

Democrats Slate Meet On Sunday

Harry Gershon, past president of Young Democrats, will be guest speaker at the next regular meeting of Torrance Democrats, Inc. Meeting is set for 12 noon, Sunday, Dec. 14, at the CIO Hall, 1316 Border ave.

Gershon will speak on the need to maintain an active local club throughout the year, according to Mrs. Irene Fraser, secretary of the group.

Mrs. Fraser disclosed that the public is invited to attend the session.

1953 Mercury Unveiled At South Shore Motors

The completely new "unified design" Mercury automobile for 1953 was unveiled this week at the showrooms of South Shore Motor Co., Torrance Blvd. and Cravens Avenue, Torrance, and 931 Pacific Coast Highway, Hermosa Beach.

Featuring a 125-horsepower L-head, V-eight engine, the new Mercury is also equipped with Stedline steering, cushion-coil springs teamed with direct-acting hydraulic shock absorbers in the front suspension, and dual-downdraft, concentric-bowl carburetor.

Merc-O-Matic
Merc-O-Matic drive, optional in all models, provides easier driving, smoother operation, and greater efficiency. Two other drives, over-

drive and standard transmission, are also available.

One-piece, curved windshield and rear window without center bar permits greatest visibility yet. Narrow roof overhang permits larger windows and doors in the 1953 models.

Two-Tone Colors
All seven models of the new Mercury are available in a wide range of exterior colors and two-tone color combination. New upholstery fabrics include broadcloth, nylon, herringbone, and pebble weave fabrics, basketweave plastics, vinyl, and luxurious leather. Interior fabrics come in a wide selection of colors.

Schultz and Peckham Now Displaying New '53 Ford

Robert Peckham, sales manager of Schultz and Peckham Ford Agency, announced today that the new 1953 Ford is now being displayed at the agency showrooms, 1420 Cabrillo Avenue.

The local Ford firm this week received a shipment of 12 cars, and more are on the way, Peckham disclosed.

Charles Schultz, general manager of the firm, stated that immediate delivery is available now on all models in all colors.

Three Drives
Featuring the unique key-turn starter, the new Ford comes equipped with three different drives: Fordomatic with fluid torque converter; overdrive for gas economy; and conventional drive.

Balanced-ease steering mechanism of the new Ford makes parking in tight places unbelievably easy.

Two Engines
The only V-8 engine in the low-price field, the Ford this year features the high-compression, 110-horsepower Strato-Star eight cylinder engine, as well as the 101-horsepower six cylinder model.

Full-circle visibility is permitted by the curved, one-piece windshield and narrow corner and center posts. Easy-on-the-eyes, I-Rest tinted safety glass, is available on some models.

Style-wise, the new Ford is marked by a wider, lower, more massive grille, modern fluid lines, and a wide variety of high quality, high-fashioned upholstery fabrics.

Cable Stolen

A 5,000-pound length of oil-well cable was removed from a storage lot along Sepulveda Blvd. near Western Ave., police were told Thursday by the owner, Edward Pietzschke of 1310 Menlo Ave. He estimated its value at \$1,000.

Water Tank Contract Let

A contract for a 1,000,000 gallon steel water reservoir to be located in North Torrance was Tuesday night awarded to low bidder, the Chicago Bridge and Iron Works of Torrance. They bid \$41,210 for the contract.

The water tank is part of the city's \$2,000,000 water expansion program.

SCHWINN BICYCLES

Sales and Service
TORRANCE CYCLE and SPORT SHOP
1421 MARCELINA
Phone Torrance 2871

TORRANCE MEN'S SHOP Has Just the Gift

FOR *that Man* ... FOR CHRISTMAS!



DARK BROWN SUEDE JACKETS

- FULLY LINED
- KNITTED CUFFS AND COLLAR

COME IN AND BROWSE AROUND — IT'S LATER THAN YOU THINK!

FOR ONLY ... **\$12⁹⁵**

"The Home of Nationally Advertised Brands"

Torrance Men's Shop

1325 SARTORI AVE. Phone Tor. 1441



For Her Christmas Everlasting

Give Her a Fabulous

PFAFF

Sewing Machine

The exclusive PFAFF Dial-A-Stitch lets her switch from stitch to stitch as easily as dialing a radio. Give her a PFAFF and you give her a complete home sewing center.

Buy her PFAFF on our lay-away plan. Small down payment, easy terms and a liberal trade-in allowance on your old sewing machine.

