

ASK PAY FOR COUNCILMEN



BARGAINS ABOUND—Torrance merchants will put their best foot (and best bargains) forward this Friday and Saturday for the giant semi-annual Torrance Dollar Days. Here Harry Petro, manager of McCown Drug Store, lends a helping hand to lovely Sue Ann Carter in putting up a large Dollar Day banner. Check this issue of the Torrance Press for the wonderful values being offered this week-end by your Torrance merchants.

\$100 a Month Sought

Directors of the Torrance-Lomita Realty Board officially went on record last week as favoring a monthly payment of \$100 to members of the City Council, according to the immediate past president of the organization C. J. "Paddy" Ryan.

Ryan made the motion to back a drive to compensate our Councilmen at a meeting of the Directors last Friday. He received the unanimous support of the Directors.

Pay Justified
Pointing out that the City of Torrance has grown tremendously, resulting in far more work for individual councilmen, Ryan declared that the city's lawmakers are entitled to some compensation for their efforts. Adding that the time required to do a good job and the expenses of travel are becoming too great for civic-minded citizens who serve on the council, he stated that the \$100 per month for each councilman is well justified.

Legal Steps
The Board resolved to investigate legal procedure involved in establishing such a payment. If necessary, petitions to place the measure on the city ballot next year will be circulated, Ryan indicated.

Polio Fund Campaign Over Top

Mrs. Clara Conner, chairman of the local March of Dimes drive, disclosed today that Torrance's \$10,000 quota has been met and exceeded.

"We have raised \$10,100.92 so far. However, the March of Dimes fight against the crippling disease of polio is never ending, so we must not stop contributing now," Mrs. Conner said.

"We maintain a year 'round account at the bank here, and any person wishing to make a contribution at any time may do so by sending the money to me at the Torrance Post Office," she added. Mrs. Conner joined other community chairman for a luncheon at the Biltmore Hotel yesterday, at which time final drive reports were made.

Dr. Kenneth Landrauer, assistant medical director for the national polio foundation, was guest speaker. He explained the latest developments in research at Los Angeles County's Ranch Los Amigos.

In commenting on the successful drive here, Mrs. Conner made the following statement: "God's richest blessings go to each and every one who contributed money and aid to make our drive the success it was. My thanks to all of them."

Workers Set For Red Cross Drive

"YOU GIVE—THEY LIVE" Behind this ringing slogan geared to the expanding Red Cross Blood Service program—hundreds of men and women canvassers will call upon their neighbors and business associates in this area during the 1953 Red Cross fund-raising campaign, Torrance branch fund drive chairman J. Hugh Sherfy said this week.

Sherfy pointed out that in addition to the collection of whole blood needed to produce the polio fighting serum, gamma globulin, Red Cross must continue to supply blood for the armed forces and for use in civilian hospitals throughout the nation.

"The only source of income for Red Cross operations comes from donations to the organization's annual fund drives," Sherfy said. "My gift and yours—and those of our neighbors—finance all Red Cross projects."

TORRANCE PRESS

The Fastest Growing Community Newspaper in America

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5¢
Member of the Controlled Circulation Newspapers of America
100,000 READERS
Phone Torrance 1185

CRITICAL SCHOOL SPACE SHORTAGE LOOMS HERE



STELLAR PHOTO—Camera study of a dog studying himself in a mirror made a finalist out of amateur photographer Ron Forestal in the First Annual Torrance Press Amateur Photography. Forestal will compete in finals for top honors in the contest. Using an Ikonflex Two A camera, Forestal set his opening at F.11, and snapped the shot at a speed of 100 with a No. 25 flash bulb. The cocker spaniel, Butch, is the special pet of his infant daughter.

See 5000 Pupils On Split Session

A critical shortage of school facilities coupled with the rapid increase in the number of school-age children here will leave more than 2000 Torrance youngsters un-housed by next February, the Board of Education was told Tuesday night by Emmett Ingram, assistant superintendent of schools.

