

Druggists Offer Free Hair Pomade

In keeping with today's unusual hair cuts and good grooming trends, two local druggists are offering free hair pomade to customers of the Torrance Press. One-ounce jars of this pomade will be given away while the supply lasts at McCown's drug store, 1327 El Prado and Torrance Pharmacy, 1411 Marceлина. There is no cost or obligation. Readers of this paper need only clip the ad found on page 2 of this issue and take it to one of the two drug stores for their free gift.

Morning Gathering

ROBES, PAJAMAS, and uncombed hair was the mode of attire at a "Come As You Are Breakfast," held recently. The breakfast was sponsored by the Perry School P.T.A. at the home of Mrs. Kenneth McVey. Mrs. A. L. McKenzie, president, reported that approximately 40 people attended, and that Mrs. A. C. Turner, district financial secretary, was a guest.

Choose Any Army Branch, New Policy

For the first time since 1948, direct enlistments for all branches of the U. S. Army are now possible according to M/Sgt. Edward F. Corbett of the San Pedro Army and Air Force recruiting station.

For convenience the U. S. Army and U. S. Army Air Force recruiting sub-station in Torrance is open on Mondays and Wednesdays of each week on duty from 9:30 a. m. to 4 p. m.

Previously, only men with prior military service, and selected high school graduates could be promised a definite assignment upon enlistment. Now, all fields of army service are available: transportation corps, armor, ordnance, quartermaster corps, signal corps, chemical corps and others. The recruiting station in San Pedro is located in the post office building on Beacon street. Telephone: Terminal 3-2986.



THE IMMENSE produce department of the new Food Giant, is designed to deliver the choicest products of farm and garden to market customers in the freshest possible condition. Here is a view of the refrigerated cases which automatically control temperature and moisture content of the garden fresh produce as it awaits selection by FOOD GIANT CUSTOMERS. The new Food Giant market, 423 South Hawthorne is celebrating its grand opening, Thursday, Friday, Saturday and Sunday, April 1, 2, 3, 4.

March Leads This Year's Building Race

Building figures showed March to be in the lead this year with a \$2,900,000 construction total as of March 25 which is expected to reach the \$3,000,000 mark when the remaining figures are counted. Building Department figures reveal.

Building for the other two months of 1954 totaled \$2,022,676 for February, and \$2,297,968 for January. The combined figure for this year will stand at about \$7,320,644, it is estimated. Among the large tracts for which permits were taken out is the Ellinwood tract. Fifty-five homes were started totaling \$517,000. They are being built in the 4300 to 4600 blocks of Highgrove.

Milton Kaufman took out 54 permits for the huge residential tract at Hawthorne avenue and 190th street. The value of the 54 houses was estimated at \$500,000.

A total of 78 homes valued at \$752,400 were started by the Milton Kaufman Construction corporation, at 4500 to 4700 Cadison street, 4600 to 4700 Towers, and 19,100 Firmona. This year's total building figure runs about \$1,000,000 below last year's total at this time.

Youth Problems Theme Of Meet

Several delegates from local P.T.A. groups attended the Sixth Southern California Conference on Childhood and Youth, March 29-31, at the Ambassador Hotel. Main purpose of the three-day conference, held at two year intervals, is to discuss and act upon the most pressing problems facing today's children and youth.

Those representing Torrance and the Harbor Area were: Mmes. H. E. Carr and Bruce Howey, of the Torrance P.T.A. Council; Mmes. R. J. Leino and G. T. Bear, of the Harbor City P.T.A.; Mmes. Billy Roberts and Laurence Ferisli, of the Wilmington-Catskill Ave. P.T.A.; and Mrs. Clark B. Walsworth of San Pedro.

No Pressure Against RFC Plants State

A rumor that pressure was being brought against the Reconstruction Finance Corporation to close down the RFC-subsidized Midland Rubber Corp., or turn it over to private industry was spiked this week by officials from Midland Rubber as well as Dow Chemical.

There is no basis that private industry is complaining against alleged unfair competition from the government-subsidized synthetic rubber plant, Dr. J. L. McCurdy, plant manager of Dow Chemical said. In fact, McCurdy stated, there is no reason why the Dow company should have any reason for complaint since Midland Rubber uses the material made at the Dow plant.

"I have heard the rumor," A. O. Rowlin, plant manager of Midland Rubber said, "but there is no basis for it whatsoever. The RFC is going ahead with its planned program of turning RFC-subsidized industries over into private hands but no attempt is being made to single out any individual plant prematurely for special attention."