PFAFF Sewing Machines are available in many handsome cabinets. PFAFF portables also available.



PFAFF HOLLYWOOD MODEL (OPEN) PFAFF HOLLYWOOD MODEL (CLOSED)

"FRIENDLY CREDIT"

NATIONAL HOME APPLIANCE

1267 SARTORI Harry M. Abramson Ph. Torrance 78

Carson C of C Stages Xmas Trim Contest

Carson Chamber of Commerce is sponsoring a Christmas window decorating contest this year, it was announced at the recent board of directors meeting.

Three board members will judge the windows and six prizes in two classifications will be awarded. Three prizes will go for the best exterior decoration, and three will be given for outstanding interior decoration that is visible from the outside. A special award will be made for the best store window in the area.

Decision of the judges will be announced on Wednesday, Dec. 24. Henry Blythe, past president, will present the awards.

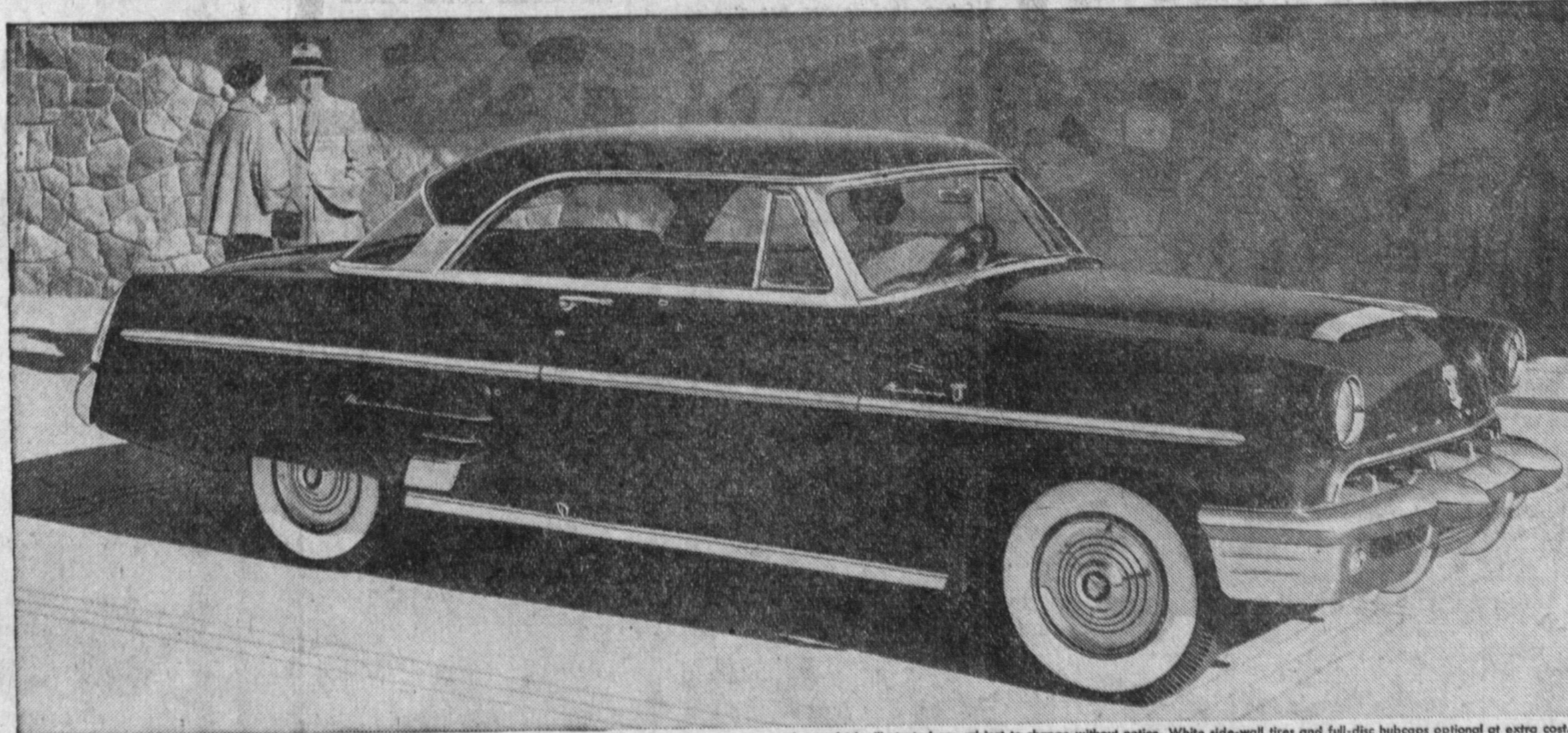
Committee on street lighting problems reported to the board that they have compiled information on the costs and method of obtaining street lamps in Carson. Persons interested in signing or circulating a petition to form a street lighting district were told to contact committee chairman, Jack Henry, at Terminal 4-2498.

