

## Riviera Founder Clifford F. Reid

Funeral services were held Tuesday for Clifford Fletcher Reid, founder-developer of Hollywood Riviera and prominent Southern California real estate man. He died Friday at his home, 124 Via Monte D'Oro.

He has been a resident of Torrance since 1928, when he began development of Hollywood Riviera, which was originally to be a resort community connected with Hollywood by what would have been the first freeway. The land was purchased from the Huntington Land Co.

Developed North Hollywood. Mr. Reid also had been a subdivider in Van Nuys, Burbank, and North Hollywood. Originally known as Lankershim, he was the first to use the name, "North Hollywood."

Born in Yamhill County, Ore., he was the son of James and Mary A. Fletcher Reid, daughter of one of the first white settlers in Oregon.

Mr. Reid was president of the Northwestern Trust Co. in Portland, Ore., where he was also a subdivider. He came to California in 1923.

Headed Riviera Assn. He was a member of the Board of Directors of the Hollywood Riviera Assn. at the

## Dr. Harrison Will Reopen Office Here

Dr. William J. Harrison, a physician and surgeon in Torrance for many years, will reopen his offices at 2085 Torrance Blvd.

Serving in Torrance from 1934 to 1950, with service in the Army intervening, he has practiced in Palm Springs since that time. The office is at the same location where he practiced before.

time of his death, and was a past president. He was recently given an honorary life membership in the Palos Verdes Country Club, of which he was a director.

A former raiser of import dairy cattle from the Isles of Jersey and Guernsey, he won many prizes for them at fairs.

Beside his widow, Ella, he is survived by a brother-in-law, Roy C. Stewart and his wife, Katherine L., of Torrance.

Entombment was in Inglewood Cemetery Mausoleum.



(Herald photo)

WHERE'S THE FIRE? . . . That's what Maurice Bradford (in the cab), Optimist Club candidate for Queen of the Jaycee-sponsored Community Fair and Rodeo, and Virginia Gotts (right), Lions Club entry, are asking Darlene Forrer, candidate for the Torrance Fire Department and Fire Department Auxiliary. Girls are among nine competing for Queen by selling tickets to the summer event. Some lucky purchaser will win a thousand dollar savings bond or a trip to Honolulu.

## Fair Queen List Settles at Nine

Colorful buttons will distinguish residents of Torrance who buy a book of four tickets to the Jaycee-sponsored Community Fair and Rodeo, which will run here July 14-17. These Torrance booster buttons will entitle wearer to free admission to the Fair any of the four days of its run.

Special tickets must be bought for the Rodeo, however, which is being sponsored by the Torrance Mounted Police in connection with the Jaycees.

Queen Candidates. Nine organizations, with their candidates for Queen of the Fair, are already selling tickets. They include the Elks, Betty Morris; North Torrance Civic Improvement Assn., Norma Prange; Loyal Order of the Moose and attorneys of Torrance, Carolyn Duncan; Exchange Club, Frances Frisina; JayCettes, Mitz Trimiew; Fire Department and Fire Department Auxiliary, Darlene Forrer; Lions Club, Virginia Gotts; Optimists Club, Maurine Bradford, and Civitans, Janeane Colombo.

Recent Entries. Miss Gotts, one of the most recent entries, is a sophomore at St. Anthony's High School, Long Beach. A brown-eyed, auburn-haired outdoor type, she enjoys horseback riding and golf.

Her measurements are 36-24-37. Mr. and Mrs. Charles Gotts of 25913 Cypress, Lomita, are her parents.

Maurine Bradford, another late entry, is a Torrance High junior. She is a member of

G.A.A. and Job's Daughters, as well as the Rally Club and Delta YTeens. Various sports and high school activities hold her interest. The daughter of Mr. and Mrs. George Bradford, 1323 Beech, has measurements of 36-27-37.

## Maldonado to Head Harbor Chest Group

Harbor Area Agency Participation committee of the Community Chest Wednesday elected Joseph Maldonado of San Pedro, chairman of the 1955-56 group.

Maldonado was elected by more than 12 representatives of Red Feather agency offices in the Harbor Area.

Maldonado is present executive director of the Welfare Planning Council which studies needs and welfare activities in the area and acts as a council on the Harbor area board of the Community Chest, headed by George Bradbeer of San Pedro.

The Agency Participating committee is a volunteer group. It was formed to assist the Chest agency volunteers in coordination of their working during Chest campaign time in November. This may include 400 volunteers solicitors from Harbor agency boards alone.

