

23 Days Until Christmas

XMAS SHOPPING STARTS TODAY SHOP EARLY, AVOID THE RUSH

TORRANCE PRESS



10¢

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VOLUME VI ■ THURSDAY, DECEMBER 2, 1954 — TORRANCE, CALIFORNIA NO. 35

Rolling Hills Annexation Viewed With Caution by City Council

WANT TO SEE DOWRY BEFORE SAYING 'I DO'

Members of the City Council treaded around cautiously like mine detectors when confronted with the question of annexing about 400 acres of land in the Rolling Hills area Tuesday night.

Attitudes ranged anywhere from cautious deliberation to an outright "no" when Edward Koenig, of the Engineering Service Corp., tried to probe in which way the wind was blowing.

The Council's eventual decision on annexation might ultimately involve 1000 acres

Right Down Our Alley

There are many reasons why a community newspaper is very important, and when it comes to saving you money and getting you fast results, that's right down our alley.

It's a fact that some people have paid over \$7 for placing four classified ads in a metropolitan paper—without results.

It costs you only 90 cents to place an ad in the Torrance Press, and as hundreds of classified advertisers have told us, you get instant results almost every time.

That, for instance, is what Mrs. Brenda Fryback of 1502 W. 221st street, found out.

She placed the following ad in the Torrance Press:

FOR SALE: 1943 Willys Jeep. Price \$495. Good condition. FA 8-2978. 1502 W. 221st St., Torrance.

Mrs. Fryback had placed the same ad in a metropolitan paper four times without results, and she sold the jeep to the first caller when she advertised with The Press.

Local Residents State Christmas Wishes

What do people want for Christmas this year? What would you say if you were asked to say what you would like to have Santa Claus bring you? Here's what 10 local residents had to say during a spot survey made by the Torrance Press.

Mrs. Vern Eaton, 25339 Narbonne, Lomita: Oh heavens! Anything at all!

Mrs. Kenneth Knott, 2458 - 239th st., I wish Santa would finish our den for us.

Robert Marshall, 2436 Arlington: Hope I'll get a job. Just got out of the marine corps and haven't been able to find one.

Mrs. John G. Hall, 1412 Arapahoe: I think my husband has my gift all picked out—it's a set of silverware.

Mrs. J. L. Gannon, 2424 Andros: Haven't given it much thought yet—too busy thinking about others.

Mrs. Stanley Gallwas, 16616 Patroneña: So doggone many things—but I'm hoping for a nice set of porcelain dishes.

Mrs. Earl Eckert, 805 Hickory: If you'd really like to know, I'd like a patio.

E. W. French, 1207 Hickory: I just want one of those new Thunderbird Fords.

Mrs. K. W. Knowles, 2570 Torrance blvd.: I'd like some clothes and furniture.

Mrs. Floyd C. Monroe, 2515 Sonoma: There isn't a thing that I want personally. I just hope our children will have a nice Christmas and that other families will have a Merry Christmas, too.

Installation of PM's Now Under Way

Installation of parking meter standards in downtown Torrance was begun yesterday. Arrival of the dials to be placed on top of the standards is expected within the next few days, so that the PM's (parking meters) should be in place soon to help out the Christmas rush.

This announcement was made Tuesday by City Manager George Stevens.

400 Meters

About 300 to 400 meters will be installed in an attempt to help merchants and residents solve the downtown parking problem.

Parking lines are being repainted and in the case of parallel parking, the city is introducing the new Braff system which has been welcomed favorably in other communities.

New System

The Braff system permits two cars to park bumper to bumper with a 10-foot red zone on either end, permitting cars to scoot in and out without having to maneuver into position as is the case presently.

All 2-hour parking in downtown Torrance will be changed to 1-hour parking except in residential areas where the 2-hour limit will remain in force.

Upon motion of Councilman Mervin Schwab, the city will try to obtain permission from owners of one or two vacant downtown lots to black-top them at the city's expense for the convenience of holiday shoppers.

The cost of black-topping, it was indicated, is nominal.

Police Issue Check Warning

Check warnings are issued for checks made out to an individual or business and signed Johnny Burdine, drawn on the Bank of America in various amounts. Suspect is about 30 years, 5'10", 160 pounds, brown wavy hair, blue eyes, according to Det. Sgt. Percy Bennett.

COUNCIL BRIEFS

RECREATION COMMISSION: Mrs. Herma Tillin was appointed to the Recreation Commission by Mayor Nick Draie to fill the vacancy created by the resignation of Darwin Parrish.

CARSON STREET: The Engineering Department will study the straightening out of Carson street in front of Torrance high school upon the recommendation of Police Chief Willard Haalam and the approval of the City Council.

AIRPORT PROPERTY: Request for an option on property north of the proposed Rod's restaurant on the northwest corner of Crenshaw and Highway 101 was held up indefinitely "until further study."

Venard Kemp and Herbert Albright proposed constructing a building on the 250x350-ft. property for small business and professional use. Lack of specific plans and a desire to find out exactly how much the land is worth on rent in the light of

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First Annual Auto Show At Auditorium This Week-End

A motoramic spectacle right here in Torrance! That's what's in store for local residents this week-end at the Civic Auditorium, 1349 El Prado ave., where the latest models will be on display at the first annual Auto Show to be staged in Torrance.

Admission and entertainment are absolutely free for this three-day event Friday through Sunday, December 3-5, starting daily at 12 noon and lasting till 10 p.m.

Models of the following participating dealers:

DeSoto and Plymouth, Whiteley Motors, 1600 Cabrillo ave.

Chevrolet and Corvette, Paul's Chevrolet, 1640 Cabrillo.

Lincoln and Mercury, South Shore Torrance Lincoln & Mercury, 1336 Post ave.

