

LANY MIDNIGHT SALE SET SATURDAY

The stage is all set for one of the city's zaniest promotions—a sale in the downtown business section of the city beginning at midnight Saturday.

Sponsored by the Retail Merchants Division of the Chamber of Commerce, the Mad Midnight sale is scheduled to last three hours from 12 midnight to 2 a.m. (They'll turn the clocks back at 2 a.m. Daylight Saving Time to 1 a.m. Pacific Standard Time).

Nearly a score of merchants are giving a preview of things to expect during the madcap sales event this week end in advertisements in today's HERALD beginning on page 9.

Included in today's HERALD are announcements

by Frank's Liquors, American Auto, National Barber Shop, Gay Soap, Ray's Music, Kitty Maternity, Kay's Men's Shop, Fenwick's Shoes, Torrance Cycle Shop, Paul's Chevrolet, Bernard's Shoes, Dwight Eubank Rambler, Torrance Hardware, A-1 Photo, Vels Ford, and Bakers Furniture.

Other merchants are scheduled to participate in the event, some of them telling their stories on television and through other sales media.

Del Nadeau, president of the sponsoring Retail Merchants, promises that the shoppers who wait up until midnight Saturday to take advantage of the unusual sale will have the "times of your life."

Admittedly a silly-sounding time for a sale, the promotion has been tried in several other Southern California towns and has been hailed by merchants and shoppers alike.

In addition to the carnival-like atmosphere of a midnight shopping spree, the bargains being offered in the stores are purely "out of this world."

Reports have been going around about nationally advertised watches for a dollar, phonograph records for less than the cost of a stamp for a first-class letter . . . and on and on. Some of the fabulous prices are carried in today's HERALD advertisements and

others are just too fantastic to advertise, merchants report.

In addition to all of this, there will be square dancing contests in the street, searchlights galore, cotton candy, nightgown-clad sales clerks, and a Madcap Queen—Miss Margie Thompson.

All in all it has the ingredients for a memorable evening out "on the town."

It just might be a good chance to do some Christmas shopping early, too.

The old gent with the white beard is just around the corner.

LARGEST HOME DELIVERY BY FAR
IN THE GREATER TORRANCE AREA

Herald Phone Numbers

- FAirfax 8-5164—For Society.
- FAirfax 8-4000—For General News, Circulation.
- FAirfax 8-4090—For Classified, Ask for Ad-Taker.

California's Greatest Semi-Weekly—Every Sunday and Thursday

Torrance Herald

OFFICE AND PLANT AT 1619 GRAMERCY AVE., TORRANCE

IN THE HERALD TODAY

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44th Year—No. 77

TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 13, 1968

70¢ Per Copy

A Penny for your Thoughts

Your HERALD photographer asked six girls who are members of the Y-Teens, a branch of the Torrance YWCA, this question: "When should girls start using make-up and how do your parents feel about it?" The girls were attending one of their regular weekly meetings Tuesday afternoon.

Kathy Malleham, 15, Silhouette club member.

"I think a girl should wait until she is 14 or 15, years old before she uses makeup. My mother does not care as long as I don't use too much."

Jeanne Isbell, 14, Silhouette club member.

"I think a girl should wait until she is at least a freshman in high school before she starts using makeup. Then she should just use lip stick and not heavy makeup until later as it is not good for the complexion. This is my mother's feeling, also."

Rita Bacon, 13, Silhouette club member.

"The use of makeup depends on the girl. Some look better with more on than others. I agree with my mother on makeup and she would not want me to use too much."

Libba Baker, 13, Silhouette club member.

"I think the use of makeup depends on the girl and what she wants to do. I believe in moderation in cosmetics, but that's parents should decide for the individual."

Joyce Kerley, 15, Silhouette club member.

"I think too much makeup used while a girl is in high school cheapens her. I think she should wait until she is in college or has a job. Parents should be the ones to decide."



DONT FORGET . . . Pretty Sharon Ricci poses with clock (on left) indicating correct Daylight Saving Time at 2 a.m. Sunday. Clock (on right) shows Pacific Coast Time after one hour set-back. The rule is "Spring ahead and Fall back." Sixteen-year-old Sharon is the daughter of Mr. and Mrs. Jack Ricci, 1924 Beech Ave., and is a Torrance High School junior. (Herald Photo)

RUBBISH ACTION PUT OFF A WEEK

Rush to Pay Told By City

A rush by residents to pay delinquent rubbish collection fees has prompted the city to postpone a week its decision to file small claims actions against approximately 450 of the city's residents.

Finance Officer Jerome Schriffman reported that an estimated 25 per cent of the delinquent accounts had been settled or arrangements made to settle them since it was announced here a week ago that the court action was being reached.

