

FUCHSIA CLUB HEARS TALK ON BILLBOARDS

"We believe that billboards contribute to safety hazard and we know that there is increasing resentment of the obscuring of our natural beauties through indiscriminate use of billboards."

For those reasons the Union Oil company this year discontinued its \$1,000,000 a year billboard advertising program. Alden Soeten with Union Oil company told the Lomita Fuchsia club at a recent meeting.

"As a company serving the motoring needs of the general public," Mr. Soeten said, "it did not make good sense for us to continue to use an advertising method which was apparently becoming offensive to many of our customers and prospects, and which, in the opinion of some experts, represented a hazard to them."

"This was not a snap decision. It was not decision of whim or fancy. This was a decision predicated upon thought, upon study and upon conviction."

Mr. Soeten explained that the company had not planned to make an issue of its withdrawal from the outdoor field, but the billboard people had so maligned the action that it was felt necessary to give a fuller explanation.

"For more than 25 years," Soeten said, "Union Oil was a strong user of billboards on the assumption that the were necessary because our competition used them. We recognize, even while using them, that we were thrusting ourselves upon the public so we tried to make our boards as attractive as possible."

"But now the company has decided that it will reach its customers and prospects by other methods. Since we are in business to serve the motoring public, we are going to serve them in this additional way, by doing our part to make their highway driving more pleasurable and safer."

Royal Neighbors Slate Pot-Luck

The Royal Neighbors of Torrance will entertain their members and families at a pot-luck dinner, Tuesday, July 20, at six p.m.

Mrs. Lucille Meyer is chairman of the evening, assisted by the July Committee.

The McDaniel orchestra of Compton, will furnish the music for dancing which is scheduled for 8:30 p.m.

The fifth Tuesday of each month is set aside for a social night for members and friends, the meetings are held at the Woman's club, on Engracia ave.

DuBois, Susan Dye, Susan Fugit, Billie and Pamela Gabriel, Vickie Warner and Dorie Lyn Richards, Troop leaders will be Mrs. Doris Richards and Mrs. Jean Dye.

259th PTA SPONSORS CAMP TRIP

Twenty-five lucky children from 259th Place school will attend Clear Creek camp from August 19 to August 23.

The PTA is sponsoring two of the children and contributions made it possible to send one more. These 11 to 14 year olds should have a grand time.

Should anyone have scraps of wood, blocks or slats, that are not needed, Mrs. Frank W. Tenney would very much appreciate receiving them as the children love building things with wood, and her supply is very low.

Remember that all school children, and parents too, are welcome to come and enjoy the summer programs at 259th Place school.

REBEKAHS NAME NEW OFFICERS

At a recent meeting, Mrs. Edna Valenzuela, the new district deputy president, of district 66 gave instruction to the new officers. Other guests were present from Santa Monica, El Segundo and Fresno.

The names of the new chairmen announced at the same meeting are Mrs. Olive Veatch, press; Mrs. Ann Cramer, good fellowship; and Mrs. Ila Mason, pilgrimage for youth.

The Noble Grand has announced that she has appointed Mrs. Juanita McNew as Warden to fill the unexpired term of Mrs. Lillian Blackman. Mrs. McNew will be installed at a later date.

Also appointed were Mrs. Retta Nelson to fill the term of Mrs. Emma Evans and Mrs. Anna Rollman to fill Mrs. Blackmans term on the financial committee. Mrs. Bolva Brase was appointed Past Noble Grand for the duration of the summer months.

Hostesses of the evening were the Past Noble Grands of the lodge.

SWIMMING PARTY FOR BROWNIES

A swimming party held recently at El Camino was the last outing of the season for Brownie Troop 2048.

Fly ups from the troop were Janice Reultz, Kathleen Ex, Diana Griffin, Cinda Hall, Jane Issacson, Sharon Jones, Cynthia Lessel and Nicola Potts. Mrs. Fliz Reultz will be the leader.

Brownies remaining in the troop are Linda Cobb, Cheryl

PTA HOLDS FACULTY LUNCHEON

Members of the Evelyn Carr faculty and PTA held a South Sea Island luncheon recently at the school.

