

celina-work has started toward removing the house.

5) Traffic expert Ralph Dorand making recommendations.

vallable parking places which block of parking. The civic rangements for the \$500 check. ould be put to use merely center would not be good for The donor wished to remain through the use of a paint anything else, he said further, anonymous. inasmuch as there is not enough brush.

indicated, is worth \$7000 in re- ness. tail sales a year, according to

national statistics. In order to off-set the threat civic auditorium in the new to downtown Torrance of shop- civic center and the present day

ade a number of proposals city hall property was a parking for improving downtown shop- lot," he added.



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ment district for off-street parking will take about two years, he proposed a number of steps

Old Civic Center For Parking Narbonne high school graduate, fore the census will probably be He proposed using the site of received a \$500 scholarship from completed.

the old fire station and city hall an anonymous philanthropist sey was hired to work at least for parking purposes, as well as following a recent scholarship four days a month for the city the adjoining gas station which competition. Miss Endo came in studying downtown Torrance is in the assessment district. second, thus missing out on the This, he said, would give prize. L. A. Board of Education He has already noticed 36 downtown Torrance a whole Member Ruth Cole made the ar-

Briefs . . .

(Continued from Page 1)

Every parking space, it was parking area there for a busi help the downtown area since tually the city will build a new area.

Auto Club Survey

The Auto Club survey also ping areas now going up in auditorium property would in emphasized the importance of brought to the Torrance Press: nearby areas, George Binder crease greatly in value if the ample, convenient parking. "During our inspection sur

vey it was noted that by paving, leased from Washington, D.C. ping and parking conditions. Pointing out that the assess- city's and taxpayers' interest to Binder said it was to the marking and improving store entrances that the merchants ure released locally, will be used

> tional, lucrative customer offstreet parking facilities," the ners will be those whose guess comes closest to the actual report read.

traffic not concerned with shopping in the downtown area be rerouted around the central AT FAIR business district.

preferred to angle parking a concert and take part in the which was said to be more dan. Youth Band Jubilee at the Los gerous and to take up an addi-Angeles County Fair on Sunday, tional lane of moving traffic. September 30.

Lack of sufficient signs on major thoroughfares and alleys was noted.

The survey outlined five characteristics which are essential to the economic health of a business community: 1) acces sibility, 2) traffic circulation, 3) transportation (private and public) and parking facilities, 4) appearance, and 5) merchandizing.

"The last phase, merchandizing, is the responsibility of the merchants and the professional men of the community," the report said. "Quality and variety of merchan. dise, service, advertising, and the like, will determine the success or failure of a business district even though the four preceding elements of physical design are present." Isen pointed out that Tor ance which is larger in population than Santa Monica stacks up poorly in comparison re garding sales tax receipts: Santa Monica gets \$103,000 while

Torrance only receives \$37,000

If you're saving for opportunity...

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Contest ... (Continued from Page 1)

Slates Social

The contest is open to anyone regardless of age, living within the circulation area of the Torrance Press (including Lomita, Harbor City, Carson area, Walteria, Shoestring welfare. Strip, Avalon Village).

First prize will be the Las Vegas trip or \$200 cash; 2nd prize, a portable TV set. In case of a tie, the first prize

it received good sales tax rev- will be split. Duplicate prizes "I wish to point out that even. enues from a good business will be given for second place, with a limit of two prizes being awarded in this category.

Coupons may be mailed or Census Contest, Torrance Press 1406 Cravens Ave., Torrance.

The official census figure re-

could provide numerous addi. for judging. First and second place win-

It also recommended that figure.

Torrance Area Youth The Parallel curb parking was Band has been invited to play



CHINESE Modern

## Thursday, September 27, 1956 PTA Council

Various types of entertain-1Mmes. H. M. Rabjohn, Fred1 Advance ticket sales will be ment will go on throughout the Eggleston, J. O. Powers and held on the school grounds from evening from 5 until 8 p.m. In J. R. Stanton, presenting "Jack 8:30 until 9 a.m. September 25th the school yard a talent show, and the Beanstalk" with three and 26th. Tickets will also be

TORRANCE PRESS

The Lomita-San Pedro PTA featuring the students of 259th shows at 3:30, 5:15 and 6:15 p.m. sold at the door by Mmes. T. R. Council announces that on September 28, at the 259th pl. pl., school, with W. N. Kepley school, an ice cream social will be shown. be held Proceeds from this so. be held. Proceeds from this so-

cial will go entirely for child

presented, they have been son. In the auditorium the Thomp- awarded the Board of Educa- Refreshments will also

son Marionettes, assisted by tions highest approval. served.



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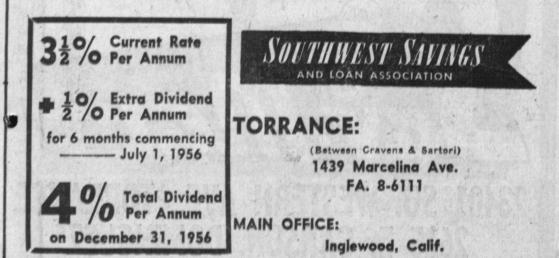
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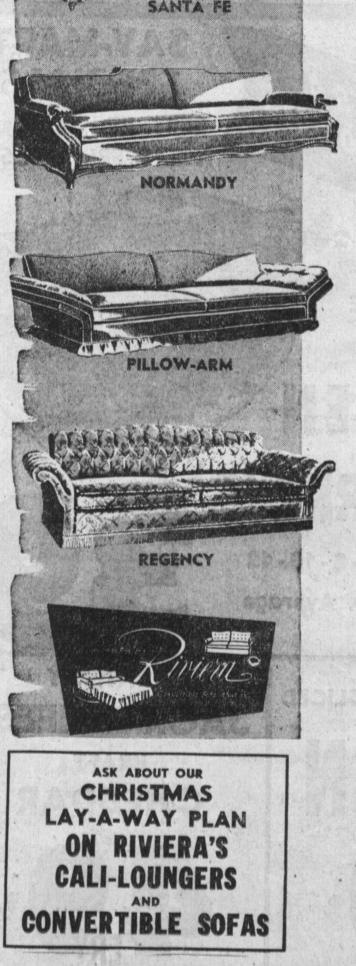
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