



## Free Wheelin'

BY DICK DIMMETTE

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. The new 'Compacts' received excellent initial acceptance and are also coming off the production lines in ever growing volume. Stocks of these high demand cars will soon reach the level where the buyer may dictate color, 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 on the more popular imports. Your reporters personal prediction is that the true 'ECONOMY' import will hold its own and the really expensive 'Prestige' cars will expand their sales. However, I feel that the medium sized 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, some little more than an enclosed scooter. These, we believe, have no real place on the American scene and will soon be eliminated. With fewer imports makes being sold, the much needed improvement in the parts and service situation should soon be attained.

CONGRATULATIONS TO STEELWORKERS, as some of my previous columns would indicate, I have felt all along that this strike was forced on the workers and that the attempted change in work rules left them no alternative to striking. My only hope is, since this was in the nature of a political settlement, that our Mr. 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 the people. There is, of course, no doubt in your reporters mind that the COST OF STEEL will go up. It will be increased to a price that is approximately six to eight times the total costs incidental to this settlement. This will, as in the past, be blamed exclusively on the steel workers. The expressed patriotism of big steel will be forgotten as will the crocodile tears 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 old 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. However, we cannot control the cost of product, so ACT NOW. See you next week, D. D.

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

Torrance's Tournament of Roses Float decorators are resting up after a three-day job in "freezing" Pasadena, content with a first place award for the second consecutive year. The initial entry, three years ago, received third place honors.

Chairman George A. Bradford of the sponsoring Torrance Chamber of Commerce, expressed appreciation to the many

## New Name Chosen for Carpet Chain

"Carpet Town" has officially become the name of all the stores which, until Jan. 1, operated under the name of All State Carpet, it was announced today.

The company, largest exclusive carpeting chain in the west has stores in Van Nuys, Hollywood, West Covina, Fullerton and Torrance. Plans are already underway for opening several more stores during 1960.

"Through our steady expansion, our company is able to offer better values to Southern California home-makers because of our greater purchasing power," said Bruce Barney, head of the firm.

"Long ago we dedicated ourselves to the task of making the best possible carpeting buys from leading mills in order to pass the savings along to our customers. Though this policy we have been able to grow and expand, and add new stores to our chain.

"Because we handle carpeting only, we can offer the largest selection of full-roll merchandise and can assure our customers of

Torrance residents who donated their time for the community float, especially those who toiled until 3:00 a.m. on a freezing New Year's Day. He also thanked Torrance firms, organizations and individuals who contributed financially.

Margaret Clark, decorations chairman, said the float was a strong contender for sweepstakes honor; even though the cost of the local entry was less than all but one float of the 61 entered. One of the judges remarked that the decorative job, particularly on the huge face of the 16-foot "Choir Boy," was second to none in his 25 years of experience.

Veteran Tournament of Roses officials joined in praising the workmanship on the almost natural face of the float, nicknamed Terry Torrance by the workers. Those most responsible for the delicate face shading, done with individual gladiolas and rose petals were Rosalie Boyko, Edie Ericson, John Donahue and Virginia Rugg. Jeanne Gerald was co-chairman of the hard-working committee.

California's most colorful fair—the Riverside County Fair and National Date Festival at Indio—will run for 11 days from Feb. 12th through 22nd.

complete satisfaction with every purchase," he said.

In addition to the largest displays in each store, Carpet Town continues the policy of offering shop-at-home service to customers who wish to see carpeting in their homes before making their selections. Appointments with bonded decorators may be made by calling any of the

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## Doctors Double Ranks in Decade

SAN FRANCISCO—Members, specialists and general ship in the California Medical Association has increased from 9,886 in 1950 to a total of 17,000 physicians at the start of 1960, Dr. T. Eric Reynolds, president of the association, reported here today.

The addition of 7,114 new physicians, specialists and general practitioners during the past decade, Dr. Reynolds said, is in a large measure due to the aggressive action of CMA's Placement Bureau which assists physicians in locating in areas where populations are increasing.

"This proud record of accomplishment," Dr. Reynolds pointed out, "should correct any ideas of 'monopoly' or that the profession attempts in any way to limit the number of medical practitioners in California. On the contrary, CMA is seeking constantly to have the doctor population keep pace with the state's spectacular growth in order to better serve the public from both the standpoint of numbers and quality of medical care."

In substantiating CMA's position of increasing the supply of new physicians and up-grading the quality of medical care for patients, Dr. Reynolds cited the profession's financial contributions to further medical education.

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