

NEW ZONE HEARING

Another hearing on the re-zoning of parts of the Pacific Hills area has been slated for November 7.

Proposed zone change would be from multiple residential to single residential on property south of Pacific Coast highway and east of an extension of Crenshaw boulevard.

There's some confusion as to the exact area in question.

MONEY UNLIMITED: Yes, Classified Ads know no limits when it comes to turning the things you don't need into cash. You do it by dialing FA. 8-2345 or write the TORRANCE PRESS, 1406 Cravens, Torrance.

Doctor Richard F. Bishop,
D.D.S.

ANNOUNCES THE OPENING OF OFFICES

for

THE PRACTICE OF DENTISTRY

on

NOVEMBER 1, 1956

a the

BOULEVARD PROFESSIONAL BUILDING
SUITE E

2410 TORRANCE BOULEVARD

TORRANCE, CALIFORNIA

FAirfax 8-3291



DODGE FOUR-DOOR LANCER FOR 1957

Extensive styling changes from front to rear give the 1957 Dodge the distinction of having more outstanding improvements than any new model in the company's history. Note the striking rear fenders and their swept-wing effect, the duo-level front bumpers, lowered over-all height, and 53% greater glass area.

Swept-Wing 1957 Dodge To Be Shown October 30

Lower, longer and wider with far-reaching advances for smoother, quieter performance, the 1957 Swept-Wing Dodge passenger cars make their first appearance at Tom Rody's, 165th Pl. and Vermont Tuesday, October 30.

Dynamic new principles of auto design and manufacture, with exciting new applications of materials, have been combined to produce an advanced design 1957 Dodge with "entirely new riding characteristics, virtually free of vibration, noise and road shock."

The same autodynamic principles responsible for achieving this new driving sensation in the 1957 Dodge also made possible many of the car's swept-wing styling advances.

Five Inches Lower

An all-new suspension system and newly designed frame give the 1957 Dodge a much lower center of gravity, providing road-hugging qualities formerly found only in high priced sports cars.

Not only is this a major contribution to highway safety, but it also enabled Dodge to reduce car height by as much as five inches, so that the new Lancer

hardtop stands less than 55 inches high.

The 1957 Dodge features swept-wing rear fenders comparable to the rudders of airplanes or racing boats. Key-note of the Dodge styling theme, they also have the definite functional purpose of stabilizing the car in crosswinds.

New Twist in Suspension

The old vertical coil front springs are gone from the 1957 Dodge, which presents a new type modern front suspension, Torsion-Aire.

Horizontal steel torsion bars have replaced the upright coil type springs, and the new springing is achieved by slightly twisting these sturdy, straight bars. The torsion bars give a smoother softer ride, last longer, require less maintenance and occupy less space—a major factor in lowering the car's overall height.

Rear leaf springs are mounted outside the frame rather than inside, substantially increasing the car's stability and reducing sway on turns.

Suspension and steering systems of the new Dodge, as well as the engine, are completely isolated from the frame with rubber insulation to eliminate metal-to-metal contact for smoother, quieter performance.

Torque-Flite Transmission

Dodge's new Torque-Flite push-button transmission gives livelier response in both acceleration and engine braking, and the smoothest kind of get-away performance.

Five selector buttons for Torque-Flite are located conveniently on the left side of the instrument panel, with "first," "second" and "drive" forward ranges, plus neutral and re-

Attention All Clubs And Organizations!

The Torrance Press is setting up card files for all organizations in our circulation area planning to use our columns for their publicity.

Publicity chairmen for all local groups such as service clubs, civic groups, Scouts, P.T.A.'s, churches, women's clubs, union locals, business groups, etc., are requested to fill out the blank below and return it to us as soon as possible.

Please print or type. Return coupons to: Publicity, Torrance Press, 1406 Cravens ave., Torrance.