Chest agency representatives at the election were: Helen Dill, Veterans Service Center, Torrance; Cynthia Keyes, Camp Fire Girls; Rev. Carl Jordan, Beacon Light Mission; Louise Larsen, Homer Toberman Settlement House; Lynette Mann, Visiting Nurse Association.

Richard Meyers, Wilmington Community Center; Mary Michel, YWCA; Al Molter, Boy Scouts; Catherine Reynolds, Family Service; Nick Tran, Boys' Club; Jo Ann Weller, Girl Scouts; and Paul Haverluck, San Pedro-Wilmington Veterans Service Center.

## Cracks Firehouse Door With Automobile

Booked at Torrance Police Station for drunk driving was William Holloman, 44, of 1860 Carson St., after he drove his car Thursday morning into the front doorway of Fire Station No. 1 on Craven St., splintering the door. His trial was set for June 14 in South Bay Municipal Court.

## Golden Wedding Day Planned on June 14

Couples who have been married 50 years or more will gather at the second annual Golden Wedding Picnic at Los Angeles County's Plummer Park on Tuesday, June 14, at noon.

Reservations must be made by calling the American Women's Voluntary Services at Webster 9-6827. Last year's attendance of 85 couples is expected to increase this year. The park is located on the north side of Santa Monica Blvd., between Fairfax and La Brea.

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BEST QUALITY THICK MEAT

**"CHUBBY CHIX" PAN READY FRYERS 53¢**  
WHOLE OR CUT UP 2 1/2 TO 3# AVG. SIZE

**U.S.D.A. "CHOICE" STEAKS 83¢**  
SIRLOIN, T-BONE, CLUB OR PORTERHOUSE

**FILET STEAKS, 1.59 lb. 53¢**  
SUPER-RIGHT BUTT PORTION 4 TO 5 LB. AVG.

**SMOKED BUTTS 63¢**  
SUPER-RIGHT BONELESS 1 1/2 TO 3-LB. AVG.

**SHRIMP 59¢**  
FANCY GREEN TAILLESS

**SHRIMP 35¢**  
FRESH-NORTHERN HALIBUT SLICED OR PIECE

**SAUSAGE ROLLS 39¢**  
PURE PORK

**CHARCOAL 10 LB. BAG 59¢ 20 LB. BAG 1 09**

**A&P's GRAND VALUES IN GROCERIES**

**PROGRESSO TOMATO SAUCE 5 8 OZ. CANS 29¢**

**PEDIGREE DOG FOOD \* A TREAT FOR YOUR PET 6 1 LB. CANS 35¢**

**VAN CAMP PORK & BEANS 2 1 LB. 14 OZ. CANS 39¢**

**CAL ACRES ORANGE JUICE 1 QT. 14 OZ. CAN 30¢**

**WISC. SANDWICH CUT SWISS CHEESE FULL POUND 69¢**

**ANN PAGE—FRENCH DRESSING CHEF STYLE 2 PT. BTL. 47¢**

**GULF KIST SHRIMP MED. SIZE FINE FOR SALADS 5 OZ. CAN 29¢**

**ANN PAGE—PEACH PRESERVES HOME MADE GOODNESS 1 LB. JAR 27¢**

**JELLY ANN PAGE BLACKBERRY 12-OZ. JAR 27¢**

**VEL BUY 1 GET 1 AT 1/2 PRICE GIANT SIZE 72c 2 LGE. PKG. DEAL 45¢**

**PALMOLIVE SOAP \* 3 REG. SIZE 25¢ 2 BATH SIZE 23¢**

**SULTANA—PLAIN GREEN OLIVES LARGE SIZE 6 3/4-OZ. JAR 29¢**

**STAR KIST TUNA FISH CHUNK STYLE 6 1/4-OZ. CAN 31¢**

**A&P'S OWN MILK WHITE HOUSE EVAPORATED 3 1 1/4-OZ. CANS 35¢**

**SUNSHINE HI HO CRACKERS 1-LB. BOX 34¢**

**AJAX CLEANSER \* 2-21.6-OZ. CANS 35c 2 14-OZ. CANS 25¢**

**CASHMERE BOUQUET SOAP 3 REG. BARS 25¢ 2 BATH SIZE, 23c 2 WASHES, WHITER FAB LGE. PKG. 30¢**

**FLUFFO—YELLOW SHORTENING 1 LB. CAN 33¢ 3 LB. CAN 90¢**

**99.44% PURE IVORY FLAKES \* LGE. PKG. 30¢ GT. PKG. 72¢**

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