

**SAVE!**

**NEW ANTENNA INSTALLED PLUS COMPLETE T.V. CHECKUP**

REGULAR \$19.95  
**\$13.95**

Yes—We will come into your home—replace your old antenna and completely check your television set for you.

Phone FA. 8-1721

**TORRANCE TV FREE**

COMPLETE HOME APPLIANCE

1629 CRAVENS - TORRANCE

**New Department In Line With Eastern Trend**

Following a national trend established for some time already in the east, Paramount Builders Supply, at 3401 Torrance boulevard, became the first in this area to open a building and repair department this week.

The department will do all the repairs, remodeling of homes, installing water heaters, and do anything from replacing door hardware to large construction tasks.

This new service is being offered for the convenience of customers. A complete planning service is also available.

The new department will be managed by Floyd Miller, licensed contractor.

A complete follow-through service will be rendered consisting of financing, estimating, engineering, and complete on-the-job analysis.

**LUNCHEON INVITATION**

S. W. Pickering II, director of industrial relations for Carbide and Carbon Chemicals company and W. M. Hammond, office manager of the Torrance plant, met for luncheon yesterday with members of the local Chamber of Commerce.

**NO QUICK SOLUTION IN STRIKE**

No progress has been reported to date in the nation-wide North American Aviation, Inc., strike begun last Thursday by which the Torrance plant is affected as well.

The Los Angeles Superior Court has been asked for a temporary restraining order and preliminary injunction against mass picketing.

A similar order was issued Sunday in Columbus, Ohio in an unprecedented Sunday court session.

The company wishes to make it possible for those who wish to, to come to work.

Strikers are demanding 26.2 cents an hour increase and other benefits which would total 72 cents. The company is willing to offer from 6 to 18 cents.

John Fenton, U. S. conciliator, met with the company and union but stated that the meeting was only exploratory in nature.

The company is ready to resume discussions when the conciliator thinks it advisable.

At present, 33,000 workers are out on strike.

Visitor to art exhibit: "Why did they hang this picture?" Friend: "Must be because they couldn't find the artist!"

**KNOW YOUR REALTY BOARD**

BY  
Grace Hinshaw

Mrs. Rose Craig, saleswoman for Ben Rothenberg, is thoroughly imbued with the real estate business; her father and two brothers were building contractors in Dayonne, New Jersey, where Rose was born, and her mother, not to be outdone by the male members of the family, kept her hand in by buying and selling real estate.

Following along in the family pattern, Rose started out by contracting in her own right for the



MRS. ROSE CRAIG ... it's in her blood,

construction of homes ... not just as an assistant to her father and brothers. When materials tightened up, she satisfied this construction urge by buying old homes, remodeling, redecorating and reselling!

In 1948, during a visit to California, Rose and her family were driving through the highways, byways and hamlets of Southern California, and quite inadvertently drove through Torrance. This rang the bell! Torrance reminded the whole family of their own home town in New Jersey, with one exception ... Torrance was here in Southern California where the snow does not fly! In 1949 the Craigs were back in Torrance, busy establishing their home.

Rose has always been in business; for ten years she had an important and interesting position (but confining and less imaginative than her real estate activities) as teletype and cable operator for the Congoleum Company.

Even with all her outside real estate work, Rose had not entirely given up her hobby of raising flowers. Sometimes she has to limit herself as to what she raises because of lack of time to devote to the project, but always something is growing in that garden.

Rose is an important member of the Torrance-Lomita Realty Board, the State and National Organizations. Just this week she has moved with the Rothenberg office force to their new office at 1711 Cabrillo avenue, Torrance.

**Realty Board To Promote Multiple Listing**

The Torrance-Lomita Realty Board today enters its second week of an intensive campaign to acquaint both buyers and sellers of real estate with the many advantages of using the multiple listing service, according to Harry Peterson, chairman of the multiple listings committee.

