

Food Industry a 'Giant' Among U.S. Manufacturers

By REYNOLDS KNIGHT
The giant industry credited with making Americans the best-fed people in the world is rolling ahead into another record year.

Food manufacturing may not be a "glamour" industry, but it is a giant. This country spends more on its food than on its whole defense activity. Retail grocery sales in 1963 amounted to \$82 billion — and it's predicted this figure will inch ahead to about \$84 billion in 1964.

That's quite a jump from the \$60-billion level of the early 1950s. The reasons? First, the population has been increasing at an almost comparable rate (more mouths to feed); second, Mrs. Homemaker has demanded — and is willing to pay for — more and more convenience foods that save her time and woe in the kitchen. The food industry last year spent more than \$125 million on research, largely to develop new commodities having "built-in" maid service.

The year ahead will see more

marketing of frozen breads and pastries, boil-in-the-bag vegetables, and much testing of freeze-dried foods. Sale of food through vending machines also will broaden, some industry observers say. No real upturn in price levels for basic food products is expected.

WEDDING BELLS IN BUSINESS — On Jan. 1 one of the biggest "weddings" of 1964 took place, yet not a single item concerning it appeared on any society page.

Principals of this business wedding, actually a merger, were two of the nation's largest factoring and financing firms, Meinhard & Company, Inc., and Commercial Factors Corp. Meinhard, established in 1850, and Commercial, which goes back to 1818, are among the oldest in the business of factoring, which involves the purchase of accounts receivable for cash and the subsequent collection of these accounts by the factoring company.

have been combined and the new organization is known as Meinhard-Commercial Corp., with main offices in New York. Combined 1963 volume of the firms was estimated at \$1 billion.

Formation of Meinhard-Commercial Corp. was announced jointly by Charles L. Harding Jr., president of the Meinhard firm, and Walter M. Kelly, president of Commercial Factors. Harding is chairman of the board and chief executive officer of the new firm and Mr. Kelly is president. The company is a subsidiary of CIT Financial Corp., one of the nation's largest consumer and industrial financing institutions.

RAILROADS 'HIGHBALLING' — The upgrading and modernization of U.S. railroad locomotive fleets continued during 1963 and the forecast by one of the country's leading locomotive builders is that the trend will continue throughout the next few years.

Also Products, Inc., oldest continuous U.S. manufacturer

of motive power for railroads, reports that the railroads purchased approximately 1,300 locomotives in the past two years, compared with a total of slightly more than 600 in 1960-61.

Also foresees U.S. railroads purchasing an average of 1,000 locomotives per year during the period from 1963 to 1968 — a total of 5,000 to 6,000 new diesel-electrics. This compares with 2,675 purchased from 1958 to 1962.

Reasons behind this upturn are the obsolescence of current locomotive fleets and the prospect of increasing freight volume. Most diesel-electric locomotives in service today were purchased in the post-war period of heavy changeover from steam power and are now nearing the end of their effective lives. Increased freight

hauling is suggested by studies indicating that by 1968 the rails will account for about 675 billion ton miles, compared with about 622 billion in 1963.

Also observes that railroads are replacing aged units with fewer new locomotives, but with increased power per unit.

THINGS TO COME — Automated bowling is moving closer with development of a combined electric-eye/computer-scoreboard; the eye instantly feeds knock-down counts to the computer, which prints a frame-by-frame score for the contestants. The family chef will need fewer measuring spoons thanks to a Minneapolis firm's offering of three double-ended spoons that also snap together for easy storage in the drawer; measuring units range from 1/8 teaspoon to one

tablespoon. For business offices, a Chicago firm has developed a headset for secretaries that incorporates "piped-in" soft music along with whatever dictation the girl may have received from the boss; the device also reduces secretarial chatter, its makers believe.

COMMERCIALS CHALLENGED — The year 1964 may see a major crackdown on television advertising that downgrades a competitive product. But the big question is whether it will be the government or a body of the industry itself that wields the whip. Most observers agree that 1963 saw some improvement over prior years, when commercials even showed models throwing the competitor's product (thinly disguised) into a wastebasket. One industry group complained last week that such commercials, if continued, would do incalculable damage to advertising's image.

