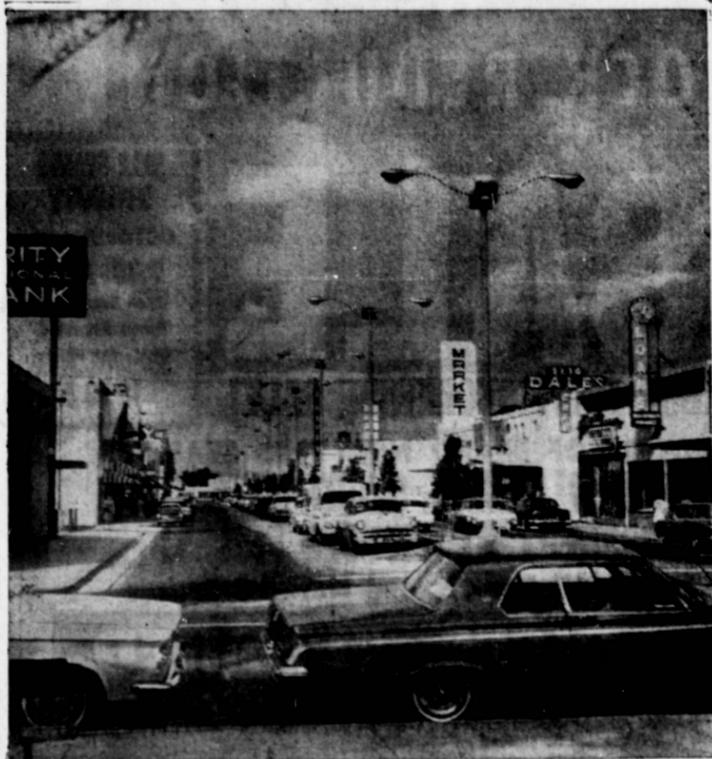


Gala Opening Set for Downtown

Here's How...



Celebration of Remodernized Center Slated

Completion of a \$100,000 improvement program in downtown Torrance as part of a major overhaul of the city's central shopping district will be celebrated this weekend with a three-day observance in which the city, Chamber of Commerce, and Downtown Retail Merchants Assn. will join.

Formal recognition of the improvement project is scheduled for 7 p.m. today when Mayor Albert Isen, President Abe Robinson of the Downtown Retail Merchants Assn., and President George Post of the Chamber of Commerce preside at ceremonies at El Prado and Sartori Avenue.

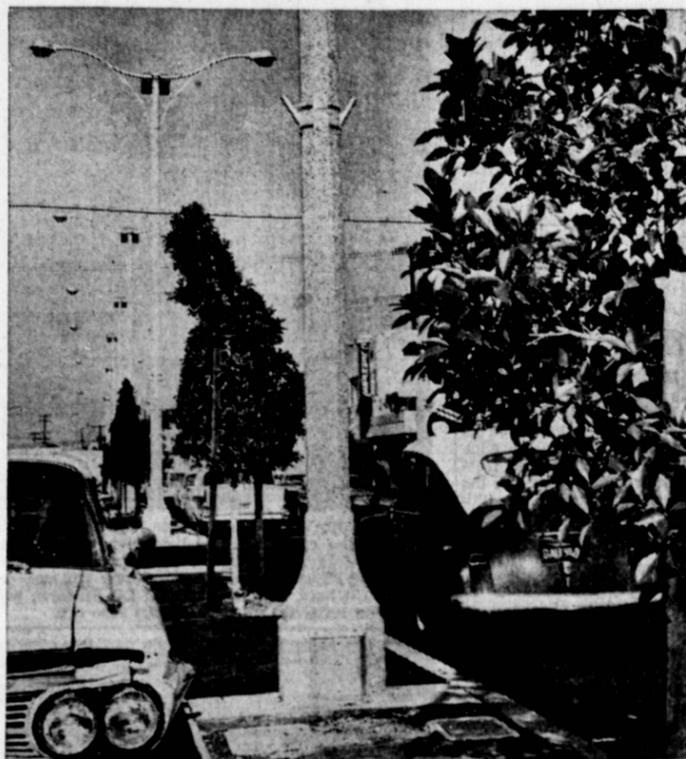
The formal ceremonies will be followed by a concert by "The Imperials" in El Prado Park under the direction of James Davidson.

Two merry-go-rounds will be set up in the downtown area to entertain the young fry. Friday and Saturday and "Happy" the clown will be on hand with treats for the kids.

Touring musical groups will entertain shoppers during the fete and other attractions will be offered

A special 16-page supplement is included in today's editions of *The HERALD* to guide shoppers to the Gala Opening values offered by merchants in Downtown Torrance during the three-day celebration.

...It Looks



Here's What...



during the weekend. All stores in Downtown Torrance will be open from 9 a.m. until 9 p.m. during the three days beginning today.

Visitors to the downtown area will find the streets have been widened and repaved, trees and lighting fixtures have been moved to a center island, and a public address system installed which will carry music and public announcements. The public address system got its first test during the world series when all of the series games were broadcast to the public.

The \$100,000 project is the first phase of a major rehabilitation of the 50-year-old downtown business center. Formation of an assessment district by property owners in the area has been completed and work is under way to acquire areas to be converted as a result of the current program.

New and longer parking spaces have been provided to facilitate traffic in the area. Some intersections have been realigned, and the cross gutters smoothed out to eliminate dips. Bright new markings distinguish the parking stalls on each of the downtown streets.

...It Took



Band to Perform

The Torrance High School marching band will appear in concert today at 3 p.m. in El Prado Park to help mark the re-opening of the newly improved Downtown Business District. The band is under the baton of Leo Sandoval.

In addition to the Tartar Band, the Torrance Pep Squad will perform with several new routines. Activities are planned for the park on El Prado Street.

The band will march from the Torrance High entrance to the specially built concert stand. The program will include several march selections and will close with the traditional Tartar Alma Mater.

The appearance of the band is one of the many festivities planned to mark the formal opening of the new business district, completed after several months of planning and construction.



TO TREAT KIDDIES... "Happy," the High Society Clown, will be on hand in downtown Torrance today, Friday, and Saturday to entertain kiddies during the gala opening of the revitalized downtown Torrance business center. "Happy" will appear with free balloon animals this evening from 5 until 8; on Friday from 4 until 9 p.m.; and on Saturday from 11 a.m. to 6 p.m.



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