

Foul Weather Hampers Shopping in Some Areas

By REYNOLDS KNIGHT
Retailers are hoping for an all-out surge of last-minute Christmas shopping in the few days remaining. If a real spending spurt doesn't develop, their volume for the year in many instances will fall short of hoped-for records.

The villain in this important sector of the economy: unseasonable weather, which held down shopping in the first two weeks of the Thanksgiving-to-Christmas period in many

areas. First, it was too warm to spur John Q. Consumer into "thinking Christmas" during the first post-Thanksgiving week, in which department store sales nationally slipped two per cent below the comparable 1961 week (in New England the dip was a serious 10 per cent).

A SPOT check of some 75 retailing firms at the end of the second post-Thanksgiving week showed more than half of them

feared total sales volume would fail to realize gains they had expected before the season began.

While warm weather held down shopping at the beginning, a violent switch to frigid driving rains and snows dimmed shoppers' ardor in more recent days. Local negative factors include sizable unemployment and newspaper strikes in some major areas.

BOUNCY BIRTHDAY—The

first synthetic rubber of the type called the cis-polybutadiene family that can be used without combining it with other rubbers was unveiled recently by Goodrich-Gulf Chemicals, Inc. The debut of Ameripol CB, as it's named, coincided happily with the 10th anniversary of the company.

In explaining that Ameripol CB can be used alone where other polybutadienes are unsuitable, Goodrich-Gulf president L. O. Crockett notes that

"it also can be blended in any proportion with natural rubber or the most widely used synthetic type to achieve specific qualities in certain products."

For example, in more than 7 million miles of tire tests, treads made of blends of Ameripol CB with natural rubber consistently outwore conventional treads by 25 to 35 per cent. Treads of 100 per cent Ameripol CB outwore natural rubber treads by 100 per cent, he said.

"GOODRICH-Gulf's first full year in the synthetic rubber business was in 1956," Crockett notes, "and in that year we sold 245 million pounds of rubber. This year our sales will exceed 400 million pounds, an increase of 63 per cent. During this same period, synthetic rubber industry sales rose 40 per cent."

Goodrich-Gulf Chemicals, Inc. was formed 10 years ago by the B. F. Goodrich Co. and Gulf Oil Corp. to explore areas

of mutual interest in the field of Polymer chemistry.

EYE LOUPE "Gazing"—Most of the nation's jewelers, gazing through their eye loupes at tiny, shiny parts and shimmering diamonds, see also a Christmas that may be more sparkling than last year. That is the key finding of a special pre-Christmas survey made among 2,000 jewelers. More than 80 per cent of the jewelers sampled coast-to-coast held this outlook going into the last week of shopping days, reports the market research department of Bulova Watch Co.

There are some "rough spots," not surprisingly, particularly in the iron range country in northern reaches of Minnesota, Wisconsin and Michigan; some early freeze areas in Nebraska; heavy snow and frost areas of Florida and the lower Great Lakes region; and, some tough competition from discounters in New Jersey.

Jewelers are heartened by the rising disposable income total, which stood at an all-time high at the beginning of this quarter of \$384.1 billion; also by their own sales estimates for a gain from \$1.6 billion to more than \$1.7 billion.

Watches account for about 15 per cent of the average jeweler's total volume and rank No. 2 seller, but most jewelers expected sales of quality watches to become the No. 1 seller during this season. The biggest proportion of these jewelers expected their average watch sale to range from \$41 to \$60.

pany has developed an electrically heated seat that's made of plastic and is plugged into auto battery systems of 6, 12 or 24 volts. A Midwest seat packer is preparing to offer barbecued ribs packed in 10-lb. cans with a spicy sauce and designed for heating right in the can over any kind of fire. . . . A Pennsylvania firm offers "permanent candles" having an outer case of aluminum and a spring device inside that pushes up wax candles that must be inserted and then keeps the flame at full height. The candle cases are 12- and 15-inch lengths.

STILL CHAMPION—Almost from the start of the automotive era, cast-iron engines were the rule for U. S. cars—up to the latter 1950s, that is. At that time several auto makers said they'd begin making blocks of light-weight aluminum. Amidst attendant promotion and hoopla, some seven car models were offered in 1961 with aluminum engines. But now that the 1963 models have arrived, it appears that the innovation is headed for the scrap heap. One big auto manufacturer has given up entirely, while a smaller maker has cut back sharply and now offers the engine in only two of its lines. Explanation: consumers just didn't warm up to aluminum engines.

