Meet JIM* Junior Independent Merchant Many of the successful business and professional men in our community were newspaperboys a generation ago.

Torrance Herald 1619 Gramercy Ave. FA 8-4000 Your Newspaperboy will appreciate it if you will have your money ready for him when he makes his regular collections.

Public Notice TORRANCE HERALD-321 NOTICE OF INTENTION TO SELL... NOTICE IS HEREBY GIVEN pursuant to the provisions of Section 2140 and 2141 of the Civil Code of the State of California...

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WE REPAIR Furnaces - Water Heaters FOR INFORMATION CALL: Torrance Plumbing 1418 Marcelline Ave. FA 8-4444 FA 8-2654

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