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# TORRANCE PRESS

The Fastest Growing Community Newspaper in America

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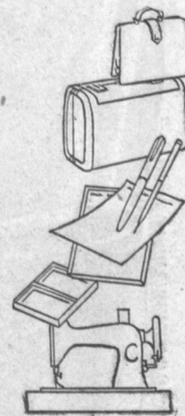
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controlled circulation  
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# RECORD XMAS BUYING SEEN

## Definite Trend Towards Early Shopping Seen

**ONLY 17 SHOPPING DAYS  
TIL CHRISTMAS**



### Merchants Split on Night Opening Date

All major downtown stores will remain open on Friday and Saturday of this week, according to the latest information available.

Many of the stores will continue to remain open six nights per week until Christmas. Stores remaining open beginning tomorrow include Kale's Childrens Shop, Newberry's, Lawson Jewelers, Treske's Men's Store, Torrance Surplus Store, Benson's, and Universal Furniture. No other merchants had reported openings next week at the time that the Torrance Press closed its forms.

However, the majority of the other store-owners have indicated that they would begin remaining open until 9 p.m. next Friday, Dec. 12.

Bigger bargains, gayer decorations, and the best shopping service ever is in the offing for shoppers as the Christmas season bursts upon Torrance.

Local merchants have set a goal of outdoing all past Yuletide activities, and promise to make this the best Christmas season yet.

**Extra Help**  
Longer shopping hours and extra sales help will add to the ease and efficiency of shopping right here at home. Familiar stores with unusual gift values make Christmas shopping right here in Torrance a wise move.

New stores opened here during the year add to the variety of merchandise available at the best possible prices all within a short drive of any point in Torrance. Added to the growing list of business firms here have been Town and Country TV, 1344 El Prado; the Gift Box, 1270 Sartori; Joy Lyn Candies, 1339 El Prado; Liberty Home Economy Co., 1623 Cravens; Jim Dandy Market, Crenshaw and Torrance blvds.; Crest Furniture Co., 1413 Cravens; Torrance Army and Navy Store, 1316 Sartori; and Sav-Mor Market, 23401 Western ave.

**Bargains Here**  
The pages of this issue of the Torrance Press indicate just how enthusiastically your local merchants are entering the Christmas shopping season. There are bargains on every page, in every store. There is an answer to all of your gift shopping problems here.

Merchants report that gift items in top demand to date have included lacy stoles, fancy rhinestone jewelry, and the traditional lacy lingerie for the distaff side. Men's gifts that are moving the fastest are suede jackets, men's jewelry, and the usual assortment of socks, ties and shirts. Super-ray guns and helmets have outsold the ever-popular cowboy regalia in the children's dept. this year, store

proprietors disclose.

**Party Wear**  
In the women's ready-to-wear section, crepe dresses and suits have held the fashion limelight. Full-skirted dresses in jewel-pastel shades will out-strip black and dark colors at Christmas and New Year's Eve parties.

Display cases are bulging with fashion accessories that are so much in demand particularly as the party-going season reaches its peak.

Practical gifts, always so much appreciated, including automobile accessories, household aids and small appliances are getting their share of the buyers' attention, merchants report. Sporting goods as usual are in the forefront of gifts for men.

**Gift Certificates**  
If you have a real gift problem and can't seem to find just the right thing, many of the stores are selling merchandise gift certificates for any amount of money.

Throughout the city, you'll find all your Christmas needs. Dale Isenberg, executive secretary of the Torrance Chamber of Commerce, has a word of advice for Torrance buyers. He says, "Do your Christmas shopping where you shop all year long. Right here in Torrance, where you're assured of quality, courtesy, and complete satisfaction."

### Decorations Best So Far

The promise of bigger and better Christmas decorations on downtown streets this year became a reality last night, as 13 scroll garlands on El Prado and Sartori aves. were illuminated. Provided through the courtesy of the retail merchants division of the Chamber of Commerce, the trimmings were erected at a cost of over \$2,000, according to Frank Dominguez, Jr., general chairman of the decorations committee.

The graceful garland, fabricated of green and silver aluminum with lighted stars suspended, will remain alight each evening until Jan. 2.

### New Parking Plan Eases Xmas Rush

Christmas shoppers will find somewhat less of a parking problem this year than in the past. More than 30 additional parking spaces were made available about four months ago when center street parking was introduced along Cabrillo ave. Several parking slots, previously marked for no parking or limited parking only were converted to regular two-hour stops.

### Colorful Christmas Edition Another First in Torrance

The Press is happy to be able to contribute to help make this the a Christmas shopping edition that is crammed with bargains and features a colorful front page, harkening the advent of the holiday season.

At the same time we introduce a new advertising mat service which gives advertisers art work that rivals that which is made available by the largest

metropolitan newspapers. The Press is happy to be able to contribute to make this the greatest shopping season known to Torrance merchants. We of the Press are constantly striving to improve our services to the community with new ideas and higher quality merchandising. This colorful Christmas edition, never before seen here, sets a pace for the new metropolitan Torrance.

### JayCees to Judge Store Windows

Judging has already begun in the annual Junior Chamber of Commerce window decoration contest as yule trim begins to appear in more and more of the downtown stores.

Bob Curry, Phil Lisman, and Dale Stanton, judges in the contest, are busy scrutinizing local merchants' decorative efforts and comparing one against the other. Joe Helphand, general chairman of the event, announced that plaques will be awarded to the top winner in three separate classifications, and that one of the winners will be given a perpetual trophy as the grand prize.

Running concurrently with the commercial contest is the home decorating competition being sponsored jointly by the Torrance Terrace Garden Club and the Chamber of Commerce. Judging in this contest will begin on Monday.

Winners in the home contest will be announced on Monday, Dec. 22. Prizes in the store decorating contest will be awarded on Tuesday, Dec. 16, according to Helphand.

**YOUR GIFT GUIDE TO CHRISTMAS VALUES!**