BITS O' BUSINESS — The U.S. is taking a position as major exporter of lemons; exports are at an annual rate of 2.8 million boxes, stimulated by a shortage of the fruit in the Mediterranean caused by a big freeze there. The 36-year-old president of a Kansas City (Mo.) bank resigned recently. His successor: his father.

The bravest thing you can do when you are not brave is to profess courage and act accordingly. —Corra Harris

WELCOME VISITOR
There's a lot to do in TORRANCE

If you've newly arrived, looking for the newest shows, the best places to eat, a week-end resort, your church or synagogue, places to shop or perhaps a house or apartment... read the TORRANCE HERALD

Welcome Wagon

Call DORIS STAMM DA 7-9193

Board Okays Program for Handicapped

A special educational program for educationally handicapped students will be included in the Torrance schools when the spring semester begins in February.

Trustees of the district approved the program at their meeting Monday evening. Because state laws restrict the participation to students with a behavioral disorder or a neurological handicap, the district's program will be limited to home teaching and one special class.

The class will be taught for elementary-age children. About 10 students are expected to participate. Other children who are eligible for the program will participate through home teaching.

If you are sensible, you will not fear the day you've never seen.

INVENTORY REDUCTION SALE!!

Nothing Down on Approved Credit — No Payment til March, 1964

Rollends or Remnants of Broadloom Carpets

Reduced 50% for Fast Clearance — Choose Quality Nylon or Wool

12'x14.6"	12'x15.6"	12'x21.9"	12'x20.3"
12'x14.11"	12'x20.10"	12'x14.4"	12'x13.1"
12'x13.6"	12'x9.9"	15'x9.7"	12'x20'
12'x19.11"			12'x9.1"
15'x18.4"			15'x16'x10"
15'x15.2"			15'x15'10"
15'x9.11"			12'x15.6"
15'x14.8"			12'x18"
12'x14.7"			12'x13.6"
12'x14'			15'x15'8"
12'x15.10"			12'x11.4"
12'x20.6"			12'x10.3"
15'x9.3"			12'x10.5"
12'x12'			15'x11.9"
12'x11'			15'x13.1"
12'x14'			12'x13.11"
15'x17.9"			12'x12.11"
15'x9.11"			15'x15.9"
15'x9'			

1/2 PRICE YOUR CHOICE

2.95 sq. yd.

Heavy "501" NYLON BROADLOOM
Discontinued Patterns Gold, cocoa. Priced for Clearance, also 15 ft. purple or 2-tone green.

3.95 sq. yd.

NYLON 2.95 sq. yd.
Continuous Filament
1 Roll Priced for Clearance.
Beige Tone

NYLON 2.49 sq. yd.
Filament Staple
4 Colors: Beige, Cocoa, 2 tweed patterns

Braided Hall Runners 7.95
Approx. 2'x10' and 2'x12'
Closeout Price

Solid Eastern Maple Priced Below Cost for Clearance—

(1) Student Desk 19.95	(6) Framed Plate Glass Mirrors .. 16.95 ea.
(1) School Master's Desk & Bench .. 29.95	Solid Maple Bookcases — 3 sizes Clearance Priced — 24.00, 29.00, 35.00
(5) Hanging Wall Shelves 6.95 ea.	(5) Antique Maple Beds 29.95
(2) Copper Lined Bars 39.95 ea.	(2) Lge. 6-drawer dbl. dressers .. 59.95 ea.
(1) Canopy Bed, double 49.95	(5) 3-drawer dressers 49.50 ea.
(1) Provincial Bed 29.95	(1) 4-drawer Chest 39.95
(1) Maple Headboard 19.95	(1) Ex. Lge. End Table w/drawer 9.95
(10) Bookcase Headboards 39.95 ea.	(6) Nite Stands 14.95 ea.
(10) Spool Beds, 1 twin size 29.95 ea.	(11) Oversize Mr. & Mrs. 10-drawer Dressers 79.95 ea.
(5) Cannon Ball Beds, Ex. Heavy 39.95 ea.	
(2) Boston Rockers, Tall Backs 24.95	

Sealy Tuftless Innerspring Mattress & Match. Box Spring
Twin or double bed size.
THE SET **69.95**
Reg. 99.50
10-yr guarantee by Sealy & Sunnys