Trio Rebekahs Entertain District Official and Staff

Trio Rebekah Lodge 240 entertained the district deputy president of District 84 and her staff Wednesday evening, March 24, at California hall, 1932 Pacific Coast highway. The hall was decorated in a carnival theme and the tables carried a miniature ferris wheel and merry-go-round. Refreshments were hot dogs, popcorn and peanuts. As gifts, the staff received hand painted dish towels.

It was announced that the April 14 meeting will begin with a pot-luck supper for members and families at 6 p. m. Initiation of new candidates will be the order of business when the meeting convenes at 8 p. m. Angelina Disario will be the chairman for the evening.

Wins Bicycle

SHARON ACTON represented Scott Park and the Los Angeles county in the state yo-yo finals at San Diego Saturday, March 13. She will receive a bicycle for qualifying it was announced.

Polio Victim Gets Note From Adlai

Cliff Nelson of 4127 West 177th street, who was struck by polio three months ago and is on the slow road to recovery at Kabat-Kaiser Institute this week received a get-well note from Adlai Stevenson.

"Blessings on you Cliff—and get well quick so you can see your father-in-law in the Caine Mutiny," (signed) Adlai Stevenson," the note reads. Stevenson, who had attended a Broadway play, "The Caine Mutiny," wrote this note backstage after meeting Russell Hicks, who portrays the captain in the play. Hicks is Nelson's father-in-law. Stevenson did not know Nelson or Hicks previously, but wrote the note of greeting when he heard of Nelson's plight.

Thursday, April 1, 1954

TORRANCE PRESS

Page 3

Red Cross Drive Hits Half Mark

With the end of the Red cross annual fund-raising drive set for today, Torrance has raised slightly over 50 per cent of the \$14,450 goal. Mrs. Cecil Smith, local Red Cross worker, disclosed yesterday.

Collections to date total \$7,293.48. Section chairmen report the following totals: Residential, \$2,812.78; commerce and industry, \$3,770.20, and small business, \$781.50.

Mrs. Smith expressed the hope that last minute donations will swell the total, and bring Torrance closer to the 100 per cent mark. She emphasized that contributions to the Red Cross may be made at any time, and that persons wishing to aid may mail donations to the local office, 2325 Torrance boulevard.

Young Wins Toastmaster Speak-Off

Frank Young of the Midway Toastmasters' Club emerged the winner of the area 10 speak-off contest held by the Toastmasters' clubs in the Hollywood Riviera Country Club recently.

Other winners are: Mike Mingl, second place, of the Palos Verdes club and Don Mario, third place, of Gardena Valley.

The affair was attended by 130 people including District Governor Fred Garlock, Executive Lt. Gov. Fred Hartzell, and Area Gov. Walter Glover.

Bob Owens acted as toastmaster for the occasion. The panel of judges was headed by Bill Evans.

New Treatment For Arthritis And Muscle Pain

TORRANCE — If you have been suffering for years from arthritis and muscle pain, do not despair. Dr. Larson's new application of the latest in scientific therapy is promising new hope for relief of the crippling torture of arthritis and rheumatic conditions. You are invited to come in for a complete examination to discover the true cause of your condition. Price for this examination is only \$3. Phone FAirfax 8-3738 before coming to offices of Dr. Larson, D.C., Ph. C., 1110 Sartori Ave., Torrance, three doors north of Torrance Blvd. —Ad.

FOR CITY GOVERNMENT YOU CAN TRUST

VOTE FOR TWO



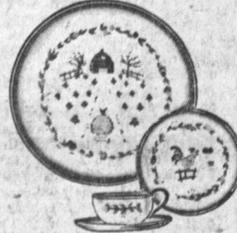
Willys G. Blount
Incumbent



Jack E. White
Candidate

CITY COUNCIL ELECTION
April 13, 1954

10¢ Sale



Cups, Saucers, Plates
AND MANY OTHER DINNERWARE ITEMS
IN IRREGULARS
CLEARANCE OF SALE ITEMS
At 10 cents while they last during weekend
FACTORY OUTLET
B. J. BROCK & CO.—4513 W. 153rd, Lawndale
(1 Block West of Hawthorne Blvd.)

