

# Merchants Say Business Was Good Over Holidays

By ALBERT SCHMIDT  
Torrance Chamber of Commerce

Business was good last year and over the holidays, according to a survey made by the Torrance Chamber of Commerce that indicated an upward trend in retail sales which began three years ago is continuing. During that time sales have more than doubled in the city.

In downtown Torrance, Christmas buying got off to a slow start in many places but it finished strong and merchants generally reported complete satisfaction with the seasonal buying. A few stores stated that they had difficulty closing at the announced times due to the number of customers in their stores.

OVER THE YEAR, business in downtown Torrance, while showing no large gains for all retailers, found most of them doing a business comparable with previous years. Some did exceptionally well. One leading merchant states that business last year was almost three quarters of a million better than the year before. Another of the leaders while not showing large gains, stated that his company held their position among the stores in the district and expressed satisfaction for the period.

In the shopping centers, reports were uniformly good. Our largest stores and discount houses, generally, were highly pleased and some described business as fantastic. In one large shopping area only one ready-to-wear store reported business off.

In another, not a single merchant reported dissatisfaction with sales. In one of the smaller centers several merchants did not have the holiday volume they anticipated, but sales were equal to the year before and all showed an increase for the year.

LIQUOR STORES contacted did a "land office" business, many of them stating that it was the best seasonal activity they had ever had. Service stations, garages, and business dealing in services found business off in December, which, in most cases, was expected due to the fact that customers put off buying repairs and replacements until after the holidays. The overall pattern, however, was good.

In the automobile business, some reported gains of up to 10 per cent for the year and general satisfaction with holiday sales. Used car sales were down for the month of December, but this condition is said to be normal for the year end.

BANK DEPOSITS were reported as being steady and building and loan companies contacted all reported gains, one stating that their company had had an increase of over 60 per cent for the year.

Torrance is serving an extremely wide area. The stores are actively advertising in all the surrounding cities and they are receiving business from customers many miles away in all directions. Merchants do not feel that a great amount of business is passing distant shopping centers to come to Torrance, especially where there is a depth of merchandise comparable to that obtainable here. They feel, however, that Torrance is losing very little business to other areas and other shopping centers.

One noticeable feature was with regard to the quality of merchandise offered by the stores in Torrance that are members of chains with stores in other cities. They stated that the demand for quality

merchandise is greater in this city and that people who shop in Torrance are offered top quality merchandise at a reasonable price as can be obtained throughout Southern California.

## Walkers to Instruct

Ballroom dance classes are scheduled at the Hi-Loft, 2013 Pacific Coast Hwy., Lomita, in February. Advanced instruction will be given on the second and fourth Tuesday of the month. Basic classes will be given on the first and third Tuesday of the month. Dolly and Ken Walker will instruct the classes.

For Classified Results  
Call FA 8-4000

## Attorney Wallace to Speak To Retarded Children Assn.

The regular monthly meeting of the Southwest Assn. for Retarded Children will be held Thursday at the Columbia School, 4502 W. 188th St.

The program, to begin at 7:30 p.m., will feature William Wallace, attorney. The topic of Wallace's talk is of prime importance to all parents of retarded children.

Unknown to the average person and to most parents of these children, is the fact that they must be made legal guardians of their sons or daughters before the child has reached the age of 18.

Attorney Wallace is well informed on the legal aspects of the retarded and is currently serving on the board of direc-

tors of Exceptional Children's Foundation in Los Angeles.

"A question and answer period will follow the presentation of the pertinent information," stated Harold Ritz, retiring president of SARC. The meeting is open to the public.

Mrs. Jeanne Zecherle, director of the ninth district of the California Council for Retard-

ed Children, will be present to install the officers elected to serve the local unit in '63.

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U.S.D.A. CHOICE YOUNG LAMB TENDER... TASTY... TRIMMED OF EXCESS FAT, OVEN-READY. SPECIALLY PRICED AT ONLY...

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FRESH CALIFORNIA GROWN - U.S.D.A. GRADE A  
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U.S.D.A. Choice  
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The "Washday Miracle"  
GIANT SIZE INCL. 10¢ OFF  
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Frozen... Just Heat 'n Eat!  
CHOICE OF 9 TV VARIETIES  
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Von's & Shopping Bag  
2 LB. CAN 89¢  
1 LB. CAN... **45¢**

**FRESH FRUITS & VEGETABLES**  
ANJOU PEARS  
Oregon's Finest... Sweet 'n Luscious!  
**10¢/lb.**

**Tomato Juice** 2¢/25¢  
**Cream Pies** 3¢/1  
**Cake Mixes** 3¢/1  
**Breaded Halibut** 69¢  
**Waxed Paper** 2¢/49¢

**BACON SALE!**  
Your Choice **59¢**  
Regular Sliced—1-LB. PKG.

**Winesap Apples** 4¢/39¢  
**Fresh Broccoli** 2¢/29¢  
Mix 'em or Match 'em!

**PEANUT BUTTER**  
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3Lb. Jar **99¢**

**PICTSWEEP VEGETABLES**  
Frozen—9 Oz. Pkgs.  
Peas, Cut Corn, Mixed Vegetables, Cut or French Green Beans, French Fries  
**6¢/1**

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Jumbo Roll **29¢**

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HI-MEAT DINNER 4½-OZ. JARS 35¢

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