EXTRA FIRM BED
837 coil innerspring mattress and matching box spring; uphol in qual. Damask floral tick. Discontinued pattern. Clearance Price.
10-Year Guarantee THE SET **69.50**

WE CARRY OUR OWN CONTACTS NO PAYMENTS TIL MARCH 1964
No interest on 90-Day Charges

LARGE SIZE — TALL BACKS WING MAPLE ROCKERS OR MATCHING CHAIRS
Your Choice **59.95**

DANISH INSPIRED 3-PC. SECTIONAL SOFA
Reversible seat & back foam cushions
COMPLETE SET **174.95**

DANISH MODERN SOFA AND CHAIR
Walnut arms.
Tall back, very comfortable, foam reversible cushions.
Choice of Colors **89.95**

DANISH MODERN OCCASIONAL CHAIRS
Walnut arms. Lgs. & comfortable.
Choice of Colors **24.50**

MAPLE WING STYLE SOFA & MATCHING CHAIR
CHOICE OF COLOR
2-PC. SET **149.50**

POLE LAMPS
MODERN 3-BULLET STYLING **5.69** ea.

ALL TABLE LAMPS
Reduced 33 1/2% for clearance. — Prices start at **5.95** shades included

SATIN THROW PILLOWS
ALL COLORS **99c**

A New Chair for Dad for Immediate Delivery!
Platform Rocker with comfortable foot rest converts to a long lounge chair for easy relaxing.
Uphol in top quality vinyls **99.50**

MODERN WALNUT BDRM. SET
Double dresser, lge. mirror, bookcase headboard with sliding panels, qual. innerspring mattress and box spring.
6-PC. SET COMPLETE **99.50**

MAPLE FINISH 5-PC. BEDROOM SET
Nevamar heatproof tops Dbl dresser, large tilting mirror, double or twin headboard & 2 matching nite stands.
COMPLETE 5-PC. SET **99.50**

HOLLYWOOD BED — Complete
Incl. innerspring mattress, box spring uphol, headboard, legs, brackets, etc. Guaranteed quality.
(Twin size) **44.95**
COMP. BED

SUNNY'S
3639 W. IMPERIAL HWY. - INGLEWOOD
BETWEEN PRAIRIE & CRENSHAW — PLENTY OF FREE PARKING

— Please Note —
NEW HOURS
Mon., Thurs., Fri. 9 a.m. to 9 p.m.
Tues., Wed., Sat. 9 a.m. to 6 p.m.
CLOSED SUNDAYS



COMPLETE TRAINING . . . Four City of Torrance employees recently completed an in-service training course for public works construction inspectors at Los Angeles State College. Participants were Glen K. Godfrey, public works inspector; George W. Hauge, senior engineering aide; William J. McLaughlin, engineering aide, and Gerald A. Peterson, public works inspector.

Torrance Harbor City

SUPPORT YOUR CHURCH

CHURCH CALENDAR

NATIVITY CATHOLIC CHURCH
1447 Eureka Ave. Torrance
Phone: FA 5-2776
Rev. John P. Cremins, Pastor
MASS SCHEDULE:
Sundays: 6, 7, 8, 9, 10, 11 A.M. and 12:15 P.M.
St. Joseph's at 9:30 A.M.
SATURDAY CONFESSIONS
10:30 to 11:30 A.M.; 4 to 6 P.M.
7:30 to 9 P.M.
St. Joseph's at 7:15 P.M.
BAPTISMS
Every Sunday at 1:45 P.M.

CHRIST THE KING LUTHERAN CHURCH
2706 W. 152nd St., Torrance
Phone: DAVIS 3-6211
Rev. Daniel R. Weaver, Jr., Pastor
Divine Worship, 8:30 A.M.
Sunday School, 9:45 A.M.
Divine Worship, 11:00 A.M.
Nursery care provided at both services.

FIRST CHURCH OF CHRIST, SCIENTIST
218th St. and Manuel Ave.
Torrance Calif.
Church Services—11 a.m.
Wednesday Eve Meetings—8 p.m.
Sunday School—
9:15 a.m. and 11:00 a.m. Children under 10 years of age must be accompanied by parent or guardian for enrollment.
Reading Room—1406 Cravens
Open 10 a.m. to 6 p.m. daily except Sunday and Holidays. Also 7 to 9 Monday and Friday evenings.
All are welcome to attend our services and to use our Reading Room.

