

Bronze Plaque Awarded for World Trade Work

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**Wilbur-Ellis Co. Executive Honored
at Luncheon by Chamber of Commerce.**

Ned Lewis, vice-president er, public relations specialist of the Wilbur-Ellis Co., yesterday was awarded a bronze 700 persons, "Our major plaque at the 23rd annual weapon in promoting trade World Trade Week luncheon and peace is our highly developed skill in marketing."

The plaque is presented to an outstanding figure in world trade each year by the Los Angeles Chamber of Commerce.

Among Lewis' contributions to world trade are his chairmanship of the chamber's world trade committee in 1956, 1957 and 1958; his leadership of the chamber's Far East trade mission in 1956, and chairmanship of the recent Calfair.

Marketing Skill Cited

The plaque was presented by J. E. Fishburn Jr., president of the chamber.

In the principal address at the luncheon John B. Walker

trade and that our export business depends on the availability of dollars to our customers. American firms with business overseas spend too little time in servicing foreign customers, the speaker said, and do not apply enough good marketing and merchandising effort to those customers.

"We must export American know-how along with our goods. By exporting brains as well as products we can overcome competition and maintain a healthy volume of export sales," Walker concluded.

World Trade Week and

National Maritime Day will be observed today at a luncheon sponsored by the Los Angeles-Long Beach Propeller Club and the women's division of the Los Angeles Chamber of Commerce at noon in the Biltmore Bowl.

Alexander Purdon, executive director, Committee of

American Steamship Lines, will speak on "Our Sea Lanes — Pathways to Peace and Prosperity."

The Los Angeles Steamship Assn. will hold its 10th annual World Trade Week dinner dance at 8 p.m. in the Beverly Hilton International Ballroom.

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