Use of the service speeds up real estate by making listings of property available to all members of the Realty Board, he claims. Indicating the effectiveness of the service, Peterson points to the volume of sales handled by the multiple listing service which amounted to \$835,936 during the past six months.

"Still another advantage," Peterson points out, "is that multiple listings provide a system of enforced rules and regulations, which protect everyone involved in any transaction."

**'Best Location'; Opens Shop Here**

Because of Torrance's tremendous industrial and residential growth, which in turn means more people and children, Mr. and Mrs. Clarence E. Severson decided to settle here and open their new Pixie Baby Shoppe which will celebrate its grand opening Thursday, Friday, and Saturday.

The Seversons, who live at 20942 Brighton avenue, moved here about six weeks ago. They came here after living in Glendale for 30 years where Severson was in the banking business for 25 years. When he retired he became active in organizing Community Chest and Red Cross drives in the city. He also organized a men's private social club, served on the Selective Service Board, was a member of the Rent Decontrol Board, and also as commander, adjutant, and manager of the American Legion Post.

The co-owners of the Pixie Baby Shoppe have one daughter living here, Mrs. Donald West, her husband and two children Craig and Heidi, 1309 Cordary avenue. Another daughter lives in Glendale.

**New Auto Supply Store Features Complete Line**

Complete automotive supplies and toys will be featured at the new U-Save Auto Supply Store which celebrates its grand opening this week at 14405 Crenshaw boulevard, (near Rosecrans).

Store owners Harry Jeffe and Charles "Chuck" Britt promise gifts to all, young and old, during the three days of grand opening today, Friday, and Saturday from 9 a.m. to 9 p.m.

Seat covers, tires, batteries, spotlights, S and K tools, Monarch, Hercules, and English racing bikes, and a complete set-up of rebuilt parts are just some of the products which the store will carry.

Ample parking facilities are available, it was stated. Jeffe and Britt expressed a wish to grow with the city. They state that their store is a neighborhood store and that they will do everything to make the customers happy.

Together the two have been in the automotive business 30 years.

THINGS TO COME — A mid-geet furnace for cooking aluminum rivets in metal fabricating shops has a chamber only 8x6x14 inches.

**New Florists Locate Here**

A new flower shop has been added to the fast growing Torrance business district. Bradley Gardens Florists formally opened their doors today at 1270 Sartori avenue.

Owners, Herb Howb and Ken Powell are well known in this area as they have owned and operated the Bradley Gardens Florists of Redondo Beach for the past five years.

Manager of the store will be Mabel Hemp, who has been associated with the firm for some time.

**Store Carries Normalizer**

Le King's Shoe store, 1319 1/2 Sartori, now features a new type of shoe called the Normalizer. The shoe was recently commended by the consumer service bureau of Parents' Magazine.

Man: "This soup isn't fit for a pig!" Waiter: "I'll take it back, sir, and bring you some that is!"

Diner: "Do you serve crabs here?" Waiter: "We serve anyone. Sit down!"