CENTRAL CHURCH EVANGELICAL UNITED BRETHREN
Marcella & Arlington
Rev. Walter M. Stanton
FA 5-3010
9:30 — Sunday School
11:00 — Morning Worship
6:30 — Youth Fellowship
7:30 — Evening Worship
Midweek Worship Service 7:00 Wednesday Evening

FIRST CHRISTIAN CHURCH OF TORRANCE
(Disciples of Christ)
2390 El Dorado, Torrance
Rev. H. Milton Sippel, Pastor
Res. Phone FA 5-4333
Two Sessions of Church School and Morning Worship, 9:30 and 11:00.
Nursery provided at both sessions.
Christian Youth Fellowship—7 p.m.

FIRST LUTHERAN CHURCH
1725 Flower Street
Phone 320-4181
William J. Roeder, Pastor
Phone FA 5-3249
Phillip C. Miller, Assoc. Pastor
Phone 679-7719
8:00 & 10:45 a.m.—Worship Service
8:45 & 9:45 a.m.—Sunday School Children and Adults.
10:45 a.m.—Worship Service (Nursery at 10:45 Service)
Holy Communion—First Sunday Luther League—3 and 4th Sundays
Christian Elementary School—Kindergarten through 7th Grade

FIRST CHURCH OF THE NAZARENE
1501 West Carson
R. Wallis Konegav, Pastor
Ph FA 8-4080
9:45 Sunday School
10:50 Morning Worship
7:00 p.m. Evening Service

DEL AMO CHRISTIAN CHURCH
4915 Emerald St.
(Corner of Emerald and Victor)
Phone 371-8414
Leslie C. Ashford, Minister
9 a.m. Sunday School
10 a.m. Morning Worship
11 a.m. Sunday School
6:30 p.m. Jet Cadets
Evening Worship and Youth Fellowship
Classes 7:30 P.M.

ST. ANDREW'S EPISCOPAL CHURCH
1423 Eureka, FA 8-3781
Rev. Hugh R. Percy, R. A. B.D., Rector
7:30 a.m. Holy Communion
9:15 a.m. Family Worship Service
11:00 a.m. Morning Church Service and Coffee Hour
11:00 a.m. Morning Worship (Child care and Nursery provided at 9:15 and 11 a.m. services)
Weekdays: Holy Communion at 11 a.m. Thursdays and 6:30 a.m. on All Saint's Days

FIRST BAPTIST CHURCH
at Carson & Manuel St.
Torrance, Calif.
Phone FA 8-5090
Rev. Robert Coburn, Pastor
SUNDAY—2 Morning Services
9:15 A.M.—10:45 A.M.
Sunday School 9:15 for Nursery thru Juniors; College and Adults 10:45—Jr. High and High School
Fellowship Training—6:15 P.M.
Evangelistic Meetings—7:00 p.m.
WEDNESDAY—Bible Study 7:30 P.M.
Communion Service and Prayer Nursery provided for all services, also sound proof mothers' room.
ALL WELCOME

GREYFRIARS MEMORIAL PRESBYTERIAN (Orthodox)
22511 South Figueroa, Torrance
Worship hours 11 a.m. and 7:30 p.m. Every Sunday
Sunday School at 9:30 a.m.
Young People's Fellowship 8 p.m.
Prayer Meeting every Wednesday Evening at 7 o'clock
Rev. William J. Homer, Pastor
Mr. Richard Gorom
Supt. of Sunday School
Thomas Millard
Director of Choir

UNITY CHURCH OF CHRISTIANITY
(Church House)
2256 Torrance Blvd.
Tel. 320-4871
Emma M. Muffley, Minister
Sunday Services—10:45 A.M. Morning Worship 10:45 A.M.
Young People's Class 4:00 P.M.
Evening Worship 7:00 P.M.
Wednesday: Ladies' Bible Class 10:00 a.m.
Evening Worship and Youth Fellowship Classes 7:30 P.M.

FRIENDSHIP BIBLE CHURCH
YMCA Building
2050 Washington
Torrance
G. E. Noy, Pastor
225-6118
Sunday School—10:00 a.m.
Morning Worship—11:00 a.m.
Evening Service—7:30 p.m.
Thursday Bible Study—6:45 p.m. (Pastor's home)