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readership?

The "secret" is summed up in one word . CONCERN! Our concern in providing the residents of this huge area with what they really want to read, LOCALIZED NEWS . . . News about themselves, their friends, and their community.

Meet Edna Cloyd . . .



Edna Cloyd is our very popular Social News Editor. Ask anyone who may be connected with women's clubs or other organizations who they turn to for their news coverage . . . and they are sure to answer, Edna Cloyd!

Edna has been depended upon for many years for fine coverage at weddings, anniversaries, special gatherings and organization

Entertain PTA Chapters The Torrance Council Way At Social Mrs. Stephen Sampson Miss Martha Oehlerking,

COUNCIL Attention PTA column contributors! Column edit-ing duties have been taken over by Mrs. Ralph Gring, 17512 Faysmith Ave., Tor-rance, 90504. Mail your copy

rance, 90304, Mail your copy to her from now on. SAM LEVY "Sightseeing in Europe" is the theme for this month's association meet-ing, to be held Tuesday, Nov. 19, 7:30 p.m. A film concerning mariluma star. concerning marijuana, star-ring Sonny and Cher, will be shown.

A paper drive is sched-uled Thursday, Nov. 21. The school will arrange for transportation of papers. HOWARD WOOD

HOWARD WOOD Howard Wood PTA meet-ing will be held on Wednes-day, Nov. 27 at 7:30 p.m. "Questions and Answers" will be the title of the pro-gram with a panel discus-sion. Everyone is invited to attend and bring and bring and bring attend and bring any ques-tions along they'd like ans-wered. Mrs. Stevens will be babysitting in the kinder-garten room for parents with small children. A sweatshirt sa le under

A sweatshirt sa le under the direction of Mrs, Ches-ter Beene began on Tues-day, Nov. 12. Both long and short sleaves will be sweil short sleeves will be avail-able with Howard Wood written in white on a blue background COLUMBIA

Columbia PTA will hold Columbia PTA will hold their monthly meeting Nov. 19, at 7:30 p.m. in the school cafetorium. Mrs. Walter Witte, pro-gram chairman, has selected "The Family Works Togeth-

"The Family Works Togeth-er" for the evening theme. This is the annual work night when parents and teachers work together on various projects for the Christmas program and school

Mrs. Kenneth Poiry, pres-ident, offers a special invi-tation to all fathers to come

Giant Sale Planned by Secretaries

Mrs. Barbara Nichols, president of the South Bay Chapter, National Secretar ies Association (International) and a secretary with Jerry Moss and Co., Golden Cove Center, Palos Verdes Peninsula, has announced a joint rummage sale with the Twin Harbor Chapter on Saturday, Nov. 16.

The giant sale will be held at the House of Rummage, 6th and Cabrillo, San Pedro from 9 a.m. to 3:30 p.m. Mrs. Verabelle Thomas is serving as the Twin Harbor chap-ter's chairman for the sale.

Encampment

Some 14 girls from Junior Girl Scout Troop 1230 of Torrance recently attended

23028-A Nadine Circle, Tor rance, will be hostess to and work with Lester Fos-ter, principal, on items for the program. members of Preceptor Alpha Beta and Rho Xi Chapters of Beta Sigma Phi at a of Beta Sigma Phi at a luncheon on Saturday, Nov. Refreshments will be luncheon on Sa 16, at 12 noon.

Mrs. Robert Nickelson, so-

served at the close of the meeting. MADRONA

MIS. RODETL NICKEISON, so-cial chairman, will co-hos-tess the event. Mrs. Nickel-son announced that one of the purposes of the lunch-eon was to get better ac-quainted with sorority sis-ters of other changes in the Madrona PTA meeting will be held on Thursday, Nov. 21, at 9:30 a.m. in the Nov. 21, at 9:30 a.m. in the school cafeteria. A guest speaker from the Torrance branch of the L. A. County Health Dept. will speak on veneral diseases. Students of Madrona will open the meeting with the flag cere-mony and the inspirational. Mrs. Clay Alexander, par-ent-ed chairman has ar-ranged a tour of the South-ern California Regional Octers of other chapters in the South Bay Area Council. A different chapter has been invited to each of the social events. Members planning to at-tend are Mmes. Andrew Fos-ter, Eugene Olson and Mrs. Frances Collins, Gardena: Raymond Millhouse and Fran Nichols, Hawthorne: Dominick Nardelli and

ern California Regional Oc-cupational Center on Tues-day, Nov. 26, at 12:45 p.m. Parents who are interested Dominick Nardelli and Jacqueline Pinkney, Paios Verdes Peninsula; Louis Below, Inglewood; Henry are invited to call her at 320-3535

320-3535. CARL STEELE Carl Steele PTA had their regular meeting on Thurs-day, Nov. 14, at 7:45 p.m. in the scheel carfeterium Lightenburger, El Segundo; Louis Zelenay, Los Angeles; Robert Nickelson, Palos Verthe school cafetorium "Health Communication"

"Health Communication" was the program theme, and Dr. Eugene Horn was the guest speaker. Dr. Horn dis-cussed how mental health affects the community. The school b and enter-tained from 7:45 to 8 p.m., the business meeting to 0 k place from 8 to 8:30 p.m., and Dr. Horn talked at 8:30 p.m.

