Thursday, December 24, 1959

Free Wheelin BY DICK DIMMETTI

MIDNIGHT MADNESS certainly took Torrance by storm. The special sale promoted by your Cabrillo Auto dealers brought crowds that exceeded our fondest expectations. Your reporter left the broadcast of the Tom Duggan show and arrived back in Torrance about one o'clock. by this time there was at least two thousand people in the vicinity of Cabrillo and double, awaiting the Auto Action. The crowd continued to increase and various estimates place the total at approximately 5,000 people at the peak. If this is correct, and we feel that it is, then at least six or seven thousand people were brought to Torrance for this event. From every standpoint all of us feel that this sale was a gigantic success. We all sold some cars Saturday night and are continuing to make sales originating during the sale. Our only regret is that we did not anticipate such a turnout and were all unprepared to properly serve the people. We are glad to say that the caffee lasted, although the supply of Champagne was exhausted about 2:30 a.m.

OUR APOLOGIES are extended to those people who we were unable to serve. Believe me, we tried. Around DeVon's we were further handicapped by the auction crowd, It was virtually impossible for anyone to find a crowd, It was virtually impossible for anyone to find a salesman, and vice versa. It is surprising to us that we No Matter What Kind of Loot, were able to sell the number of cars that we did, But are especially pleased that several customers understood our problems and returned Sunday and Monday. Again please Bank of America Will Handle accept the thanks of PAULs CHEVROLET, VELs FORD and our own organization, DeVON PLYMOUTH.

papers, the Herald and our own TORRANCE PRESS universal language of money will "All the normal services such 15, after having accomplished gave us excellent coverage and publicity. Bill Zappas be spoken fluently at the 1960 as handling traveler's checks, another Olympic Games first, took special interest in our problem and worked closely Olympic Winter Games. with us.

SPECIAL SALE PRICES EXTENDED, All three "Olympic Games Facility" of the dealers join me in stating that due to our inability to Bank of America, which will properly serve the public, we will extend our special pric- serve the Olympic participants and all the other extra benefits offered in this sale and public at Squaw Valley, Caluntil Christmas Eve, DECEMBER 24th. So if you were tilingual bankers backed up by unable to choose your car Saturday night, re-visit your the accommodations of a world favorite dealer and I assure you that you can work out wide banking organization. a deal on any new or used car that will compare with the special sales prices, both as to terms and real value.

OUR SINCERE THANKS are again extended by with one exception," states Vice your three "Mad Merchants of Cabrillo," Ted Green of Paul's Chevrolet, Vel Miletich of Vel's Ford and Yours truly, Dick Dimmette of DeVon Plymouth-Valiant Center.

County Prohibits Liquor at Parties The serving or drinking of liq- | and New Year's office and plant

a long-standing policy adopted that employees who are given on motion of Supervisor Kenneth all or part of today as a holiday

Today he urged all businesses industries to follow the Los Angeles Memorial Sports

uor at Christmas parties in parties.

County offices is prohibited by

the Board of Supervisors, under

Hahn.

D. D.

Supervisor Hahn suggested

attend the 121/2 hours free

Christmas music program at the

## 

PARTIAL VIEW of huge crowd that attended "Midnight Madness" special sale promoted by Cabrillo auto dealers. According

by the event.



Francs. Pounds. Kroner. Lire. No bank's administrative officers before the Games' dates, Feb. SPECIAL THANKS EXTENDED to our local news- matter how it's pronounced, the for operations.

"We will give the public and those taking part in the Games any and all banking services,

to PRESS columnist Dick Dimmette, more than 5000 people were brought to Torrance Press Photo by Jay DeLany

TORRANCE PRESS



18-28. It will close about March

money orders, cashier's checks, being the only time in Games To assure smooth sledding for exchange and the like will be history that a bank has been set foreign currency exchange, the offered. However, we won't make up on the Olympic site.

## A VITAL MESSAGE FOR OUR STEELWORKERS



whose parents, Mr. and Mrs. Elmer J. Williams, live at 4607 In the Entire Halison, Torrance, completed eight weeks of advanced individual armor training Dec. 12 at Fort Knox, Ky. During this phase of training Polson qualified as a driver o the Army's medium tank, passed proficiency tests with the .30 and .50 caliber machine guns and qualified as a gunner with the 90 millimeter tank gun. He entered the Army last July and received basic training a Fort Ord, Calif. The 18-year-old solider is a 1959 graduate of North High School and was employed by Morgan's Dairy before entering the Army. 2081 TORRANCE BLVD. Use Press classified ads to

Pvt. Completes

Armor Training





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LEE R. DAWSON **Dawson Named** 

poration, was installed as presition dinner dance at the Plush

Dawson is the fourth generation in his family to be so hon-

A native of Inglewood, he and his wife, the former Marjorie Moore, have lived in Torrance since 1952. They reside at 20710 Tom Lee St., Southwood Estates. The couple have four children Randy 11, twins, Jeffrey and Dawson a member of the Torrance Chamber of Commerce, attended Pepperdine College in Los Angeles. He is a Mason and past president of the Hawthorne Vox-**PHONE FA 8-2345** 

QUICKEST RESULTS,

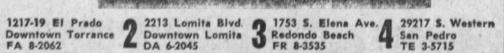


MODELS O BOOKS

FREE GIFT WRAPPING

FA 8-2062





## "Break the Union? Certainly not! Here's why!"

- 1. The Company will continue the Union Shop and dues checkoff.
- 2. The Company will study 2-B with your'Union.
- 3. The Company will study your seniority problems with your Union at your plant.
- 4. The Company will strengthen service protection of longerservice employees.
- 5. The Company will grant two wage increases, improve pensions and insurance, and will not take away the 17¢ cost-of-living.

Make sure YOU know-be sure of the facts-be sure you vote !





