City Nominated for All-America Award

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ORRANCE PRESS

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VOL. VIII 1 2 THURSDAY, OCTOBER 25, 1956 - TORRANCE, CALIFORNIA **NEW CENSUS FIGURE** Husband **Suspected** NETS CITY \$120,000

The census is over and Torrance's new population figure stands at 82,238 Junofficially.

The official figure will be submitted in about a month, after Washington, D.C. has had a chance to check over the calculations made here and after late-comers who



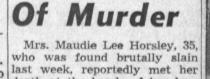
N. REDONDO * TORRANCE

+ CARSON

LOMITA AVALON * HARBOR CITY

HOMECOMING FINALISTS

Torrance high school students will know today which one of the above homecoming queen finalists will reign as queen over homecoming activities. Girls are (clockwise) Mary Hoshioka,



death at the hands of her husfilled out census blanks have band Such are the findings of the City Manager George Stevens, who made the figure public county coroner's office, accord-

Tuesday, said that from past ing to Det. Capt. Ernie Ashton, experience the final figure is who stated that the coroner's usually just a bit higher than office has asked that Fred Horsley, 36, be held criminally rethe unofficial figure. The last census taken in Tor. sponsible.

rance was in September 1955 Ashton said that a complaint when the population stood at was filed in the South Bay Mun-67,459. Since that time the popu- icipal Court Tuesday charging lation has increased by about Horsley with murder. He will come up for arraignment today

The increase will mean about at 9:30 a.m. \$120,000 in the city's kitty from The inquest was performed the State which pays back gas by Deputy Coroner Charles tax and in lieu tax revenues on Langhauser with Deputy Disthe basis of population.

trict Attorney Mel Thale sitting The winner in the Torrance in, Press census contest will be an-Mrs. Horsley was found murnounced on the basis of the fin- dered Tuesday, October 16, at al official figure. In case of a about 1:45 in the morning. tie, the first place prize will be Horsley claimed that he was split. Two duplicate prizes will awakened by what he thought be given for second prize, in were his children crying, and case of tie. The contest is closed (Turn to Page 10) now

Population figures since 1950 PLANE OUT



TORRANCE NAMED FROM AMONG 164 CITIES Screening committee names Torrance, California among 22 cities reaching the final round in the 1956 All America Cities Awards competition spons the National Municipal League and LOOK Magazine. Finalists were selected from 164 nominations. Members of the screening committee are: standing, left to right, Joseph J. Eley, executive vice president, Effective Citizens Committee, Newark; N. J. and Thomas R. Shepard, Jr., assistant to the publisher, LOOK Magazine. Seated, Frank A. Vanderlip, Jr., former president, Young Men's Board of Trade of New York City; Richard S. Childs, chairman, executive committee and former president, Na-tional Municipal League, and Mrs. Edith P. Welty, former mayor, Yonkers, N. Y. (For further details, see Page 11.)

Civic Pride Spreads

The hustling, bustling growth - happy city of Torrance came to a grinning momentary halt this week to find itself famous.

No. 28

The cause for all this commotion?

Torrance was singled out from among 164 cities throughout the nation as one of the 22 finalists who will compete for the All-America Cities award.

This contest is sponsored annually by the National Municipal League and Look magazine, which will feature the story of the winning cities.

Torrance apparently has a good chance of winning the award since 11 of the 22 finalists will be chosen for top honors.

News of the selection spread like wild-fire through city hall and instantly caught the imagination of civic leaders.

Mayor To Plead Case

City Manager George Stevens nformed the council that the Chamber of Commerce felt pleased and honored" to make \$500 available so that Mayor Albert Isen might present the city's case before the All-America Cities jury in Memphis, Tennessee, November 11-

"This is possibly the greatest opportunity Torrance has ever had for national publicity at a minimum cost," Stevens exclaimed proudly.