BITS O' BUSINESS—The 200-millionth motor vehicle built in the U. S. since the industry's beginning in 1899 rolled off the production line last week. . . . More than 1,000 American companies exhibited their wares or services at international trade fairs and exhibits overseas in the past 12 months.

THINGS TO COME—For truck drivers, farmers or others who may drive exposed to the weather, a French com-

How Does Chapel Get His Column? Here's the Word

By CHARLES E. CHAPEL
Assemblyman, 46th District

This is the last issue of my regular, weekly column which will appear in your newspaper before the end of 1962. Shortly after you elected me in November 1950, I began to write this message to the people and send it to newspapers each week. At first very few newspapers would print it, but now it appears regularly in 14 papers and irregularly in 17 other newspapers.

Those who do not print it each week select only those issues which the editors believe are of special interest to their own readers. Some are used as the basis for editorials by many newspapers, a few of which credit the source. In some instances, only portions of this column are published. Whether my name appears or not is not important. What really counts is the message and not the messenger!

THE IMMORTAL Abraham Lincoln said: "People are usually just about as happy as they want to be," or words to that effect. My wife, Dorothy, and I join in wishing you and all your relatives and friends a Very Happy New Year! Lift up your hearts! Brush away the dark clouds of worry and despair and you will see the sun shine!

In 1955, I was vice chairman, Joint Interim Committee on Marine Affairs and Bay Area Development; and later when I was chairman, Assembly Interim Committee on Marine Affairs, through 1955, 1956 and 1957; I advocated the creation of a revolving fund to provide for loans to develop small boat harbors. In those years, we thought the money would come from part of the State's income from tideland oil drilling. Now that tideland money is going into the general fund and not earmarked for small boat harbor development, we must find another source of income for small boat harbors.

OWNERS of small boats purchase many millions of gallons of gasoline for their boats (not their automobiles). Under existing laws, taxes paid by boat owners and users are refundable upon request, but the overwhelming majority of boaters do not request refunds. For example, during the fiscal year 1961-1962, the unclaimed and refundable gasoline taxes paid by boaters amounted to \$2,400,000.

Therefore, the California State Legislature during 1961 will consider the enactment of laws providing that the unclaimed gasoline taxes paid by boaters be transferred from the Motor Vehicle Fuel Fund to the Small Craft Harbor Revolving Fund for the development of small boat harbor facilities.

Please write to me at Room 4001, Assembly Chamber, State Capitol, Sacramento, and tell me if you are for or against this plan. For additional information, write to the Honorable Lachlan M. Bowers, Chief, Small Craft Harbors Commission, State Capitol Building No. 1, Sacramento 14, Calif.

Again, I wish you a Very Happy New Year!

PEOPLE frequently ask: "Who writes your column?" The answer is that I have written it myself, on my own typewriter, each week for about 12 years. The only exception is that twice when I was sick in bed I wrote it with a lead pencil and my wife, Dorothy, typed it for me.

Some of you ask: "Where do you get your ideas?" The answer is that you, the readers, have been very kind to me for 12 years and have written to me, offering suggestions for legislation, asking questions, and telling me when you think I am wrong. From you, the readers of this newspaper, I have received the ideas which came back to you in this column.

I USUALLY type the column in one-half hour or less, typing as fast as I can so that the flow of words comes from the heart as well as the mind. If I spent more time on it, the column might be more literary but certainly it would become colder and less human.

More than 90 per cent of my letters come from women, ranging in age from high school girls to great grandmothers. How do I know? High school girls and great grandmothers often proudly tell me their ages. Those under 18 and those over 80 frequently state their age. Women in between do not give their ages but frequently I can guess their approximate ages by the problems they present.

Next to the schools, colleges, and universities, I believe that newspapers are the greatest educational institutions in the United States. Libraries rank third. I would like to report

that libraries rank second, but the librarians themselves have told me that they have less influence than the newspapers. Nevertheless, regardless of the order of influence, this week I salute all teachers, all newspaper people (including newsboys, composing room personnel, reporters, photographers, editors, publishers, and owners) and librarians.

