

STREET DANCE FRIDAY NIGHT

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CITY OK'S REZONING 'CIVIC CENTER SITE'

Tract Involves Thirty Acres

Rezoning of the proposed new civic center site from heavy industrial (M-2) to light agricultural (A-1) was unanimously approved by the City Council this week at the final hearing of this matter.

Rezoning of the property stirred up controversy in the past few months on the part of Santa Fe, owners of the property; Chancellor Canfield Midway Oil Co.; and local business interests.

Area Involved
The property involved is that located north of Torrance blvd. and bordered by Maple ave., Madrona ave., and Maricopa st. The site contains 30 acres.

Legal steps are already being taken by the city to purchase this property.

Protests
Some local merchants have objected to a civic center move because they fear that this might cause a change in the location of the major business center.

A final protest against the rezoning and a request for postponement of the hearing was voiced by C. J. Doherty, vice president of Chanslor Canfield Midway Oil Co.

Doherty told the Council that studies are still under way between the company and the city of Torrance for an engineering program which might prove highly satisfactory to both parties concerned.

He asked that the findings of this study be awaited and promised "to use the off-side vernacular" that "we're not going to pull a fast one by the sale of the property involved."

After Doherty had been heard, Councilman Victor Benstead moved for the rezoning of the

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Fish Story Not Quite So Fishy

W. J. Pasquale really has a fish story, but one which is true—every 13½ pounds of it!

Pasquale, of 1547 W. 204th st., wrestled one hour and 20 minutes with an 18 lbs., 8 oz. king barracuda before he landed this record of a fish for California.

The fisherman, who has been an entrant in the summer sports fishing contest sponsored by the Los Angeles Examiner, is a real champion, having won two other prizes this summer.

He received first place for having caught a 40 lbs. 4 oz. albacore and second place for his 34 lbs., 6 oz. yellow tail.

Pasquale, who lives with his wife and two daughters, is said to have an excellent chance for the \$10,000 prize going to the winner of the season.

City Supports West Coast Major League

If there's a question whether there should be major league baseball on the West Coast, Torrance, at least, will go on record favoring such a move.

A resolution by the city supporting major league baseball was proposed by Councilman Nick Drale, seconded by Councilman Victor Benstead and passed without opposition by the City Council at Tuesday's session.

Drale asked that the city attorney draw up a resolution approving the campaign led by Vincent Flaherty of the Los Angeles Examiner on behalf of major league baseball on this coast.

Drale also asked that the resolution include an offer by the city to place Torrance Park at the disposal of such a league for its spring training.

Gardena Group Will Combat Gambling Clubs

A Gardena Civic Improvement Committee associated with the Park View Lutheran Church intends to take on a campaign against the gambling clubs in Gardena, according to a letter sent to the Torrance Press this week.

The Torrance Press ran a successful campaign to eliminate pin ball machines in Torrance in 1949.

Those in the position of giving the requested advice to the group may contact the Committee at the address stated below.

The letter reads as follows:
Park View Lutheran Church
14517 S. Crenshaw Blvd.
Gardena, California
August 20, 1953

The Editor
Torrance Press
1406 Cravens
Torrance, California
Dear Sir:

A number of years ago, we understand, the city of Torrance had an infiltration of gambling clubs similar to those that now exist in Gardena. At this present time, of course, you do not have them.

If such is the case of the past history of Torrance, would it be

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SHE, TOO, IS A QUEEN . . . Mrs. Wally Keane was recently chosen "Queen for a Day" on the popular TV program by that name. Here she is seen with Jack Bailey, master of ceremonies. The publicity-seeking queen was apprehended when she picked up her wardrobe of Gossard garments at Sam Levy's department store on Sartori near El Prado.

Woman's Intuition Makes Her 'Queen for a Day'

"Good-bye, 'Queenie,'" Lt. Wally Keane said to his wife in jest as he dropped her off at the "Queen for a Day" TV program recently. As he called his mother a half hour later she informed him that his wife, Alice, had been chosen "queen for a day."

Keane, all flustered with excitement, came dashing out of the phone booth. A concerned police officer asked,

"Are you all right, son?"
Lt. and Mrs. W. Keane, of 18315 Falda, North Torrance, were quite all right after they recovered from the initial shock.

"Funny Feeling"
Mrs. Keane had a "funny feeling" about attending the program. Her woman's "intuition" told her she should.

As a result she got the refrigerator which she wanted so badly. She told Jack Bailey, master of ceremonies, that she and her husband had been unable to rent a furnished apartment with a child. This forced them to buy a house which took a big chunk out of their reserve. They were not able to buy any of the basic appliances needed around the house.

