## EDITORIALS

## A Year of Progress

Early in 1955, this newspaper listed a number of suggestions which were believed to be sound guideposts for development of Torrance during the coming year. At his
time, it seems appropriate to review those suggestions and report the progress made during the year just ended. In the editorial the HERALD recommended the following items:
ation of a Torrance mailing address for all Torrance
We believe that a stronger feeling of "belonging" has been engendered throughout the city's outlying areas, although the large beach area of the chy sun has its mail have told the HERALD that they ptefer it that'way-they don't want a 'Torrance address.

## throughout the city.

Several major strides have been taken during the ar on this problem which has bottled up Torrance since its founding. Preliminary surveys have been made on
opening Del Amo Blyd. from Crenshaw to Madrona Ave. and from Arlington Ave, to Western to serve as a truck route. The County has been apprised of the need for quisition and funds to mprove the roadway, ford
Opening of Arlington Ave, from 190th St, south to Del Amo Ave. (203rd St.) has been virtually assured with Del Amo Ave. (203rd St.) has been virtually assured with
the budgeting of $\$ 60,000$ by the County to improve the along the right-of-way nearing the final stages. Carson St. is now being constructed through the nevy
development west of Hawthorne Ave, and will be tied in between Madrona Ave, and Hawthorne as soon as right-of-way and funds can be made available.
Blvd. scuth of Pacific Coast Hwy in the next Crenshaw 3. Clean up, paint up, and improvement of the down-
town business district.

This has been one of the downtown area's biggest ears in modernization. A new bank building was nearly completed; many major stores were completely remode.e
with new fronts, paint, and fixtures; and several new commercial structures were completed or are nearing completion in the area. A general paint up campaign w
denced on nearly all blocks of the downtown area.

## the

 set up fees for trash pickup in commercial areas.A revised land use ordinance, introduced and ap oved by the City Council last week, will be reconsidered next Tuesday for final adoption. One of the features of 6000 square feet.
ad the groundwork has been laid for more outstanding



The
SQUIRREL
CAGE

## Consus Report Shows

New Sales Marks
Set During 1954
Retail sales in Torrance during 1954 set new mark as 312 stores did a total sales volume of Business figure announced this week by the Bureau of Census, Depar ment of Commerce.

Comparative figures for past years in Torrance wer not included in the new report but sales in Los Angeles County were reported up 49.5 per cent over sales in 1948, he Bureau of Census figures showed,
The reports are only preliminary, the bureau pointed out, and may be revised in the final compilation of figures the year just ended. in Tor sales, grouped by major kind

Food Stores
Eating, drinking place
General merchandise
Apparel, accessories
urniture, appliance
Gasoline servic
Lumber, materials, hardware
Other stores

Total ................................. $312 \quad \$ 40,266,000$
While 314 retail establishments were listed for the city at the end of 1954, only 214 of these reported a payroll. Total payroll for 1954 was $\$ 3,958,000$ which went to 1336 employes. A total of 1033 of the employes were listed as
fulltime. fulltime.

The special census represents a summary of reports for individual establishments rather than companies, it was
explained. A separate report was obtained for each locaexplimed. A where business was conducted, including each loca-
tion of tion of establishments having more than one location.

Nearby cities represented in the report included:
$\begin{array}{ccc}\text { City } & \text { Stores } & \text { Sales } \\ \text { Compton } & \text { S............................... } & 621\end{array} \$ 124,001,000$
El Segundo
Hawthorne
Huntington Park


Manhattan Beach....
Palos Verdes Estate
Signal Hill

## ises and 1Quote

INDUSTRIAL REALTOR IS BREAKFAST SPEAKER
will be the speaker at the Jan. 17, Chamber monthly Breakfast meeting, Paul D. Loranger, president, anunced yesterday.
Hudsen is a well
Hudsen is a well known industrial realtor with more than 25 years work in that business. He was a featured speaker at an Industrial Development Con-
ference held last October sponsored by the Los Angeles Chamber of Commer

Special invitations are being sent to members of the Torrance-Lomita Board of Realtors to attend and
participate in this meeting. Chamber members and participate in this meeting. Chamber members and
others are asked to call Chamber office FA 8-2814 for reservations for the breakfast.

Strange Facts About Polio


## Clazed Clances

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| as cheaply as one, provided both of them are workling. |  |  |
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| 1955: "For sale, Boxer. One year old, Eats anything, Espe cially fond of children." |  |  |
|  |  |  |
|  | Flicker claims he'll make $\$ 15$. 000 next year. And, he adds, ing, he'd better |  |
|  |  |  |
|  | $\begin{aligned} & \text { More girlis would get better } \\ & \text { Jobs of of they dressed like a } \\ & \text { stenographer instead of a } \\ & \text { seXretary. } \end{aligned}$ |  |
|  |  |  |
| name is another man's polse. |  |  |
| Marliyn Monroe! So what! Take away her face and ure and what has she got? |  |  |
| My brother-in-law, Fmisht, Is so dumb he reminds me ofa blotter. He soaks it all in but he gets it backwards. | President Pisenhower's heart spectalist said: "Ike's future (There's more than One?)$\qquad$ |  |
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| Time and tim $\qquad$ thought of this encouraging possibility -that when success | Phir Moody, the songwrter, |  |
|  | entered the Blood Bank or. |  |
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