**LAWSON'S**

**Greatest. EXTRA QUALITY! EXTRA VALUES! EXTRA SAVINGS! BUY NOW AND SAVE!**

**Anniversary VALUES**

**SENSATIONAL VALUES**

**That Set New Records for Savings**

**No Money Down • No Carrying Charge**

**LAY-AWAY NOW FOR CHRISTMAS - NO DEPOSIT REQUIRED**

 53-DIAMOND BRIDAL SET 53 fiery diamonds in 14K gold. Both for— <b>\$199</b> \$4 Weekly	 DIAMOND THREESOME Beautifully matched in 14K yellow or white gold. Solitaire styling. <b>\$99</b> 3.50 Weekly	 10-DIAMOND BRIDAL SET Matching modern-cut diamonds in 14K yellow or white gold. <b>\$175</b> 3.50 Weekly	 11-DIAMOND BRIDAL PAIR in 14K gold, both for— <b>\$300</b> \$6 Weekly	 6-DIAMOND BRIDAL SET 6 fiery diamonds in 14K gold, real value, both for <b>\$950</b> 1.75 Weekly
 LADIES' GRUEN WATCH Beautifully styled in 10K rolled gold plate, card brand. <b>\$29.75</b> \$1 Weekly	 WIDE WEDDING BAND 14K gold for her, for him, 24.95 Orange blossom design. <b>\$24.95</b> 1.00 Weekly	 DIAMOND INITIAL RING Men's initial ring. Genuine diamond set in onyx. <b>\$24.95</b> \$1 Weekly	 MAN'S DIAMOND RING Genuine diamond ring in 14K yellow gold. <b>\$75</b> 1.50 Weekly	 5-Diamond Wedding Ring Our greatest diamond value in 14K gold. <b>\$49.50</b> \$1 Weekly
 WESTFIELD BY BULOVA Your choice ladies' or men's Westfield watches. Real value. <b>\$19.95</b> 75c Weekly	 Bulova BRACELET WATCH For her, 17 jewels "The American Girl" exquisite design. <b>\$49.50</b> 1.25 Weekly	 GRUEN AUTOWIND Self-winding "Leader." 17 jewels, Radium dial. Water, shock resistant. <b>\$55</b> 1.25 Weekly	 17 JEWEL ELGIN Ladies' 17-jewel Elgin. Yellow rolled gold plate case. <b>\$37.50</b> \$1 Weekly	 BULOVA CLIPPER 17-jewel, self-winding with band to match. <b>\$59.50</b> 1.25 Weekly

**GORGEOUS 24 inch "MAMMA DOLL"**

**WITH ANY PURCHASE OF \$15 OR MORE**

**This Sensational DOLL OFFER**

with any merchandise in the store.

**USE LAWSON'S LAY-AWAY PLAN**

Lay Away Now for Christmas

**EASY CREDIT TERMS**

**BUY NOW AND SAVE!**

- ASSORTED COLORS
- MAMMA VOICE
- 24 INCHES HIGH
- FULLY CLOTHED
- UNBREAKABLE HEAD

**SURVEY WARNING ISSUED**

The Torrance Chamber of Commerce and the Torrance Unified Schools caution the Torrance public on fake educational surveys and school census takers which are falsely using the name of the Torrance School system to get salesmen leads.

Superintendent of Schools Dr. J. H. Hull officially stated, "No such surveys are being made at the present time under the auspices of the Torrance Board of Education, nor has anyone been authorized to canvass homes in the name of our schools."

Reports directed to the Better Merchants Division of the Torrance Chamber of Commerce indicate solicitors have been asking for the names and ages of children, what school they attend, and whether they have interest in music, dancing, dramatics, reading or handicrafts. Information is used for follow ups by agents, solicitors, or salesmen selling books, play yard equipment and offering motion pictures and television opportunities through a central talent bureau which requires expensive photographs and a \$35.00 registration fee.

Many citizens have received letters or phone calls announcing their children's names as winners of this and that or so and so contest. Fathers and mothers have wondered how these leads have originated and investigation shows contact is often made with one's neighbor to get the required information which is used for these unethical business promotions.

**1317 EL PRADO, TORRANCE**

**OPEN FRIDAY and SATURDAY NIGHTS UNTIL 9**

See our Widows for Other Great Values!

**Lawson's JEWELERS**

**WILL YOU BE THE NEXT VICTIM Of Faulty Brakes?**

**Don't Take A Chance...**

**GET A Firestone BRAKE SPECIAL**

**NOT JUST AN ORDINARY BRAKE ADJUSTMENT... Here's What We Do:**

1. Remove front wheels and inspect lining.
2. Inspect, clean and repack front wheel bearings.
3. Inspect brake drums.
4. Check and add brake fluid if needed.
5. Adjust brake shoes to secure full contact with drums.
6. Carefully test brakes.

**\$1.19 ANY TYPE CAR**

**YOUR SAFETY IS OUR BUSINESS AT**

**Firestone**

Located on the Corner of Marcelina and Cravens Ave.

— PHONE FA. 8-7881 —