The chain-reaction response next found Douglas J. Horlander, who n

senior; Diana Cook, sophomore; Wanda Cook, senior; Gwen are as follows: 1950, 22,201; Chaffin, senior; and Sally Reed, senior.-Press Photo. 1952, 31,834; 1953, 44,914; 1955, 67,459.

Know Your Gold Seal Merchants

By DAVID McGRAW

Gold Seal Merchants who are outstanding leaders in their particular fields have been selected for their integrity and honesty and are especially pledged to • uphold the highest code of business ethics.

Displayed in their window will be a Gold Seal which is the symbol of satisfaction when shopping.



C HERMA TILLIM, highly capable owner of the Torrance Personnel Agency at 1628 Gramercy Avenue, established since 1952, champions the highest standards in the conduct of her business. Scheduling her daily agenda toward every phase of employment, she directs her unusual talents toward serving the best interests f of employer and employee, following through after placement. Known for her valuable opinions and philanthropic endeavors, Herma, who is socially prominent and civicminded, is chairman of the Recreation Commission- vicepresident of the Torrance Coordinating Council, member of Business and Professional Women's club, Pilot club, YWCA, North Torrance Civic association, Welfare Planning commission and Chamber of Commerce.

JOE FLORES, an exalted native son of Gardena, Manager, Carson at Western Car Wash Company, 1724 West Carson, took over the reins of management of this top-rated 3-Minute Car Wash in April 1956 when Mike Savage purchased the business, formerly known as Torrance Auto Wash. Using all modern automatic equipment their soft water steam cleaning process scours your car spottessly clean while their

porcelainized or blue coral job will impart that original show room lustre to your prized possession. Satisfaction is the keynote of their reliable, honest operation. Jovial Joe personally invites his many friends to circumvent the traffic and circle into the "Capitol of Car

Washing," Carson at Western.

OF GAS, Homecoming 2 KILLED **Festivities** While attempting to make a forced landing, a Harbor City

Slated Today man and a company as killed near Maricopa Sunday as the plane apparently stalled, Homecoming events will lead smashing into the ground from

off with a giant street rally and a height of 500 feet. parade down El Prado park and Dead are James Robbed, 21

JAMES ALEX'ANDER through downtown Torrance to of 1307 Rowland street, Harbor day, October 25, at 11:30 a.m. City, and Dale W. Lowe, 19, of GINTER, 17-year-old Lomita

Torrance high school students Metropolis, Illinois, according to boy received stab wounds in the and alumni will climax their sheriff's deputies. chest Friday, October 19, as the homecoming celebrations with The private plane had appar result of a fight at a drive-in qualified Torrance as a finalist. a game tomorrow, Friday, ently run out of gas when the according to sheriff's deputies. against Inglewood, to be foll men tried to land at a private Ginter, who lives at 25351 Oak lowed by a dance in the Civic airstrip. The plan ran out of st., was treated at Hillside Clinic Auditorium, sponsored by the gas about 20 miles southeast for wounds one-an-one-half senior class. of Bakersfield. inches deep.

A tea will be held at 2 p.m. The bodies of the two youths today in the sewing room of had to be cut from the wreckthe high school for the home age with acetylene torches, accoming queen, her court, and cording , to Dep. Sheriff Art the mothers of the girls. Cross.

EDITORIAL We Urge a 'Yes' Vote **On Proposition 4**

Until a few months ago, many of us may have tended to forget the importance of oil both to the Torrance area and to the entire state. Oil derricks are a common sight in these parts, and we become so accustomed to them that we no longer see them as anything but part of the landscape.

But the campaign over Proposition 4 has, we are sure, reminded most people in California of the importance of oil.

A lot of material has been put out by both sides in their efforts to get votes. Unless this campaign literature is studied closely, it is easy to become confused by the mass of claims and counterclaims.

And a good many people have become confused. To them the question of what is true and what is not true constitutes a hopeless dilemma.

We have studied the measure and the pro and con literature pretty thoroughly, and we find that out of the vast amount of wordage certain things stand out quite clearly.

