

23 Days Until Christmas

# XMAS SHOPPING STARTS TODAY SHOP EARLY, AVOID THE RUSH

## TORRANCE PRESS



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## Rolling Hills Annexation Viewed With Caution by City Council

### WANT TO SEE DOWRY BEFORE SAYING 'I DO'

Members of the City Council treaded around cautiously like mine detectors when confronted with the question of annexing about 400 acres of land in the Rolling Hills area Tuesday night. Attitudes ranged anywhere from cautious deliberation to an outright "no" when Edward Koenig, of the Engineering Service Corp. tried to probe in which way the wind was blowing.

The Council's eventual decision on annexation might ultimately involve 1000 acres

### Right Down Our Alley

There are many reasons why a community newspaper is very important, and when it comes to saving you money and getting you fast results, that's right down our alley. It's a fact that some people have paid over \$7 for placing four classified ads in a metropolitan paper—without results. It costs you only 90 cents to place an ad in the Torrance Press, and as hundreds of classified advertisers have told us, you get instant results almost every time.

That, for instance, is what Mrs. Brenda Fryback of 1502 W. 221st street, found out. She placed the following ad in the Torrance Press:

FOR SALE: 1943 Willys Jeep. Price \$485. Good condition. FA 8-2978. 1502 W. 221st St., Torrance.

Mrs. Fryback had placed the same ad in a metropolitan paper four times without results, and she sold the jeep to the first caller when she advertised with The Press.

### Local Residents State Christmas Wishes

What do people want for Christmas this year? What would you say if you were asked to say what you would like to have Santa Claus bring you? Here's what 10 local residents had to say during a spot survey made by the Torrance Press.

Mrs. Vern Eaton, 2339 N. Mariposa, Pomona: Oh heavens, anything at all!

Mrs. Kenneth Knott, 2458 239th st., I wish Santa would finish our den for us.

Robert Marshall, 2436 Arlington: Hope I'll get a job. Just got out of the marine corps and haven't been able to find one.

Mrs. John G. Hall, 1412 Arapaho: I think my husband has my gift all picked out—it's a set of silverware.

Mrs. J. L. Gannon, 2424 Andros: Haven't given it much thought yet—too busy thinking about others.

Mrs. Stanley Gallwas, 16616 Patroneña: So doggone many things—but I'm hoping for a nice set of porcelain dishes.

Mrs. Earl Eckert, 805 Hickory: If you'd really like to know, I'd like a patio.

E. W. French, 1207 Hickory: I just want one of those new Thunderbird Fords.

Mrs. K. W. Knowles, 2570 Torrance Blvd.: I'd like some clothes and furniture.

Mrs. Floyd C. Monroe, 2515 Sonoma: There isn't a thing that I want personally. I just hope our children will have a nice Christmas and that other families will have a Merry Christmas, too.

### Installation of PM's Now Under Way

Installation of parking meter standards in downtown Torrance was begun yesterday. Arrival of the dials to be placed on top of the standards is expected within the next few days, so that the PM's (parking meters) should be in place soon to help out the Christmas rush.

This announcement was made Tuesday by City Manager George Stevens.

400 Meters

About 300 to 400 meters will be installed in an attempt to help merchants and residents solve the downtown parking problem.

Parking lines are being repainted and in the case of parallel parking, the city is introducing the new Braff system which has been welcomed favorably in other communities.

New System

The Braff system permits two cars to park bumper to bumper with a 10-foot red zone on either end, permitting cars to scoot in and out without having to maneuver into position as is the case presently.

All 2-hour parking in downtown Torrance will be changed to 1-hour parking except in residential areas where the 2-hour limit will remain in force.

Upon motion of Councilman Mervin Schwab, the city will try to obtain permission from owners of one or two vacant downtown lots to black-top them at the city's expense for the convenience of holiday shoppers.

The cost of black-topping, it was indicated, is nominal.

CHECK WARNINGS

Check warnings are issued for checks made out to an individual or business and signed Johnny Burdine, drawn on the Bank of America in various amounts. Suspect is about 30 years, 5'10", 160 pounds, brown wavy hair, blue eyes, according to Det. Sgt. Percy Bennett.