The cafeteria was decorated with tropical fruit and flowers and at one end of the room a large palm tree was surrounded by flowers, fern, Hawaiian leis and grass hats.

Hawaiian figurines and the same tropical fruit and flowers decorated the tables.

Serving on the committee were: Mmes. Richard Hubert, invitations; R. Mooney and R. Hubert, decorations; R. MacDonald and M. Simmons, food; L. Woods, P. Baker, and W. Wilson, table decorations; E. Morgan, C. DeCamp and J. Allison, serving committee; and Jean Vance and J. Jensen were on the planning committee.

After the luncheon R. Welte, principal, announced the program. A. Nocciola and R. MacDonald sang calypso songs and played the bongo drums.

Mrs. G. Shelton read a poem and the Mother Singers sang several Hawaiian songs.

CRENSHAW PTA SETS DATE FOR FIRST MEETING

The program planning committee of Crenshaw Elementary PTA met at the home of Mrs. Marvin Richards, recently.

Mrs. Richards, program chairman, was in charge of the meeting. The theme of PTA for the school year 1957-1958 will be "The Strength of PTA—Vision, Action, Courage."

A program is planned for each month of the school year, pertaining to this theme, and it is hoped by the committee, that all the parents of every student at Crenshaw Elementary school will plan to attend every meeting.

The first PTA meeting of the new school year, is scheduled to be held Wednesday evening, October 2, at Crenshaw school cafeteria.

SPEECH AWARD

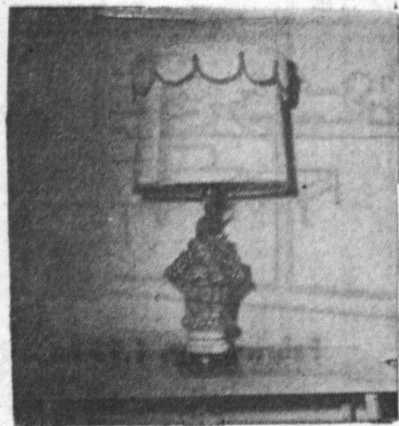
Donette Gray, 20946 S. Denker ave., won second place re-

cently in the San Pedro Toastmasters' International speech contest, in competition with 13 semi-finalists.

The contest is held annually at Los Angeles Harbor Junior college.

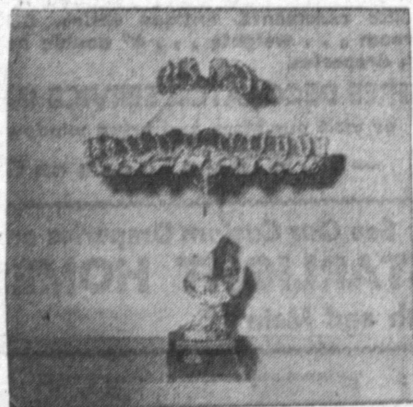
WHY GO WITHOUT when a TORRANCE PRESS Classified Ad'll get what you want! FA. 8-2345.

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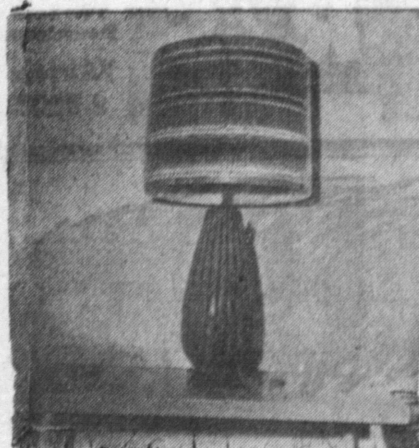
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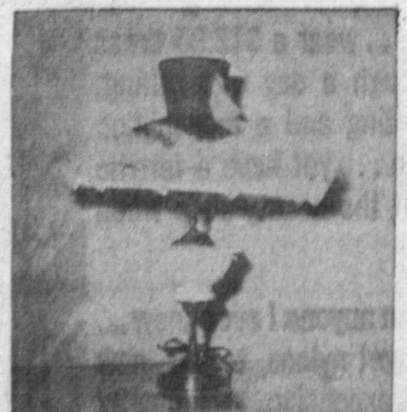


