

New Teachers Here Claim 43 States As Their Homes

New Torrance teachers this year came from 43 of the 50 United States and represented a total of 914 years of teaching experience.

That was what members of the Torrance Educational Advisory Committee were told Monday noon, as the group learned about "Teachers in Torrance." Leading the discussion was Personnel Director Robert Morton.

IN HIRING 238 new teachers this year, the personnel department interviewed some 1300 persons and studied some 3150 applications. Last year, the district had to hire some 46 teachers during the year, including replacements for 23 teachers who left to have babies. Nine teachers were hired as enrollment increased. Personnel Consultant Lloyd

Reist reported that at the same time, the district received nearly 1300 applications for non-teaching positions, including 145 who were hired.

TO GET NEW teachers, the district seeks all ways to get qualified personnel. Personnel Consultant R. K. Petrat said that many teachers are former student teachers who were trained under the direction of Long Beach State.

Another new program for obtaining teachers, Morton noted, was a "teacher intern" program started this year, with seven students serving as teacher helpers while taking university work at the University of Southern California. These are persons who won bachelor's degrees previously in some other field.

SERVING AS teacher interns this year are Miss Martina Graham, housewife; Mrs. Ethel Huntzicker, YWCA worker; Miss Laureen Clifton, recent college graduate; Mrs. Barbara Sturgis, former designer's assistant; Howard Weithorn, ex-store manager; and Mrs. Marilyn La Husen, speech therapist.

Noting that some teachers previously had successful backgrounds in other fields, Personnel Consultant James Sibert cited several present teachers as examples. These include:

MRS. EDITH Dahlen, Sepulveda teacher, ex-professional model; Cullen P. Deck, former Boston Red Sox baseball player; Milton Marcus, elementary music teacher, ex-musician with the CBS Symphony and

New York Philharmonic; J. R. Ellsworth, South High teacher, ex-geologist; Miss Eileen Wainwright, North High librarian, former ad agency owner and playwright.

Robert L. Donaldson, Sepulveda teacher, long-time farmer in Kansas; Joseph Reinhardt, North High teacher, former entomologist; Lysle Albro, curriculum assistant, former professional dancer; and Lloyd Jones and Mrs. Margaret Demarsh, curriculum consultants, both of whom formerly sang professionally.

Marine Pvt. Gary L. Hayes, son of Leon Hayes of 1061 E. Renton St., Torrance, was graduated Sept. 19, from the Radio-Telegraph Operators Course at the Marine Recruit Depot, San Diego.



TEENAGERS AT WORK . . . Far be it from the teenagers to be left out of world affairs, says Miss Rose Sarukain (standing) adult coordinator, who is shown here discussing plans for the "Get Out the Vote" campaign in the Torrance area to be conducted by the Youth for Kennedy group. The teenagers meet each week at the Torrance Democratic Headquarters, 1607 Cabrillo Ave.

Telephone May Be Replacing the Catalog for Such Firms As Sears

By REYNOLDS KNIGHT
The telephone may in some respects have surpassed the mail order form as a means of moving products through such old-line companies as Sears Roebuck & Co.

Major mail-order companies today claim that the telephone ranks not only as a major source of business but as a key to expanding their future operations.

A few decades ago mail orders were a major means for many Americans in out-of-the-way places to purchase the merchandise offered in catalogs. But as transportation improved they were offered the opportunity of shopping across the counter.

LAST WEEK marked the 35th anniversary of the opening of the first retail outlet by Sears Roebuck. That first store was in Evansville, Ind.

Telephone business for Sears conducted, of course, through the stores—has increased more than 50 per cent in the last five years, and Montgomery Ward says this area has doubled in the last decade, accounting currently for some 30 per cent of its catalog volume.

The trend has also held true for smaller companies. One in particular say telephone orders will double every four years.

The shift in emphasis to the telephone as a source of business has been a natural one, as more farm families have moved into the cities and suburbs, within easy phoning distance.

LABOR-INDUSTRY togetherness — Labor-industry squabbles always grab more headlines than those countless instances wherein employees and management work together amicably for the common good. One example of the achievements of labor-management "togetherness" is in the field of public welfare.

Across the country hospitals and welfare agencies are experiencing a new kind of financial security thanks to the widespread volunteer support they are receiving from plants and factories in their respective areas.

A recent illustration of just how effective this labor-management cooperation can be is an interim report from the Long Island Fund, a New York organization made up of 54 hospitals and service agencies. The Fund reports that employees of Republic Aviation Corp. have contributed over \$215,000, the most money ever raised in the Fund's history. Even more significant is the fact that almost 83 per cent of Republic's employees made contributions and these averaged \$17.96 per person.

According to company and union spokesmen these high figures are the result of a well-planned, concentrated 10-day effort that involved over 700 representatives of labor and management.

ARTISTIC Inspiration — Marketing and packaging men have learned increasingly, these days, that the eye appeal and artistic quality of a package can be the key to consummating a sale. And it appears some companies are leaving no stone unturned in their efforts

to develop rich, appealing packages for their wares.

Currently going all-out in this area of marketing development is Schenley Industries, Inc. This concern has earmarked a whopping \$2.5 million for special packaging of its major brands for the pre-Christmas selling season, usually the year's peak for liquor sales. To develop unusual and eye-catching designs, Schenley sent a task force of researchers into museums, libraries, art galleries and antique shops to look for inspirations.

NOW THE research is completed, and Schenley products are being readied for Christmas selling in striking new decanters and outer packages. One decanter has an ancient Greek motif based on the Ionic column design of age-old Hellenic temples. Schenley's imported Canadian whiskey under the MacNaughton label is sold in a crystal-clear decanter with an abstract maple leaf embossed on it.

Medieval castles, knights and heraldic emblems adorn another brand to emphasize its aging. Schenley officials are confident their packaging efforts will pay off at the point of sale when the big selling season arrives.

THINGS TO COME — Devotees of Bach, Beethoven, and Bop may now enjoy their favorite music while driving their automobiles. A fully automatic hi-fi record player has been designed especially for use in cars. . . . And another gimmick for music lovers is a furnace music unit which turns the hot air registers in a home into a speaker system that can be connected to radio, TV or record player.

SHIRT GUARANTEE — A unique promotion to develop more traffic in laundries has been devised by more than 1000 neighborhood laundries. It involves the sale of shirts by the laundry for \$3.95 that carry a one-year guarantee provided the item is laundered where it is purchased. Thus the laundry is assured of 23 to 28 visits a year, average for a shirt, plus other items which the purchaser may bring in.

BITS O' BUSINESS— There may be a shortage of coffee for the morning "break" and an increase in the cost of domestic wines, according to current crop estimates. The Agriculture Department says the world's 1960-61 coffee harvest may run five per cent less than estimated in June and 15 per cent below 1959-60 levels. And harvest of California vineyards is estimated at 545,000 tons, compared with 580,000 tons last year.

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MON., TUES., WED.
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MON., TUES., WED.
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Strained or Whole
CRANBERRY SAUCE**

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STRICTLY FRESH

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ALL VARIETIES Regular Jars **6 59¢**

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WHOLE BODIED * CLEANED & DRESSED

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BREAST OF LAMB Excellent **12¢**

FRESH FROZEN—Northern **HALIBUT STEAKS** Best Center Cuts **39¢**
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2 lbs 25¢

MOUNTAIN GROWN • JUICY
BARTLETT PEARS
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