Legion Drill Team Formed

The first meeting of the drill team of the Bert S. Crossland American Legion post was held last week. Team organization and preliminary drill try-outs were held.

The drill team will take part in parades, funerals and holiday functions.

PREVIEW of the Greatest Mercury that ever rolled along any road!



Standard equipment, accessories, and trim illustrated are subject to change without notice. White side-wall tires and full-disc hubcaps optional at extra cost.

Get the facts — and you'll get the greatest yet —

NEW 1953

MERCURY



HERE IT IS! Here's your first look at the car that will make history. It's the greatest Mercury yet!

You're seeing a new longer, lower look... a new combination bumper-grille... a new one-piece rear window—the latest version of the style star that, when equipped with optional overdrive, wins Economy Runs. You're getting a hint of the unique Unified Design where all parts are precision engineered into efficient, work-together units.

And you're getting a suggestion of the new performance in Mercury's famous V-8 engine—finest in Mercury history.

But you must drive this new Mercury to experience its new balance and handling ease. You must see it to appreciate the warmth and beauty of its new colors and fabrics. Why not do just that? Visit our showroom tomorrow!

Mercury—symbolizing the progress of Ford Motor Company in its 50th anniversary year.



South Shore Motor Company

931 Pacific Coast Highway

FR. 4-3443

Hermosa Beach

TORRANCE BLVD. (Between Cravens & Engracia)

TORRANCE 3678

TORRANCE, CALIF.

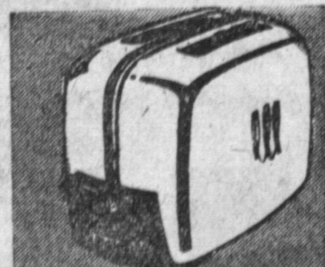
GIFTS

HUNDREDS OF CHRISTMAS GIFTS... ALL THRIFT PRICED!

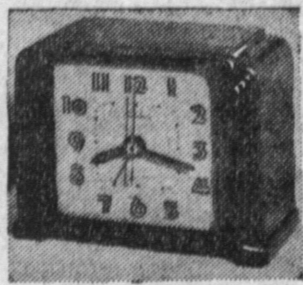
BUY NOW! PAY NEXT YEAR!



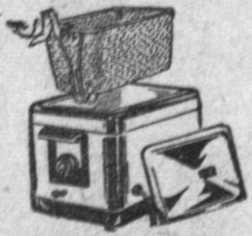
STEAM & DRY IRONS
SUNBEAM
GENERAL ELECTRIC
PRESTO
WESTINGHOUSE



ELECTRIC TOASTERS
TOASTMASTER
SUNBEAM
GENERAL ELECTRIC
DOMINION



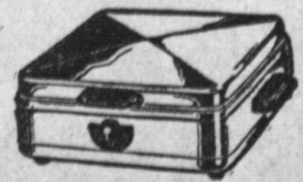
ELECTRIC CLOCKS
TELECHRON
GENERAL ELECTRIC
SESSIONS
WESTCLOX



DEEP FRYERS
PRESTO
DORMEYER
DULANE FRYRYTE



ELECTRIC MIXERS
SUNBEAM
HAMILTON BEACH
DORMEYER
WESTINGHOUSE



WAFFLE IRONS
MANNING-BOWMAN
WESTINGHOUSE
TOASTMASTER
UNIVERSAL
DOMINION



ELECTRIC COFFEE MAKERS
SUNBEAM
UNIVERSAL
WEST BEND
DOMINION



PARKER PEN and PENCIL SETS from 5.75 per set



ELECTRIC RAZORS
SCHICK
SUNBEAM
REMINGTON

— FRIENDLY CREDIT —

BEGINNING TOMORROW — OPEN EVERY NIGHT 'TIL XMAS!

NATIONAL HOME APPLIANCE CO.

1267 SARTORI

HARRY M. ABRAMSON

TORRANCE 78