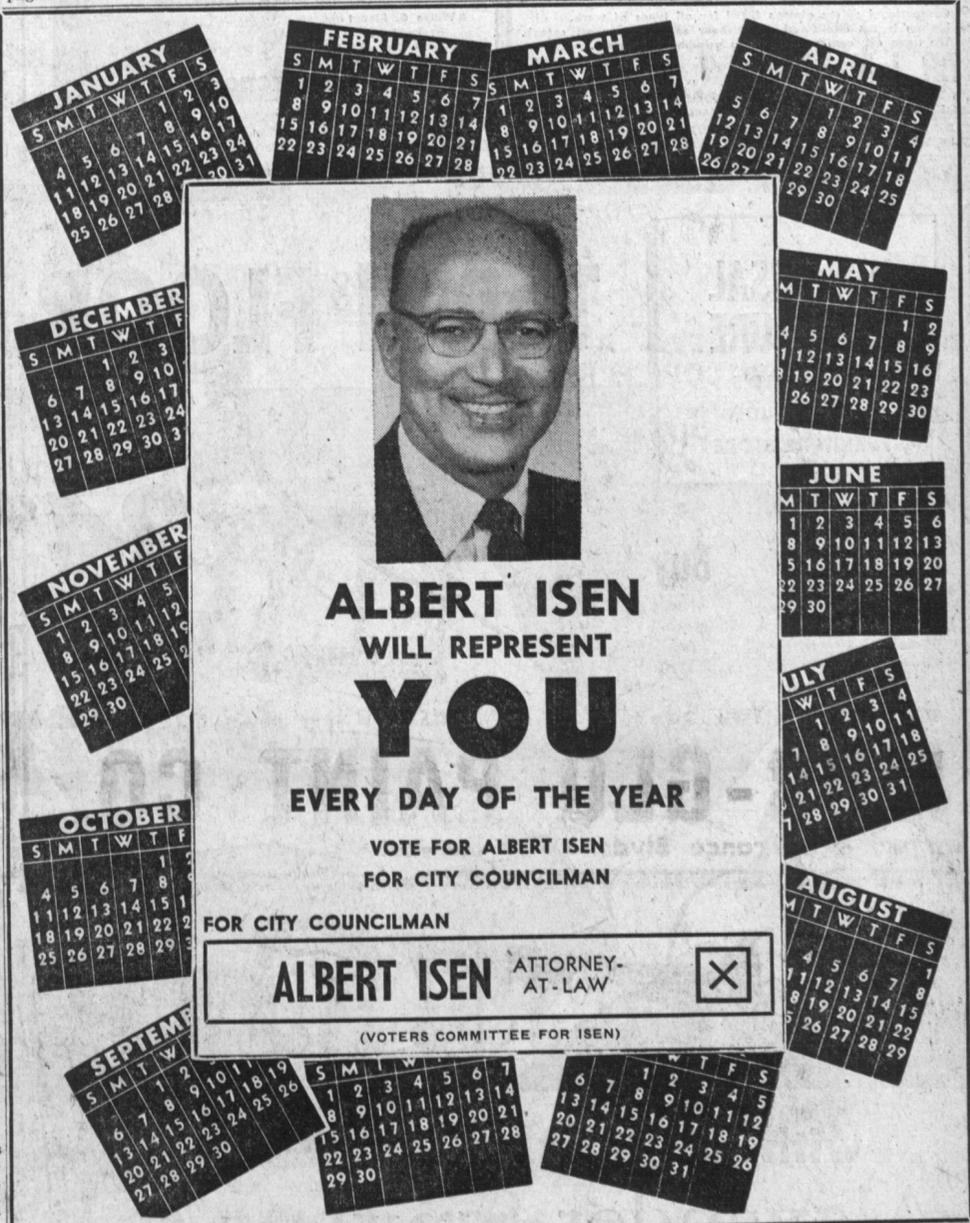
ALBERT ISEN WILL REPRESENT YOU EVERY DAY OF THE YEAR

VOTE FOR ALBERT ISEN FOR CITY COUNCILMAN

FOR CITY COUNCILMAN

ALBERT ISEN ATTORNEY-AT-LAW

(VOTERS COMMITTEE FOR ISEN)

The "GRANDEST" GRAND-OPENING of all!

SOUTHWEST SAVINGS & LOAN
New TORRANCE BRANCH

1439 MARCELINA AVENUE FAirfax 8-6111

FREE with every new account IN ANY AMOUNT.
a beautiful new L-900 RETRACTABLE BALL POINT PEN (with trigger-touch action)
Plus FREE GIFTS FOR EVERYONE COMING IN

Open House
Friday - April 2nd; 11:30 a.m. to 10:00 p.m.
Saturday - April 3rd; 9:30 a.m. to 5:00 p.m.
A Complimentary Gift for Every Visitor

3 1/2% per year, current rate on every dollar you invest.

3 1/2% per year, current rate - Each account insured to \$10,000

SOUTHWEST SAVINGS AND LOAN ASSOCIATION
1439 Marcelina Avenue - Torrance
FAirfax 8-6111
MAIN OFFICE: Inglewood, California