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GIFT-O-RAMA

SHOP 'TIL 10 P.M. Christmas Eve

FREE GIFT Wrapping

Sav-on
the Store with more for Christmas

LADIES' Electric Shaver
Slick "Ballarina"
Surgical stainless steel head. Satin legs & un-derrams swiftly... ton-dery. Case included.
9.88

LADIES' Wrist Watch
By Sovereign "Perotte"
- Pear shaped, yellow color, raised 2 figure sun burst dial. Cord band.
12.95

REMINGTON LEKTRONIC II
Self Powered RECHARGEABLE SHAVER
Shaves many times without cord. Recharge at any 110-volt outlet.
24.95

LADIES' "Slipperettes"
Latest in smart, comfortable folding slipperettes. Many styles and colors. Acetate gift boxed.
1.79

"Petti" Panties
Stretch nylon with lace trim. White, pink and red.
1 to 2 59¢
3 to 4 79¢
4 to 6 98¢

Dinnerware
MELMAC
by Melba

45-Piece Set (Service for Eight)
• Eight 10" Plates • Eight 6" Saucers & eight cups • Eight 12 oz. Soup/Cereal Bowls • Eight 8 oz. Dessert/Fruit • 11" Platter • 8" Vegetable • Creamer • Sugar • Lid • 4 Designs: Laguna • Monte Carlo • Spring Floral • Mariposa.
14.88 Set

Manicure Sets by Modern
Men's & Ladies' - Battery operated, it shapes, files, removes calluses, trims corns, removes hang-nails, etc. Complete with accessories.
3.95

Lady "Capri" Pen
Guaranteed not to skip over fingerprints or grease. Hi-fashion color combinations.
2.95

Ladies' Wallets
Dolmar - Ass't. leather style; and
colors.
2.98

CORNING WARE
Freeze - Cook & Serve in Same Dish

Saucepan Set
1, 1 1/2 & 1 3/4 qt. size. 3 covers, 1 handle & cradle.
14.95

7" Skillet
Complete with clear cover.
3.95

Double Boiler
3-Piece Set - 2 1/2 qt. bowl, 2 qt. insert & clear cover.
11.95

Percolator
6-Cup capacity. Metal collar.
9.95

Electric Percolator
18-Cup Capacity. Complete with control.
29.95

G.E. Toaster
6 position control, snap out crumb tray. Sturdy, dependable operation. Chrome finish. T-82
14.88

Coffee Maker
WESTINGHOUSE - Stainless steel... 4 to 10 cup capacity. Keeps coffee hot. HP-39
14.29

Spray, Steam & Dry Iron
G.E. - "Fit & Tell" water level. Handy built-in fabric guide. Cool handle, cord lift, stable heel rest. FB1-W
16.88

Electric Can Opener
with KNIFE SHARPENER - 6000 - Opens standard cans, magnetic lid lifter. Ass't. colors, C-73
11.88

G.E. Hair Dryer
Three heat selections - plus a "cool". Large bouffant fits over largest rollers. Aqua color. #HD-4
15.88

MEN'S White Shirts
Sanitized cotton broadcloth short sleeve. Permanent collar stays. Sizes: 14 1/2 to 17.
1.98

MEN'S Sport Shirts
Short sleeve in ass't. styles and colors. Wash'n wear cotton, little or no ironing. S-M-L-XL.
2 for 5.00

Stretch Socks
Bun-Lon... 100% nylon except for decorations. Ass't. colors and fancies. Fits 10 to 13.
2 for 1.29

MEN'S Wrist Watch
by Sovereign "Comodoro WX" - Calendar watch. Engraved markers in "Zone" dial. Silver color, expansion band. Water-proof.
12.95

"Cartridge" Pen
Shaffer's - Fills like a ballpoint. Writes like a dream. Ass't. colors.
2.95

Travel Alarm
Weston - "Trotter" - Gold tone leather case, gold colored numerals. Luminous dial.
6.98

Men's Wallets
Belmar - Ass't. leathers. Colors and styles.
2.98

8 Transistor Radio
2 Band, all wave portable... retractable antenna. Battery, earphone and case.
24.88

Batteries - 8 Volt... 4 for 1.00

Tape Recorder
Mayfair - All transistor. Complete with batteries, earphone, "Mike" & 225' of tape.
19.95

Extra 225' Reel... 4.88

Cuff Links & Tie Bar Set
Assortment of designs from which to choose. Each set in gift boxed.
2.95 - 3.95

Scotch "Super Speed"
Shatter resistant case, 3-way adjustable comb bars. Stainless Steel washable head.
19.88

Table Radio
Monarch - 5 tubes, molded in ass't. colors. Built-in antenna.
6.98

Electric Blankets
Automatic... Can be used fitted or flat. Rayon, Cotton, Nylon blend. Ass't. colors with matching nylon binding. Guaranteed 2 full years.