Chrysler and Plymouth, Fred Briggs, 1885 Torrance blvd.

Fords and Thunderbird, Oscar Maples, 1420 Cabrillo.

Torrance residents will again have a chance to make a lot of little children happy at Christmas time this year. As in previous years, the Torrance Press will collect Christmas gifts for children in Harbor General Hospital.

A live, honest-to-goodness Santa Claus will surprise the youngsters with the gifts Friday morning, December 24.

Torrance residents have responded wonderfully to this appeal in the past, and we are certain that such will be the case again this year.

There are two children's wards in the hospital. One is for children a few hours old to two years. The other includes children from two years old to 13 years.

Gifts may be left at the Torrance Press any time beginning today.

A small note should be attached describing the kind of gift it is and the approximate age group for which it is intended.

Santa Claus will also be glad to pass out gifts for the TB and adult wards, if an individual so desires.

Cigarettes and candy have been suggested as appropriate gifts.

Announcement of the contest was made this week by Jack Warnitz, contest chairman.

All stores will be classified according to four categories: space and store frontage, thus permitting small shop owners an equal opportunity to win.

There will be classes A, B, and C plus a special animated class. Each group winner will be given the perpetual trophy which he may keep for the rest of the year.

Last year's winner of the trophy was John's Paint Store, at 1413 Cravens.

More than 100 letters have been sent out inviting merchants to participate in the event.

Local Stores To Compete For Best-Looking Windows

Not only will downtown Torrance be a glimmer and a glow with dazzling Christmas street decorations, but store windows will also be decked in holiday attire as merchants again contend for top honors in the fourth annual Christmas window decorations contest sponsored by the Torrance Junior Chamber of Commerce.

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Unprecedented Christmas Buying Spree Seen Here

This year's Christmas shopping season will be unprecedented in the history of Torrance, observers close to the scene predicted optimistically this week.

Today's the day that the Christmas shopping season begins officially, according to the Chamber of Commerce.

As every year, the spirit of Christmas suddenly fills the air a joyful holiday mood captures the imagination of men, women, and children, young and old, and people, enchanted by the loveliness of the season, begin to appear and behave kinder, friendlier, and more generous than at any other time of the year.

Doomed Plant Asks Council To Lift Edict

A Torrance chemical plant, living on borrowed time, just doesn't want to leave Torrance. In an appeal to the City Council, the John Wiley Jones Co. asked permission to stay, promising to expend \$10,000 for making the plant safe for the community.

An incensed Council a year ago gave the plant two years to get out of town, after a chlorine leakage allegedly threatened nearby residents.

Spokesman for the plant, W. J. Fitzgerald, asked the Council to reconsider its verdict because the plant has not been able to find a proper site nor has it been offered a fair price for its local site during the last year, according to Fitzgerald.

Contemplated improvements in the chlorine tank-filling operations would decrease the hazard 80 per cent, Fitzgerald said in requesting the stay of execution for his company.

Undesirable Industry

"Mr. Fitzgerald is a very fine man personally and a credit to his company," Councilman Willys Blount said. "But his

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Many Specials

A survey of the stores and merchants indicates that prices on gifts and merchandise will be generally the same as last year, but there will be many specials and features at lower and unheard of prices.

The Torrance merchants have been busy buying merchandise that will delight the pocket-books of wage earners and housewives, stretching those hard-to-get dollars. From indications of lay-away purchases, Torrance is in for a busy and prosperous Christmas season.

Economy On Upturn

With the nation's economy definitely on the upturn, many of the business establishments are planning additional sales clerks to help the growing population with the selection of Christmas presents, Lorange stated.

A roving Santa Claus has been employed who will distribute 5000 free lollypops to the kiddies December 21 to 23.

Mrs. Bingham Of Madrid Market Dies

Mrs. Thelma Bingham, 46, who owned the Madrid Market with her husband, Arthur Bingham, died Monday night at 8:30 a.m. of a heart attack while watching television.

Mrs. Bingham lived at 2354 Sonoma St.

EDITORIAL

WE SAID IT WOULD HAPPEN

It could have been avoided!

A young boy was hurt critically a few days ago when he was struck by a car and thrown 45 feet at Yukon ave. and Redondo Beach blvd. across from Alondra Park. That accident, as others, could have been avoided.

A year ago this summer the Torrance Press urged that a signal be installed at that corner when another child was critically injured.

The city of Torrance did not look into the matter at all. The Road Department of the County of Los Angeles made a study of the intersection and decided that it was safer and better not having a signal there than having one.

The statistics and reasons cited by the Road Department were interesting and probably appropriate as applied to heavily trafficked intersections in general.

We believe, however, that the intersection at Yukon and Redondo Beach blvd. cannot be considered in the same category as other intersections, because it is used primarily by children going back and forth from Alondra Park. The intersection, therefore, falls in the same category as school intersections, where special precautions must be taken to protect the lives of the children using them.

We know from residents who are close to the scene that children are constantly taking their lives into their own hands trying to get across hazardous Redondo Beach blvd.

The hazard is multiplied a thousandfold during the summer when thousands of children attend the Alondra Park swimming pool. The Torrance City Council is presently planning to install street signals near schools for the protection of children.

We recommend, therefore, that the Council do something about the Yukon ave. intersection as well and take immediate steps to work out an agreement with the County by which a signal can be installed there.

Let's not have another accident. A child may be killed the next time.

BIGGEST HOLIDAY EDITION

This issue will be the biggest ever published by the Torrance Press. The publishers and the staff are truly grateful to you—our readers... and our advertisers—for making our growth possible. All efforts have been made to make this edition the best yet.

Last year's Christmas edition won an award for special editions in connection with weeklies and dailies throughout the country.

We welcome any suggestions from our readers, that will help us produce a better newspaper.

Pages Packed With Christmas Values!