Enrollment Told
Total enrollment in Torrance schools in February, 1954, is expected to reach 9,879. School capacity at that time is expected to be no larger than 7,740 students. This leaves 2139 youngsters with no school facilities, Ingram said.

Unless the situation is alleviated, almost 5,000 elementary school pupils will be on half-day session next year, he added.

800 Students
More than 800 students in five elementary schools are on half-day session now. This figure will jump to nearly 5,000 within a year, even if construction of two new elementary schools and additions to another are completed by that time, Ingram indicated.

Schools already overburdened include Crenshaw, North Torrance, Perry, Walteria and Torrance Elementary Schools.

Aid Cut
Another serious problem facing the school district is the reported cut in federal allocations for general operating expenses.

School administrators had anticipated the receipt of \$136,000 for operations during the coming year. Ingram reported that this allocation has been cut. He stated, however, that the district will receive \$235,000 in federal aid for the building program.

Home of the Week Series Continues

The second in a series of exciting home plans is being offered in the Torrance Press this week.

On page 8 the floor plan and exterior front elevation of an ultra-modern, three-bedroom home is shown. Complete blueprints and specifications of this striking home are now easily available to Torrance Press readers.

The home plans being presented in this series represent the skill and knowledge of one of the country's leading architects and home designers. Plans furnished in conjunction with the lay-outs shown in this issue will help save prospective home builders hundreds of dollars and long delays in building.

For further details on this excellent home-building plan offer, call Torrance 1185 or come to the Torrance Press office at 1406 Cravens Ave.

Woman Spots Sex Deviate In Parking Lot

Melburn King, 29, of 22906 S. Meyler st., Torrance, was picked up by Torrance police Monday night after Mrs. John Joyce, 2232 S. Denker ave., reported that King had exposed himself in her presence in the A and P parking lot here.

The incident occurred, Mrs. Joyce alleged, shortly after dark Monday evening. She secured the license number of King's car and notified police of the reported offense.

Police nabbed King at his home. According to police records, King's wife posted \$500 bail to secure his release, and preliminary hearing on the case has been set for Friday morning in South Bay Justice Court.

Mrs. H. Carr Elected P-TA Council Head

Mrs. Hartley E. Carr was Tuesday elected to succeed Mrs. Victor Benard as president of the Torrance Council of Parent-Teacher Associations.

The election was held at the First Christian Church preceding a luncheon honoring the P-TA Founder's Day. Elected to serve with Mrs. Carr were the following: Mesdames E. S. Moon, first vice president; Evar Jansson, second vice president; Carl Cramer, third vice president; Raymond Hole, fourth vice president; W. A. Wright, recording secretary; L. Blumfield, corresponding secretary; I. O. Kasten, financial secretary; E. W. Ingram, treasurer; Jules Ross, auditor; and A. B. Cowie, historian.

Installation will take place on May 13, at the Women's Clubhouse, Mrs. Benard disclosed. As president of the Torrance Council, Mrs. Carr will direct the activities of ten individual P-TA units and function as a liaison between the local, state and national organizations.

Press Wins Award for Outstanding Jewelry Ad

The December award for excellence in advertising layout in a monthly contest which includes daily and weekly newspapers throughout the entire nation was this week awarded to William R. Zappas, advertising manager of the Torrance Press.

The award was made for a full page ad that appeared in the December 4, 1952, issue of the Torrance Press. The advertiser was Allen's Jewelers.

The award comes as the climax of the continual improvement of advertising appearing in the Torrance Press, Zappas said following the receipt of the award.

The Torrance Press is constantly striving to improve the advertising and news content for the benefit of both readers and advertisers, he added.

CITY ENGINEERS PREPARING MAPS OF NEW ARLINGTON

Profile drawings of the route of the proposed extension of Arlington Avenue were completed this week by the City Engineering dept., according to John Patrick, assistant city engineer.