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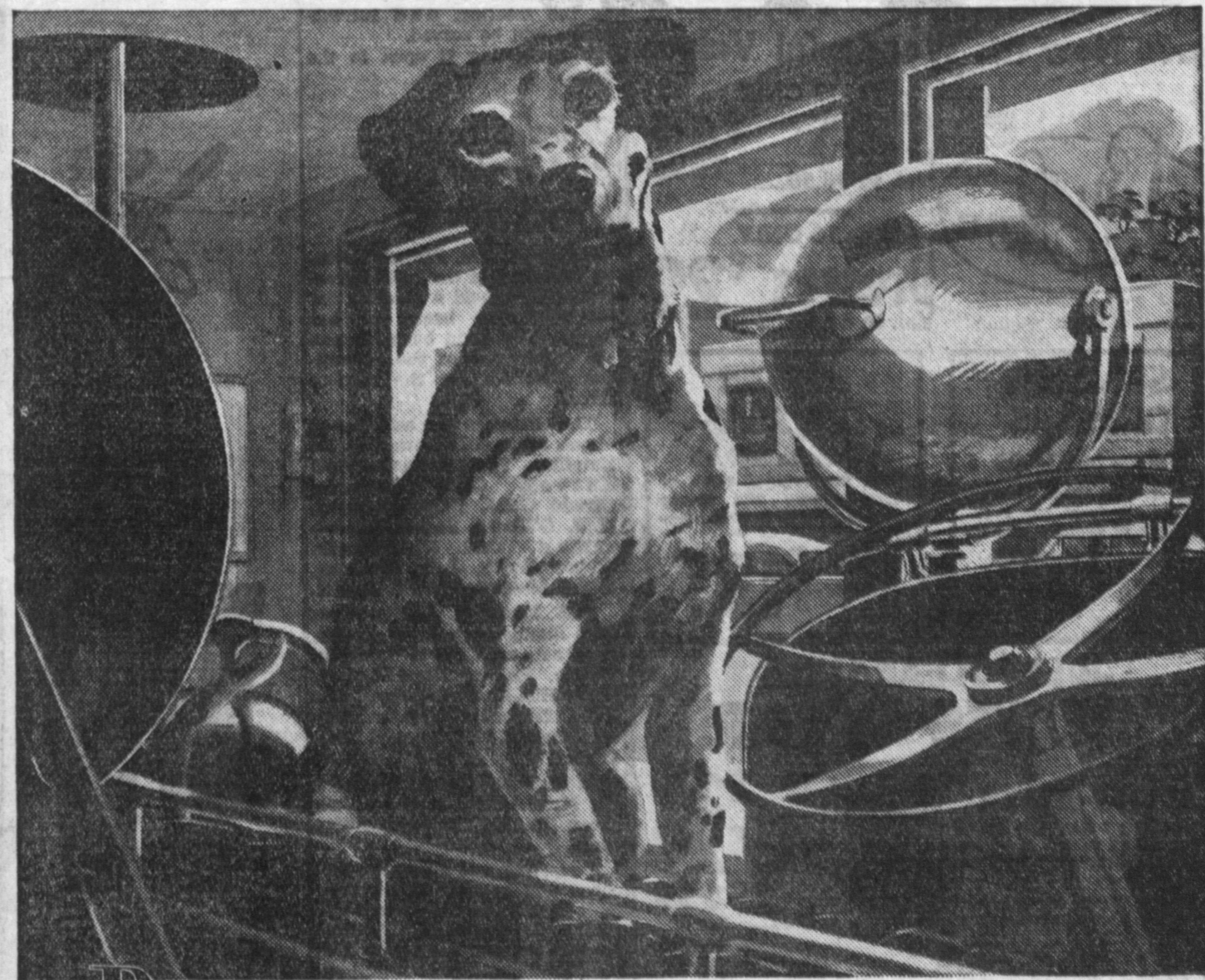
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