Twin Bed Size Single Control 12.49
Double Bed Size Single Control 12.89
Double Bed Size Dual Control 15.98

gifts
to put stars in her eyes

Desert Flower by SHULTON
Fine Toilet Water and precious Purple Perfume. See-through gift box, ribbed in white satin.
3.50

Gift Set by COVY
"Emerald" Parfums de Toilette, Bath Oil (Perfumed), Perfume & Dusting Powder. Silk lined gift box.
10.00

Bath Powder Set
by MAX FACTOR... Contains 9 oz. of Bath Powder and Lamb's Wool Powder Puff.
5.00

Fragrance Fling by SHULTON
1 oz. Toilet Water of Desert Flower, Friendship Garden, Old Spice & Escapade. Gift boxed.
2.50

"Tweed" Gift Set
By Lantheis - 2-piece set containing Cologne, 3 oz., and Bath Powder, 5 oz. Topped with pink bow.
4.00

Gift Set by DANA
Spray Cologne and Dusting Powder, in Tab, Plastic, 20 Carats, Ambush, or Emir.
5.00

Deluxe Gift Set by TUSSEY
"Midnight" Dusting Powder, Cologne, Perfume and Lipstick. Beautifully lined gift box.
8.50

Gift Set by TUSSEY
"Midnight" 3-piece Set... 4 oz. Cologne, 1 Dram of Perfume and 4 oz. of Dusting Powder. Decorated Box.
6.00

"Chantilly" Gift Set
by HOUUBIGANT... 2-Piece Set: Eau de Toilette, 2 oz., and 6 1/2 oz. of Dusting Powder topped with color bow.
5.25

CANDIES

"Christmas Cheer"
BRACH'S - Ass't. centers, chocolate covered. 3 lbs.
1.89

"Sampler"
Whitman - Ass't. centers. 1 lb.
2.00

Masterpieces in Chocolates
Mastin's - Ass't. centers, elaborate covered.
1 lb. 1.30 2 lbs. 2.60

Cherry Chocolates
BRACH'S - Pump cherries in cream, chocolate covered. 12 oz.
49¢

Arabian Nights Mix
BRACH'S - Fruit and spice flavors.
29¢

Miniature Chocolates
BRACH'S - Ass't. centers, chocolate covered. 1 lb.
79¢

Cashew NUTS
NUT SHELF - Lightly Salted, Always Fresh. 13 oz.
89¢

Mixed NUTS
NUT SHELF - Lightly Salted, Vacuum Packed. 13 oz.
69¢

ZEST... Bath 2 for 43¢
ZEST... Complexion 2 for 29¢
DREFT... GIANT 83¢
BASH... GIANT 77¢
CASCARE... 20 oz. 45¢
SPIC & SPAN... Reg. 29¢
DOWNY... GIANT 79¢
LAVA... 3 for 35¢
OKYDOL... GIANT 83¢
BUZ... QUEEN 97¢

EVERYTHING FOR WRAPPING

Gift Wrap
18 Roll Box - 8 rolls of paper plus 2 rolls of foil. 26" wide, over 83 1/2 ft. of paper.
1.88

Curling Ribbon
6 Spool Pak - 3/16" wide... Colors & white.
59¢

Sashen Ribbon
5/8" x 45 ft. or 3/4" x 35 ft. Ass't. colors & white.
39¢

Embossed Foil
Continuous rolls. Large 26 x 86" rolls.
49¢

Tissue Paper
White - 25 sheets of paper, each 20 x 30".
23¢

Fancy Paper
Cutter Box - Continuous rolls of 20 x 21 1/2".
23¢

Polaroid Land Camera
J-86... With electric eye. No focusing needed. Just aim and shoot, and in 30 seconds you get your picture.
89.95

Siarmite Outfit
BROWNIE - Popular color-slide camera with built-in flash holder for AG-1 bulbs. Batteries, bulbs, film, neck strap & camera.
9.98