The Serra High School Senior Mothers will have "Something to Crow About" when they present a "Chick-en-Out Dinner," their last project for the check p.m. HICKORY PTA Clarke Merrill, principal, will be the speaker for the next PTA meeting on Nov. 20 at 7:30 p.m. in the school cafetorium. The subject

project for the school. cafetorium. The subject which Merrill will speak on is: "The Whole Child—The Whole Story", an overview of the programs for the ex-ceptional child, and the health, guidance, and coun-seling services provided for

grade room mothers. Alums Plan

Yule Shopping Spree Nov. 19

The Fall fund-raising event of the Palos Verdes Alumnae Chapter of Zeta Tau Alpha will be held at the home of Mrs. Ralph A. Prickett, 2904 Paseo del Mar. Palos Verdes Estates on Tuesday evening Nu. 10 at Tuesday evening, Nov. 19 at

Members are asked to bring friends and enjoy some "armchair" Christmas shopping as Mrs. Don Law-ler presents a new line of dinnerware. On the weekend of Nov.

22-24, Zeta Tau Alpha will install a new chapter at Woodbury College in Los Angeles. Palos Verdes Alum-nae plan to attend the events connected with the installa-

Bethel Chooses New Leaders

Women to Honor Schoolteachers

Serving as chairman of

Serving under Mrs. Hall

Burnell. All adult parishioners are

invited to attend and meet the teaching staff.

chairman.

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The Women's Guilds of Women's Council. Co-chair-man is Mrs. Paul Hogan. St. Lawrence Martyr Church, Redondo Beach, will honor the teaching staff of the various committees for the silver tea are: Mrs. Robert Babin, properties chairman; Mrs. Robert Moore, food chairman; Mrs. Francis Mc-Eniry, coffee chairman; Mrs. Donald Combar, kitchen chairman; Mrs. Paul Wig-gins, invitation chairman, and Mrs. Lloyd Hall, hostess chairman. various committees for the parish school at the annual silver tea at 2 p.m. Sunday in the parish hall.

Featured during the tea will be an exhibit of art pre-pared by the students of the school. Keith Williams will conduct the 33-member St. Lawrence band in a musical interlude.

Mrs. Ralph Eikmeier has been named chairman of the James Mushaney, Leo Nolte, David Leach, John McSwee-ney Jr., Larry Chappell, Carl Damberg and Edwin by Mrs. William president of the event Crook.

Twins Club Moms Slate 'Dime-a-Dip'

Dime-a-Dip The November meeting of the South Bay Mothers of Twins Club will be held Monday, Nov. 18, at 7:30 p.m. at Walteria Park. It will be a Dime-A-Dip Din-ner consisting of main dish-es, salads. deserts, and cof-fee, all of which will be brought by the members and served to those attend-ing, for a dime a helping. Following dinner, Mrs. Sydney Smith, president, will conduct the business meeting, Mrs. John Rand, Philanthropy II chairman, announces that members will be voting on a charity as recipient of their annual philanthropic project, "Las Vagas Nicht" Auxiliary Chooses President Mrs. John Blain has been elected president of the Ladies' Auxiliary to the Tor-rance Fire Department. Other officers elected were

Will Attend

the campus.

Pre-Game Event Before the USC-Oregon State football game in the

Mrs. Ronald Wiener and Mrs. William Slonecker, vice presidents; Mrs. Dennis Hansen, secretary; and Mrs. Samuel Kirkwood, treasurer. philanthropic project, "Las Vegas Night."

Installation luncheon will be held Nov. 23, according to Mrs. Edward Siminich.

Mrs. Bruce Smith announc-ed plans for a potluck din-ner to be held in her home Nov. 19.

Proceeds from an auxil-iary card party and book sale will be used to aid^{*} burned-out families. The auxiliary's annual

State football game in the Coliseum Saturday at 1:30 p.m., which will decide the Pacific-8 representative in the Rose Bowl, there will be a buffet luncheon in the foyer of Town and Gown on the compute Christmas party will be held in the home of Mrs. Mack Oetting. Helping needy chil-dren will be the group's hol-iday charity project.

Benefit Lunch

the campus. Among localites attend-ing will be Messrs. and Mmes. Robert D. Fisher, Rolling Hills; Conrad F. Wedberg, Jr., Palos Verdes; and a USC trustee and his wife, Mr. and Mrs. Raymond A. Watt of Torrance. Among vice-presidents of Mrs. Jack R. Newville of Mrs. Jack R. Newville of Redondo Beach was among those women greeting guests at the recent bene-fit luncheon fashion show at the Cocoanut Grove, sponsored by Town and Gown of USC.





According to Mrs. Kay Zapf, chairman, the dinner will be held Sunday from 2 to 7 p.m. in the school cafeteria. The menu will include Chaminade with cranberry sauce, mountains of mashed potatoes, peas, rolls and ap-ple cobbler for dessert. Mrs. Harry E. Sweet, ways and means chairman, has in-vited the public.

Las Ninas

Will Model

New Styles

A Fashion Tea featuring teen fashions will be held at the La Venta Inn, Sun-day at 1:30 p.m. Las Ninas de Las Madrecitas is spon-soring the show and mod-ets will be 1968 presentees, including Lois Davey, Karen Gentile, Molly Hathaway, Judy Kerber, Sandy Speich, and Pat Wenger.

Mrs. Harold D. Leslie,

founder of the parent or-ganization, Las Madrecitas, will comment. Tickets are

being sold by the members of Las Ninas and proceeds will benefit the Brace Fund of the Orthopaedic Hospital.

Emblem Club

and Pat Wenger

seling services provided for Hickory students. Refresh-ments will be served after-ward by the 5th and 6th

des Estates; Blanche McCal Sets Dinner

lum, Torrance. Serra High Moms' Club