

THE AUTOMOTIVE NEW YEAR is starting with a bang. All factories are running full speed ahead and new car stocks are rapidly reaching normal proportions. of the sponsoring Torrance chairman, said the float was a The new 'Compacts' received excellent initial acceptance Chamber of Commerce, express strong contender for sweepstakes and are also coming off the production lines in ever sed appreciation to the many honor; even though the cost of rowing volume. Stocks of these high demand cars will soon reach the level where the buyer may dictate color, New Name Chosen trim and equipment. Imports continue to sell in volume and it is felt in many quarters that the 'Big Three' entrance into the small car field will have little or no effect for Carpet Chain on the more popular imports. Your reporters personal "Carpet Town" has officially prediction is that the true 'ECONOMY' import will hold become the name of all the stores officials joined in praising the workmanship on the almost natpand their sales. However, I feel that the medium sized der the name of All State Carpet, workmanship on the almost native der the name of All State Carpet, ural face of the float, nickand intermediate priced lines of imports will suffer, and it was announced today. and intermediate priced lines of imports will suffer, and that many will disappear from the American market. The same holds true, I believe, of the extremely small cars, stores in Van Nuys, Hollywood, ing, done with individual glading, some little more than an enclosed scooter. These, we be- West Covins, Fullerton and Tor- ofas and rost petals were Rosalie lieve, have no real place on the American scene and will rance. Plans are already under- Boyko, Edie Ericson, John Donasoon be eleminated. With fewer imported makes being way for opening several more hue and Virginia Rugg. Jeanne sold, the much needed improvement in the parts and stores during 1960. service situation should soon be attained.

CONGRATULATIONS TO STEELWORKERS, as offer better values to Southern some of my previous columns would indicate, I have felt of our greater purchasing pown at lalong that this strike was forced on the workers and that the attempted change in work rules left, them no the firm.

California home-makers because of our greater purchasing pown National Date Festival Fair and National Date Festival Fair and the firm.

California's most colorful fair the californ alternative to striking. My only hope is, since this was "Long ago we dedicated our in the nature of a political settlement, that our Mr. selves to the task of making the complete satisfaction with every Nixon, who expects to be our next president, held down his commitments to the steel companies to a reasonable minimum. I would like to feel that the deed to the White House and the Title to the Capitol dome will be left with have been able to grow and ex- shop-at-home service to custothe people. There is, of course, no doubt in your report- pand, and add new stores to our mers who wish to see carpeting ers mind that the COST OF STEEL will go up. It will chain. results the costs incidental to this settlement. This selection of full-roll merchandise made by calling any of the will, as in the past, be blamed exclusively on the steel and can assure our customers of stores. workers. The expressed patriotism of big steel will be forgotten as will the crocodile terrs shed for the american consumer.

WE'RE OFF AND RUNNING, Your Torrance dealers all have sufficient stocks for immediate business and the trucks are unloading daily, NOW IS THE TIME TO BUY, In our lifetime cars will never be cheaper, Your d car will never be worth as much and terms are such that any wage earner can afford a new or later model used car. Remember my predictions as to increased steel prices. When these increases are passed on to the ultimate consumer they are expected to be reflected in a price increase of about 5% on new cars. This will amount to well over \$100 per new car, or for the time buyer over \$3 per month. A word to the wise is sufficient. At DeVON PLYMOUTH we intend to hold down our overhead so we may continue to give you the best values in this area, Owever, we cannot control the cost of product, so ACT NOW. See you next week.

# Award City's Choir Boy Float First Prize in Rose Parade

ses Float decorators are resting their time for the community up after a three-day job in float, especially those who toiled 'freezing' Pasadena, content until 3:00 a.m. on a freezing with a first place award for the New Year's Day. He also thanked second consecutive year. The in- Torrance firms, organizations itial entry, three years ago, re- and individuals who contributed ceived third place honors. financially.

"Through our steady expan- hard-working committee.

sion, our company is able to

Chairman George A. Bradford Margaret Clark, decorations the local entry was less than all but one float of the 61 entered. One of the judges remarked that the decoratory job, particularly on the huge face of the 16-foot "Choir Boy," was second to none

in his 25 years of experience. Gerald was co-chairman of the

Feb. 12th through 22nd.

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### **Doctors Double Ranks in Decade**

1960, Dr. T. Eric Reynolds, presi- Bureau which assists physicians keep pace with the state's spec- tion. dent of the association, reported in locating in areas where pop-tacular growth in order to better ulations are increasing. The addition of 7,174 new phy- "This proud record of accomp- standpoint of numbers and qual- results. Phone FA 8-2341

lishment," Dr. Reynolds pointed ity of medical care." out, "should correct any ideas of In substantiating CMA's posi-SAN FRANCISCO - Member-sicians, specialists and general 'monopoly' or that the profession tion of increasing the supply of SAN FRANCISCO — Membersicians, specialists and general
ship in the California Medical
practitioners during the past decAssociation has increased from
ade, Dr. Reynolds said, is in a
the number of medical practitioners in California. On the conpatients, Dr. Reynolds cited the 9:886 in 1950 to a total of 17, large measure due to the aggres- trary, CMA is seeking constant- profession's financial contribu-060 physicians at the start of sive action of CMA's Placement ly to have the doctor population tions to further medical educaserve the public from both the Use classified ads for quick



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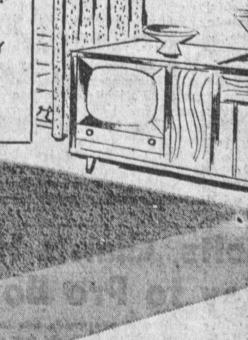
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