### COUNCIL BRIEFS

RECREATION COMMISSION

Mrs. Herma Tillin was appointed to the Recreation Commission by Mayor Nick Draie to fill the vacancy created by the resignation of Darwin Parish.

CARSON STREET: The Engineering Department will study the straightening out of Carson street in front of Torrance high school upon the recommendation of Police Chief Willard Haslam and the approval of the City Council.

AIRPORT PROPERTY: Request for an option on property north of the proposed Holiday restaurant on the northwest corner of Crenshaw and Highway 101 was held up indefinitely "until further study." Venard Kemp and Herbert Albrecht proposed constructing a building on the 250x350-ft. property for small business and professional use. Lack of specific plans and a desire to find out exactly how much the land is worth on rent in the light of

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### First Annual Auto Show At Auditorium This Week-End

A motoramic spectacle right here in Torrance! That's what's in store for local residents this week-end at the Civic Auditorium, 1349 El Prado ave., where the latest models will be on display at the first annual Auto Show to be staged in Torrance.

Admission and entertainment are absolutely free for this three-day event Friday through Sunday, December 3-5, starting daily at 12 noon and lasting till 10 p.m.

Models on display will be the latest 1955 models of the following participating dealers:

DeSoto and Plymouth, Whiteley Motors, 1600 Cabrillo ave.; Chevrolet and Corvair, Paul's Chevrolet, 1540 Cabrillo; Lincoln and Mercury, South Shore Torrance Lincoln & Mercury, 1336 Post ave.;

Chrysler and Plymouth, Fred Briggs, 1885 Torrance Blvd.; Ford and Thunderbird, Oscar Maples, 1420 Cabrillo.

A live, honest-to-goodness Santa Claus will surprise the youngsters with the gifts Friday morning, December 24.

Torrance residents have responded wonderfully to this appeal in the past, and we are certain that such will be the case again this year.

There are two children's wards in the hospital. One is for children a few hours old to two years. The other includes children from two years old to 13 years.

Gifts may be left at the Torrance Press any time beginning today.

A small note should be attached describing the kind of gift it is and the approximate age group for which it is intended.

Santa Claus will also be glad to pass out gifts for the TB and adult wards, if an individual so desires.

Cigarettes and candy have been suggested as appropriate gifts.

### Here's Chance To Send Letters To Santa Claus

What do you do when you want to send a letter to Santa Claus?

Many a youngster and many a parent have wondered how to go about it.

Here's real good news—The Torrance Press is going to see to it that every letter we receive addressed to Santa Claus from now until Christmas will be forwarded to him—and some of the most original ones will be published in whole or in part in The Torrance Press every week.

Here's all you have to do: Write your letter and then address it to: Santa Claus, c/o Torrance Press, 1406 Cravens Ave., Torrance.

From here the letters will be forwarded to Jolly Old Santa with his beautiful white beard and his jovial laugh, a cherry red suit and a happy twinkle in his eye. (This is the same Santa Claus who will make the children at Harbor General Hospital

happy when he distributes gifts collected by the Torrance Press and brought to us by the many local residents every year.)

Of course, with Santa being as busy as he is, he won't be able to answer the letters, but he will receive them and read every one of them.

There's no limit to the number of letters you may send or who may send them. Santa wants to hear from everyone who believes in him.

(Letters should be at the Torrance Press office Tuesday, 10 a.m. for the Thursday edition. Each letter should include full name, address and telephone number, as well as age, in the case of children.

### Unprecedented Christmas Buying Spree Seen Here

This year's Christmas shopping season will be unprecedented in the history of Torrance, observers close to the scene predicted optimistically this week.

Today's the day that the Christmas shopping season begins officially, according to the Chamber of Commerce.

As every year, the spirit of Christmas suddenly fills the air, a joyful holiday mood captures the imagination of men, women, and children, young and old, and people, enchanted by the loveliness of the season, begin to appear and behave kinder, friendlier, and more generous than at any other time of the year.

