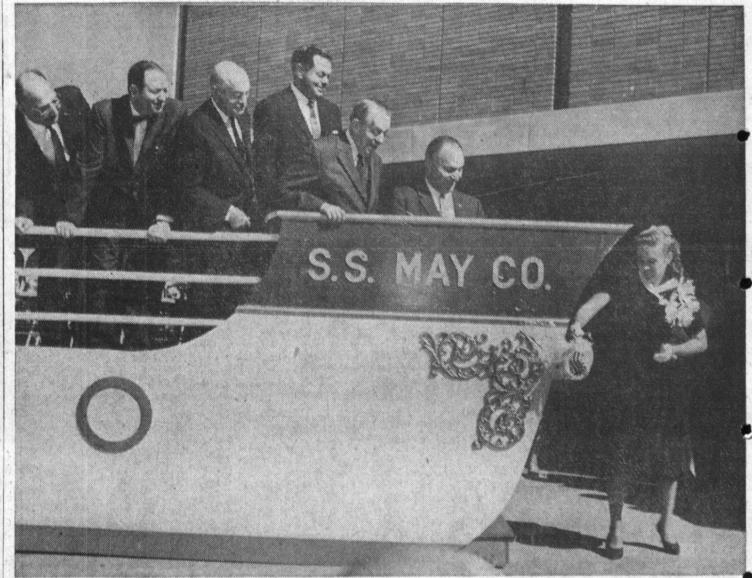


GOOD ENOUGH TO EAT can really be said of the cake replica of the new May Co., admired by from left, John J. Preis, general manager, May Co. South Bay, Gloria May, great grand-daughter of the store's founder and Mayor Albert Isen. The

cake was baked to order by Nat Kalman, owner of the Bakemaster Shop, South Bay Shopping Center. Made of gum paste and royal icing, the cake took 11/2 weeks to scale to size and was put together in four sections.



LAST-MINUTE DETAILS for the North Torrance Fuchsia Charter dinner at the Palms, 1925 Carson St. were discussed recently by

Mrs. Godfrey Nelson, chairman, center, and her committee. From left: Mmes. Charles McGranahan and John Donahue.

Family Dinner New Feature at Plush Horse

The Plush Horse, 1700 Pacific

R. S. Pyle, your Telephone Manager in Torrance

This flying phone crew is using a helicopter to find suit-

nearly ten thousand air miles and wrapped up a job

which could have taken a year. And flying crews aren't

the only phone people who work with time-saving equip-

ment. On every phone job we look for the most economical

"Defensive Driving"

With the accident-prone winter weather ahead,

tails of a program which has met great success at

cars no matter what the traffic regulations are.

many lives on the highways.

tions are hazardous.

way to do it.

Pacific Telephone.

Modern May Co. Store Grand Opening Held The newest of the famous May on the bow of a simulated ship.

rance shoppers to enjoy the lat- and local businessmen and offi-The dinner which will be est in customer conveniences. icials attending. served from 4:30 p.m. to 9 p.m. Climax of the Grand Opening The store is modern in de-Monday through Friday and on ceremonies came, at 12:30 p.m. sign with the latest in California

Sunday from noon, will be com- when Miss Gloria May, great architecture featured. Each depletely different each week. The granddaughter of the Company's partment is designed with both Family Dinner will be served founder officially launched the shopping convenience and beaucomplete for \$2.75 with Child S. S. May, Co South Bay by ty in mind. breaking a bottle of champagne

Coast Highway, announced an innovation in dining this week Company stores threw open its. A preview party featuring thus week company stores threw open its. A preview party featuring thus week company stores threw open its. when it instituted Plush Horse doors Monday welcoming Tor-day with members of the store

A stroll through the store

three floors is highlighted by such departments as the Gourmets' corner on the main floor n womans fashions on the second floor and upstairs on the third floor an attractive beauty

pleasant escalator ride to the lower floor will take them to the smart tea shop with a ser ing capacity of 216 in the dining room and 52 at the fountain.

Participating in the Opening Ceremonies along with the May Co. executives were: Mayor Albert Isen. Sidney Brody, developer of the South Bay Shopping Center, Frank Shaw, general manager of the center and the nayors from surrounding cities.



themes, the Traveling Yardbirds square dance club of Lawndale will hold a "Black Magic Valentine dance" Feb. 13, according to club president Charles Barngrover.

Theme song for the evening will be "That Old Black Magic." Club caller Barney Finfrock is busy rehearsing calls to fit the music,

Dancing is scheduled to begin at 8 p. m. in the cafetorium of the Roosevelt School, 3533 West Compton Blvd.

able locations for new radio relay towers to carry your A number of outstanding. calls. Rather than build costly access roads, they airguest callers have been invited to assist Finfrock with the calllifted themselves and their heavy radio test gear into rugged, roadless country. In five months they logged

ing chores In place of the lemonade, traditional at square dances, a magic love potion, compounded of such exotic ingredients as bats' blood, will be served along with more prosaic refreshments of coffee and cake, promises Mrs. Dee Bailey of

TA Members Get we think it is timely to share with others some de- Invitation From "Granny"

The program is known as "Defensive Driving," and "Granny" invites all PTA the two-day instruction and test course is required members and friends to attend the two-day instruction and test course is required the PTA Council's annual open of any employee who operates a company car or meeting on Feb. 17 at 9 a. m at the Woman's Club.

"Granny" is Mrs. Marvin Richards, president of Cren-Most important to the individual driver, we believe, shaw PTA, who will play the is the basic philosophy behind the name of the pro-part in a skit entitled "Parade of Memories," presented by the Mothersingers from 12 different schools

Scholarship funds will be Defensive driving simply means: "Watch the other presented in the names of two Torrance residents to the Honorary Life Membership Fund of California Congress of PTA. We at Pacific Telephone believe that the wide Mrs. Jack A. Prince will make

adoption of this motoring philosophy would save the presentation. from 9 to 9:30 by Mrs. Evar Janson, hospitality chairman, It is particularly applicable when driving condi- and her committee, including Mrs. Jack Erving and Hector

Don't let NELATION



Inflation can easily become a runaway

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a corresponding increase in the nation's productive efficiency. The reason: 75 percent or more of the cost of what you buy is for labor.

It's kind of a chain reaction. With each round of wage and price increases, our dollar loses another chunk of purchasing power.

If things keep on this way another twenty years-or ten-or five-what will happen to your savings, your insurance,

your pension plans, your children's education? Inflation robs you of your future security. Isn't it time to stop this senseless spiral?

Some people think they enjoy a little inflation-at least temporarily when they get a few more dollars in pay.

* * * * *

For a while they have more dollars to spend and everything is rosy.

But, too soon, comes the day when rising costs force prices up so high people don't have enough dollars to go around.

Nobody likes inflation then.

The American Iron and Steel Institute brings you this message from the steel industry because

Inflation robs us all