Acting on a recommendation by Councilman Nick Draie, the city is moving forward with plans for the break-through of the street, which will provide a north-south

Walter Binns To Speak at Demo Meet

Walter S. Binns, legal representative for Southern California in the U. S. Attorney General's office, will be guest speaker at the next meeting of Torrance Democratic Inc., according to Gordon Lewis, program chairman.

The meeting will be a breakfast fair on Sunday, March 1, beginning at 10 a.m. in the Moose Hall, 1744 W. Carson St.

Breakfast will be one dollar per plate and will be served at 10, to be followed by the program, Lewis said. Professional caterers will be in charge of food preparation and service.

The public is cordially invited, Lewis disclosed, and further information may be obtained by calling FRontier 2-4601.

'House Sold Like Hot Cakes' from Tiny Ad

If a man bites a dog, that's news! If a tiny classified ad sells a \$10,500 home in five hours, that's even better news!

Mrs. Brad Barfield reported last week that she had sold her home at 1220 Hickory Ave. within five hours after the Press was distributed Thursday morning. She sold it, she said, from a small, inexpensive classified ad in the Press.

"I didn't know \$11.50 could buy so much these days, but that little ad really did the job for me. I had my first call at 8 o'clock in the morning and closed the deal at noon," Mrs. Barfield related.

This is the classified ad that sold Mrs. Barfield's \$10,500 home in just five hours:

HOME in Fern Ave. dist. 2 bdrm. Lge. liv. rm. & kit. 150' lot with complete playground for children. All fenced. \$10,500. Call. G. I. payments include ins. & taxes. \$44 per mo. 1mm. poss. Torr. 354-34.



MRS. BRAD BARFIELD ... amazing ad results

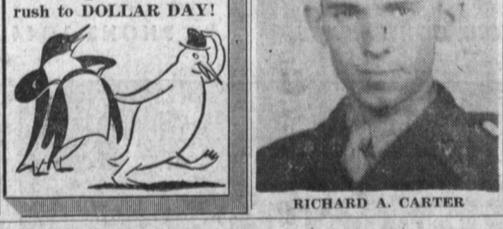
Name 1st Finalist in Press Photo Contest

A 30-year-old World War II veteran who has made amateur photography a hobby is the winner of the first week's judging in the First Annual Torrance Press Amateur Photography contest.

Ron Forestal, of 22632 Gaycrest ave., is the first of six finalists to be named during the contest to compete for the first prize of \$50. Second and third prizes are a complete home developing outfit and an Eastman Duplex camera and six rolls of film.

Forestal's entry, shown above, was adjudged finest from the standpoint of composition and originality by a panel of three judges, who are Miss Pat Roden, assistant editor of the Press, Harry Petro, manager of McCown Drugs, and James Giacalone, manager of A-1 Photo Supplies.

Deadline Next Monday at 5 p.m. is the



RICHARD A. CARTER

Jay Cees Get Memorial Army Tank

A World War II army tank has been released by the government surplus equipment agency to the Torrance Junior Chamber of Commerce for use as a war memorial, according to Jim Wood, Chamber official.

Wood disclosed that he received a communication from Sen. William Knowland informing him of the release of the tank.

He indicated that the Junior Chamber plans to have the tank set up in El Prado Park before Memorial Day, May 30.

Two Local GIs Now at Fort Lewis for Basic Training

Two Torrance men have recently been assigned to the 44th Infantry Division at Fort Lewis, Wash., for basic training, the Army announced this week. They are Richard A. Carter and Thomas J. Burchfield.

Carter, formerly the operator of a service station here, is the son of Mr. and Mrs. Leslie B. Carter, of 15326 Arcturus ave., Gardena, an employee of the Torrance Press.

Burchfield is the son of Mr. and Mrs. J. K. Burchfield, of 2030 Mar-

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THOMAS J. BURCHFIELD

\$ —Dollar Days This Week-End... Shop Here!— \$