Decorations

The glitter of the annual downtown street decorations will help usher in the Christmas mood as the ornaments are hung out tomorrow.

Said to be fancier and more colorful than ever, they will grace Sartori ave., from Post to Marcelina and from Sartori to Cravens on El Prado.

Many Specials

A survey of the stores and merchants indicates that prices on gifts and merchandise will be generally the same as last year, but there will be many specials and features at lower and unheard of prices.

The Torrance merchants have been busy buying merchandise that will delight the pocket-books of wage earners and housewives, stretching those hard-to-get dollars. From indications of lay-away purchases, Torrance is in for a busy and prosperous Christmas season.

Economy On Upturn

With the nation's economy definitely on the upturn, many of the business establishments are planning additional sales clerks to help the growing population with the selection of Christmas presents, Lovanger stated.

A roving Santa Claus has been employed who will distribute 5000 free lollypops to the kiddies December 21 to 23.

Undesirable Industry

"Mr. Fitzgerald is a very fine man personally and a credit to his company," Councilman Willys Blount said. "But his

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### Local Stores To Compete For Best-Looking Windows

Not only will downtown Torrance be a glitter and a glow with dazzling Christmas street decorations, but store windows will also be decked in holiday attire as merchants again contend for top honors in the fourth annual Christmas window decorations contest sponsored by the Torrance Junior Chamber of Commerce.

Announcement of the contest was made this week by Jack Warnitz, contest chairman.

All stores will be classified according to four categories based on the available window space and store frontage, thus permitting small shop owners an equal opportunity to win.

There will be classes A, B and C plus a special animated class.

Each group winner will be given the perpetual trophy which he may keep for the rest of the year.

Last year's winner of the trophy was John's Paint Store, at 1413 Cravens.

More than 100 letters have been sent out inviting merchants to participate in the event.

This announcement came from the Pasadena Junior Chamber of Commerce, sponsors of the annual Junior Rose Bowl event.

Prior to the El Camino game, Bakersfield was undefeated, ranking as the nation's No. 1 Jaycee grid team.

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No More Refunds On Business Licenses

No more refunds will be made on unused portions of cancelled business licenses, according to action taken by the City Council.

The recommendation came from City Councilman Willys Blount.



### BIGGEST HOLIDAY EDITION

This issue will be the biggest ever published by the Torrance Press. The publishers and the staff are truly grateful to you—our readers... and our advertisers—for making our growth possible. All efforts have been made to make this edition the best yet.

Last year's Christmas edition won an award for special editions in connection with weeklies and dailies throughout the country.

We welcome any suggestions from our readers, that will help us produce a better newspaper.

### EDITORIAL

#### WE SAID IT WOULD HAPPEN

It could have been avoided!

A young boy was hurt critically a few days ago when he was struck by a car and thrown 45 feet at Yukon ave. and Redondo Beach Blvd. across from Alondra Park. That accident, as others, could have been avoided.

A year ago this summer the Torrance Press urged that a signal be installed at that corner when another child was critically injured.

The city of Torrance did not look into the matter at all. The Road Department of the County of Los Angeles made a study of the intersection and decided that it was safer and better not having a signal there than having one.

The statistics and reasons cited by the Road Department were interesting and probably appropriate as applied to heavily trafficked intersections in general.

We believe, however, that the intersection at Yukon and Redondo Beach Blvd. cannot be considered in the same category as other intersections, because it is used primarily by children going back and forth from Alondra Park. The intersection, therefore, falls in the same category as school intersections, where special precautions must be taken to protect the lives of the children using them.

We know from residents who are close to the scene that children are constantly taking their lives into their own hands trying to get across hazardous Redondo Beach Blvd.

The hazard is multiplied a thousandfold during the summer when thousands of children attend the Alondra Park swimming pool. The Torrance City Council is presently planning to install street signals near schools for the protection of children.

We recommend, therefore, that the Council do something about the Yukon ave. intersection as well and take immediate steps to work out an agreement with the County by which a signal can be installed there.

Let's not have another accident. A child may be killed the next time.

# ages Packed With Christmas Values!