Gifts
Mrs. Keane was showered with gifts which included a Westing-

house refrigerator, seven-piece chrome dinette, Waste King pulverator, Revelation vacuum cleaner with polish-air attachment, Mohawk carpet, Western floor polisher, set of Poppy Trail dinnerware, Speed Queen ironer, Helbro's wrist watch, lots of clothes and foods, four dozen red roses, a three-day trip to San Diego, a whirl around Hollywood, a Rotisserie broiler, and loads of other gifts.

Mrs. Keane said that her first reaction was that being chosen just did not seem real. "It was quite a thrill, especially to be chosen out of such a huge audience and then to be the final choice among the five contestants."

Lt. Keane is about to go overseas, probably to the Far East. He has been in the army 11 years.

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'Biff, Bang, Boom,' That's What I Said

"Yes, sir, 39 of 'em . . . that's right, 39 chickens . . . biff, bang, boom, that's what I said, BIFF, BANG, BOOM, THE AD DID IT, and you can quote me on that," said Mrs. P. J. Jeffway without a moment's pause to catch her breath.

"Sold 'em lock, stock, an' barrel," she continued with unabated intensity. "I didn't do no talkin' either an' that's unusual for me, ain't it?"

The reporter agreed with her by mistake. She laughed lustily.

"All I said in the ad," she continued, "was:

FOR SALE: 6 months old pullets, Plymouth Rocks \$1 each, 25604 Oak St., Lomita

"They're damn good chickens, that's what the man said, an' he just went 'n bought 'em," Mrs. Jeffway recounted with amusement.

"If I've ever got anything else to sell I'm sure gonna do it thru Torrance Press Classifieds," said enthusiastic Mrs. Jeffway.

"Are you sure that you really haven't got anything else to sell at the moment?" the reporter probed.

Mrs. Jeffway thought a moment. "Only my sweet disposition," she replied presently, accompanied by a long, hearty laugh.

OFFICIALS AT POST OFFICE BEWILDERED

Local post office officials expressed complete bewilderment this week concerning an investigation of local conditions said to have been ordered by the Federal Post Office Department.

The rumor that such an investigation had been ordered was reported exclusively by the Torrance Press two weeks ago. Half a dozen serious charges are reportedly the basis of the investigation.

Letter to Senator
In the meantime the Torrance Press has written a letter to Washington to California's Senator Thomas H. Kuchel, the text of which reads as follows:

"We feel that an unfortunate situation existing in the city of Torrance ought to be called to your attention and that it requires your serious consideration.

"Management of the local post office has been the subject of criticism and dissatisfaction over a considerable period of time.

"This tension finally broke into the open in recent weeks and this paper, the Torrance Press, carried the story of an investigation of local conditions said to be ordered by the United States Post Office Department.

"It was reported that the investigation will deal with charges of

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Runs Into Car; Hurt Critically

A Walteria resident is still in critical condition at the Harbor General Hospital as a result of running into a car Sunday night.

Henry Jones Lee, 50, 3806 Newton st., Walteria, ran into the side of a 1939 Ford traveling west on Redondo Beach blvd. as Lee left the traffic island, according to the driver of the car, Ralph Eugene Whitworth, 22, of Redondo Beach and a witness.

The accident occurred 170 feet west of Felton Lane.

Lee was said to have suffered a fractured leg and a head injury the extent of which was not revealed. He regained consciousness a while Tuesday.

Construction Exceeds Total for Last Year

City construction for this year has already surpassed last year's total.

Building permits issued last week brought the total for this year to \$19,105,164. The net for all of 1952 was \$18,266,750.

City officials say that they expect the remaining four months of this year to bring 1953 to the \$25,000,000 mark.

Virtually all of the total has come from new housing, the greatest share of which has been in the north and south sections of the city.

Industrial bright spots this year include a new plant for the Car-

OFFICE ROBBED

Twenty dollars made up of rolls of pennies, nickles, dimes, quarters, and half dollars together with two bottles of whiskey were stolen Monday from the office of Donald Armstrong, attorney, at 1308 Sartori.

Entrance was made through an open window. A foot placed on the bookshelf caused a number of books to be scattered.

Two teen-agers who were seen in the building ran the moment they were detected.

U. S. Postman
P. O. Drawer 127
Moorpark, Illinois

TORRANCE
INDUSTRIAL OPPORTUNITY
BUSINESS DISTRICT

"CRAZY, MAN, CRAZY" . . . or just plain "terrific" . . . that's what Torrance will say about the Neon Sign Street Dance and the new Torrance landmark itself. Swinging into the mood of things are (left to right) people anywhere from Planning Commissioner Tony Di Mayle and wife, Polly, to Miss Ella Mae McLeod and Miss Sandra Lea Constance, first runner-up and Miss Torrance of 1953, respectively.