One of these things is that "unit operation" and repressuring of oil pools will tremendously increase recovery of oil. Both sides agree on this.

Present Laws Unmanageable

Under present law, complete unitization of an oil field requires 100 per cent agreement, which must be difficult to get because out of 640 oil pools in the state (Turn to Page 10)

Here's What Makes **Torrance** Great

Torrance has been named as one of 22 finalists from among 164 cities for the All-America Cities award. Following are excerpts from the nominating petition which

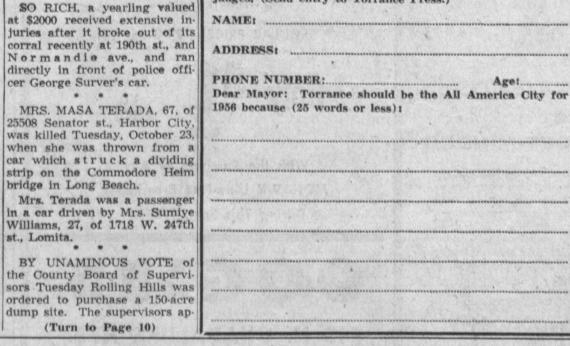
REASON FOR NOMINATION: Energetic, purposeful, and intelligent citizen effort demonstrated here.

NATURE OF CITIZEN ACTION: Through the cooperation of an enlightened citizenry and a progressive city government, a small town has grown into a dynamic modern city, re-

WEEK-DAY BUS SERVICE sulting in city betterment through community action. into the Carson area will begin WHAT PROMPTED ACTION: Problems prompted by the Monday according to Marshall Chamberlain, superintendent of mushrooming growth of the city, motivated the citizens to inthe Torrance Municipal Bus quire into the functions of government. Whereas, heretofore lines. Buses will depart from the city was disintegrated by individual interest and neighborthe station here every 40 min-(Turn to Page 11) utes between 7:40 a.m. and 4:40

p.m., Mondays through Fridays. Letter Contest Blank The route will be along Carson st., Cabrillo ave., 220th st., Meyler ave., Ocean ave., 234th st.,

I would like the mayor to know that I am 100% behind his efforts to win the All America Cities Award contest for Torrance. Here are some ideas he could use to convince the judges. (Send entry to Torrance Press.)



rance for the award on behalf of the Junior Chamber of Commerce, call for a community-wide letter writing campaign to help the mayor win the victory for Torrance.

Tied in with this letterwriting campaign is a contest for the best eight or 10 letters, with numerous prizes to be donated by local merchants.

Community-Wide Project Horlander called upon every ndividual and organization throughout the city to write etters, 25 words or less, on the following theme: "Dear Mayor: Torrance should be the All-America City for 1956 because . . .

This will give the mayor (Turn to Page 11)

Here's The Scoop About Mrs. M-

Bubble, bubble, toil and trouble .

But it's no trouble at all when you solve your problems through a Torrance Press classified ad.

Mrs. Mazzola, owner of the Narbonne Florist at 25037 Narbonne ave., Lomita, can testify to this, after having run the following ad:

1-BEDROOM — Redecorated du-plex. \$55 month. DA. 6-5762 25037 Narbonne, Lomita

Honestly, I've really wondered if results from the Torrance Press classified ads were as terrific as your front page result stories indicated - BUT NOW I KNOW!" . Mrs. Mazzola exclaimed happily. "I've been so busy answering the phone all morning. I rented the apartment early today-I feel I couldn't have had better results. I'm really very tickled. Thanks so much."

Need we say more-except to suggest you call us right away and place your ad.

Call FA. 8-2345 and place your classified ad. It's only \$1.30 for 15 words. If you come into the office and pay for it before the date of publication you earn a 30-cent cash discount.

ree . . . Cost of Living Lower in Downtown Torrance See Details on Page 6

st., Lomita.

NEWS

. . .

Catskill ave., 238th st., Panama

ave., to Sepulveda blvd., and re-

. . .

turn.