He said the response was so



BEST SALE . . . Judi Tye, Misc Chamber of Commerce, sells Councilman Bob Zahn, mayor pro tem of Torrance, tickets to the Good Neighbor Breakfast. Stan Reschmeyer, city attorney and ticket chairman (standing), witnesses the transaction. The annual affair raises funds for local YMCA activities and will be held in the civic auditorium Oct. 12. (Herald Photo)

CD Group Ordered By City

Formation of a Civil Defense and Disaster Commission on the pattern established by the city for its other commissions was ordered by the city council here Tuesday evening.

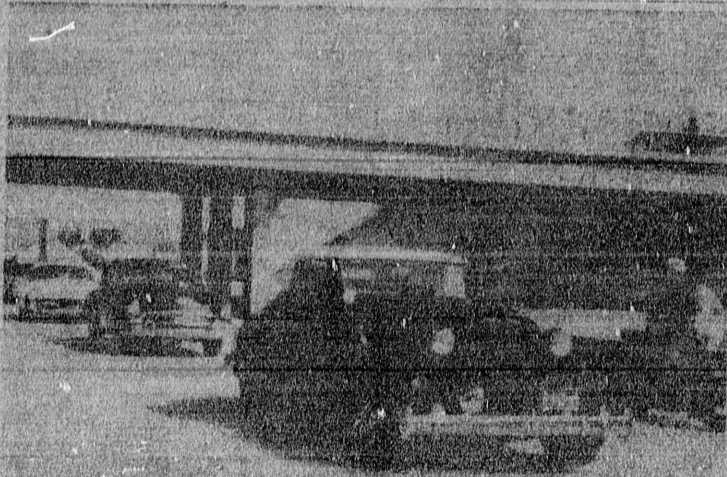
At the suggestion of Mayor Albert Isen, the city attorney was instructed to prepare an ordinance setting up such a commission to deal with the problem of alerting the citizens of the city to civil defense needs, and to plan and survey civil defense facilities and needs.

In other action, the council set Oct. 14 as Junior Citizens Day for the city at which time students from the city's high schools will be brought in to spend the day with various city officials.

It was announced at the meeting that Police Lt. John Maestri had placed No. 1 on the captain's examination list and would be appointed effective Oct. 1 to the new rank. Maestri, who has been in the department nearly 12 years, will be the only active captain in the department.

SPEED LIMIT SET

A prima facie speed limit of 30 miles per hour on Normandie Ave. between 25th St. and 262nd St. was established Tuesday by the County Board of Supervisors acting on the suggestion of Board Chairman Burton W. Clark.



OPEN TO PUBLIC . . . The first stream of cars, with police escort, begins the trek in 124th St., new terminus of the Harbor Freeway. The section between Imperial Hwy and 124th St. was opened in public ceremonies yesterday morning, bringing the freeway within seven miles of downtown Torrance.

AIR SEARCH Bids on First Unit Under Way Of Hospital Called

An air search by the CAA and Sheriff's Aero Squadron was launched here yesterday for a Rosenda man, missing for more than two days in a Harbor General Hospital was plane rented at Torrance Municipal Airport.

Reported missing was Arnold Ross, said to be a skilled pilot, who rented the light plane from Collins-Dietrich Air Service Monday afternoon. He told attendants at the field that he would be out for about an hour in the area. He reportedly had the plane for about four hours. Ross said the car at the field had no more gas. He said he was taking off from the field, but was unable to do so because of the low fuel. He was then returned to the county jail.

Tickets Go on Sale for Annual YMCA Breakfast

Tickets went on sale this week for the biggest meal ever served in the South Bay area. More than 4000 people are expected to break bread together at the Torrance civic auditorium on Saturday, Oct. 12, from 8 until 11:30 a.m.

The breakfast meal is an annual affair designed to enable the YMCA of Torrance to continue its work with more than 5000 boys and girls.

ONE OF THE unique features, reminding folks that the YMCA is the sponsor, is that different pastors offer a blessing each hour. Teenage YMCA boys and girls serve as waiters and dishwashers, while hundreds of younger YMCA members sell tickets.

Last year's recipient of the Good Neighbor award was the late Al Turner. Because of the fine things Turner did for the YMCA over the years, its work with the youth of the Torrance area has named the community.

SPECIAL EUROPEAN REPORT DUE SUNDAY

HERALD Publisher King Williams, currently visiting Europe with other publishers and editors of the United States, will make his first report to HERALD readers Sunday.

Williams is visiting Europe with members of the National Editorial Assn. on the special division of the Holger government.

The group is visiting the World's Fair in Brussels this week and then will go to Paris in time to witness the French constitutional election.

For the first of the line, on the first day's read Sunday's Torrance HERALD.

New Postal Station Set

Establishment of a contract post office station at 3800 Sepulveda Blvd. effective Oct. 1 was announced here yesterday by Postmaster Clara Cramer.

The station will serve as a general post office window service and accept mail from the area. It will also serve as a post office for the area.