SET TAX RATE FOR 1953-54

The total tax rate for the coming year will be \$1.155 per \$100 compared with last year's \$1.125. The 3c rise is said to be a moderate one in the light of the services enjoyed by the city.

The city budget was passed as an urgency ordinance for the first and final time at Tuesday night's meeting of the City Council.

The tax rate breaks down as follows:
To provide the necessary funds for the budget, a tax rate of \$1 per \$100 is necessary.

Expanded library services require a tax rate of 5c per \$100, up ½c above the rate of last year.

A favorable re-appraisal of retirement requirements permitted a decrease in the tax rate from 12c to 10.5c, thus bringing the total to \$1.155.

To Our Readers and Advertisers

Your Torrance Press is being produced by 100% union labor and has been for the past four years.

We carry the union label. Any statements contrary to the above facts made by our competitors are entirely false and misleading.

W. R. Zappas, co-publisher

Top Name Band Here for Carnival

"Everybody dance!"
Recalling the community spirit of the pioneers, Torrance will turn out in force tomorrow night, Friday, to celebrate another milestone, namely, the official turning on of the new neon sign located at Western ave. and Torrance blvd., which will call attention to the city of Torrance.

Dancing in the Streets
Torrance residents will be dancing in the streets, or more correctly, they'll be dancing up and down El Prado which will be roped off for just this purpose from Sartori to Cravens.

"Turn On" Ceremony
After Robert L. Plomert, president of the Chamber of Commerce presents the new neon sign officially to Mayor Mervin M. Schwab and the city of Torrance at 8:30 p.m. and after the mayor turns on the neon sign by remote control from in front of the civic auditorium—the dance is on.

There'll be booths of every description at this festival. Signed up to occupy the booths are the Lions Club, Civitan, Boy Scouts, Rotary Club, Kiwanis Club, Women of the Moose, Veterans of Foreign Wars Auxiliary, North Torrance Civic Improvement Assoc., JayCottes, Junior Chamber of Commerce, Democratic Club, Sea Scouts, Knights of Columbus, and the Soroptimists.

The sign, which cost \$1,500 was financed through subscriptions by Torrance merchants.

The total, final figure for the city was \$67,712,100.

This represents a great increase over the \$60,151,580 amount for last year, Stevens said, due largely to the city's home building boom and industrial improvements.

The figure announced by the assessor's office was close to the \$67,000,000 estimate made by Stevens when he prepared the basic city budget for the current fiscal year.

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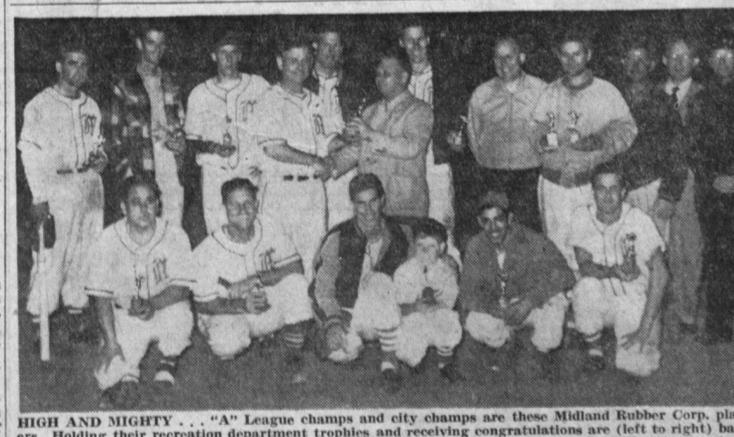
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HAPPINESS . . . came to sorrow-laden Mrs. Robert H. Smith temporarily when she was informed of winning three major appliances in a gas company-sponsored "Magic Key" campaign. Here the local housewife beams her happiness to Parke Montague, proprietor of the Torrance Plumbing Co. (See story, page 2.)



HIGH AND MIGHTY . . . "A" League champs and city champs are these Midland Rubber Corp. players. Holding their recreation department trophies and receiving congratulations are (left to right) back row: Coy Black, Phil Rice, Carl Brady, Dick Guy, Fred Rothausen, Ron Rowlin, Fred Montgomery (umpire), Al Rowlin, Roy Kulp (umpire); front row: Ray Armetta, Burl Tuttle, Earl Nelson, Jimmy Whitmire (batboy), Jerry Jacobson, Jerry Jackson, Carl Mims, mgr., is being congratulated by Councilman Victor Benstead.