8mm "500" Projector
BROWNIE - Threads itself automatically... right into 400 ft. reel for half hour showings. Built-in case construction. Never needs oiling.
69.95

8mm Editor & Splicer
Manfield - Fast action automatic splicer. Gives clear large picture. 400 ft. reel capacity. Easy to store.
17.88

KODACOLOR
Choice of 127, 120, 620... 88¢

KODACHROME
K-135... 20 Exp. Reel. 1.49

POLAROID #47
For J-86... 3000 Speed. 1.49

POLAROID #37
For J-33... 3000 Speed. 1.49

8mm COLOR FILM
Processing included. Colorchrome. 50' of film. 1.98

G.E. Flashbulbs #5 Doz. 1.29
G.E. M-2 Bulbs... Doz. 1.19
G.E. AG-1 Bulbs... Doz. 1.89

Prices Prevail: Dec. 23rd & 24th

CLOSED CHRISTMAS DAY

Sav-on
323 West 19th St., Torrance
(at Black W. of Hawthorne Blvd.)
and 15408 Creighton, Gardena

DRUG STORES
OPEN 9 AM-10 PM... 7 DAYS A WEEK

TOBACCO

R.G. Dun
"Imperial" - Box of 25
2.40

Roi-Tan
"Roi-Tan" - Box of 50
4.75

Corona
"Corona" - Box of 50
6.75

Dutch Master
"Dutch Master" - Box of 25
3.35

Dutch Master
"Dutch Master" - Box of 25
3.85

El Producto
"El Producto" - Box of 25
3.00

King Edward
"King Edward" - Box of 25
2.98

Tobacco Pouch
"Nineties" - Genuine leather. Quality gift.
2.25

Pipe Rack & Humidor
6 Pipe rack, solid walnut, 10" tall.
4.95

Pipes
"Express" - World's finest pipe.
5.00

Pipe Lighter
"Winged" Executive - Silver color case. Leatherette like grip.
3.95

Boxed Stationery
by STUART HALL
"Elegance" - 170 Pieces... 40 decorated notes, 40 envelopes... 50 letter sheets, 40 envelopes.
1.29

"Thank You"
Box of 30 cards & 30 envelopes.
49¢

Bathroom Tissue CHIFFON
Colors & White
2-ROLL PAK 21¢

"Coin Hobby" Starter Kit
3 Albums for Lincoln Heads, Jefferson Nickels, Roosevelt Dimes, Coin tubes & other items.
2.59

Coin Album
"Lincoln Head" - 3 pages... 3-page photo-hinge Royal Blue, Gold stamped. 2.75 Value.
1.98

Stamp Album
Scott's for U.S. and U.N. Stamps. 9x11" book with spiral binding. 1.50 Value.
98¢

Folding Stamp Hinges - Pak of 1,000 - 2 Paks 39¢

Christmas GIFTS
Perfect Presents for Men of Good Taste

"Diplomat" Set
Russian Leather - After Shave... 4 oz. Eau de Cologne, 4 oz. Gift boxed.
6.00

Old Spice Set
After Shave Lotion and crisp, clean Old Spice Cologne in matching bottles.
2.50

Sportsman Set
Shaving Lotion and Cologne, with matching brush, refreshing scent. Duck & pheasant insignias, smartly boxed.
2.25

Old Spice Set
by SHULTON "Luxury Set"
Lotion, Cologne, Stick Deodorant, Body Talcum, Outdoor Lotion.
5.00

Executive "Go-Round"
After Shave Lotion, Cologne & Deodorant Spray. It actually rotates.
5.00

"Grand Three"
by MAX FACTOR... Shaving Lotion, 4 oz., Cologne for men, 4 oz., and After Shave Talcum, 3 oz.
3.00

King's Men Set
"Crystal Flagon" - After Shave Lotion, 1 1/2 oz., Cologne, 1 1/2 oz. Boxed.
1.00

Gift Set by YARDLEY
After Shave Lotion, 4 1/2 oz., Cologne for Men, 3 1/4 oz. and Invisible Talc, 3 1/4 oz. Gift Boxed.
4.25

Three Musketeers
by LENTHERIC... For men of action. After Shave Lotion, Eau de Cologne & After Shave Powder. Gift boxed.
3.00