Organization _____
Meeting Place _____
Meeting Day and Time _____
Name of President _____
Address (home) _____ first middle last
Business _____ Phone (home) _____
_____ Phone No. _____
(firm's name)
Firm's Address _____
Name of Publicity Chairman _____
Address (home) _____ first middle last
Business _____ Phone (home) _____
_____ Phone No. _____
(firm's name)
Firm's address: _____
Club founded (date) _____ Membership _____

Would You Give City 'A' or 'F'?

What sort of a report card would you give Torrance? That's what members of the Torrance Coordinating Council will determine Thursday, November 1, when they will evaluate Torrance through the use of a standard community scoring system.

The meeting will be held at 8 p.m. at the Fern-Greenwood school (the Greenwood section). Interested individuals and representatives of the various groups and organizations in Torrance are invited to attend. The Coordinating Council is composed of representatives from various groups and organizations for the purpose of coordinating activities, exchanging ideas, and planning for the general welfare of the community.

**American Legion Auxiliary
Votes YES On 1
Cal-Vet Loan Proposition**

A FEW WORDS in the Classified Ad can be turned into profits for you. Dial FA. 8-2345 for help from a Want Ad writer.



Remember... Re-elect

Assemblyman Vincent

THOMAS

68th Dist. in November

TO HELP YOU in placing your classified ads with The Press, remember that the deadline is 5 p.m. the Tuesday before the publication of the paper

Lords

For Men, Ladies, Children

LOADS OF FREE PARKING

8801 SO. VERMONT

OPEN FRIDAY AND MONDAY 'TIL 9 P.M.

LAY AWAY COAT SALE!

THE GREATEST LAY-AWAY COAT SALE! IN OUR HISTORY. Here are a few reasons:

- CLOSE OUTS FROM LEADING MANUFACTURERS!
- MANY ARE BELOW WHOLESALE COSTS!
- GREATER SELECTION IN FABRICS - STYLE - COLOR
- A SMALL DEPOSIT WILL HOLD YOUR SELECTION!



100% Wool REG. 29.50
COATS 15⁰⁰
Distinctly tailored of finest wools. Reduced to one-half their regular price.

Hand Tailored 100% Wool REG. 39.50
COATS 22⁰⁰
Made by leading Calif. manufacturer. Finest craftsmanship. You'll be amazed at the selection in style, color and fabrics.

Imported & Domestic Wool REG. 59.50
COATS 28⁰⁰
Most of these coats are below wholesale cost. Hand tailored button holes. Hand inserted linings. Intricate detail to perfection.

Virgin Wools REG. 69.50
COATS 38⁰⁰
Home Spun Tweeds - Virgin Wools - Nylon and Cashmere blends... Selected fabrics that are expertly hand tailored.

Cashmere Blends REG. 89.50
COATS 48⁰⁰
Luscious is the word to describe these exquisite coats. Finest fabrics obtainable - Linings guaranteed for the life of the coat. You would expect to pay.

SHORTY COATS
All the wanted colors and sizes at an amazingly low price—
9⁰⁰

LORDS 8801 S. VERMONT

4-IN-1 SALE!

BLACK & GOLD GOSSIP DESK and 3-WAY LAMP COMBINATION

FOR TELEPHONING READING • WRITING **1/2 PRICE DURING THIS GREAT SALE!**

\$19⁹⁸ ONLY ONE TO A CUSTOMER

NO MONEY DOWN! ONLY 50¢ WEEKLY!

SWING-AROUND LAMP ARM
3-WAY SWITCH FOR 3 STAGES OF LIGHT!
GOLD TRIMMED FIBREGLASS MODERN SHADE
Lamp arm swivels in any direction and beautiful fibre-glass shade is fully adjustable; 3-way switch gives perfect light at all times!

FAMOUS "MARLITE" STAINPROOF BLOND WOOD-GRAIN PLASTIC
11" x 16" TOP
CURVED BACK FOR EXTRA COMFORT
EXTRA-LARGE 16" x 16 1/2" PADDED SEAT
GOLD WELTED SEAMS ON BACK AND SEAT
RICH GOLD and IVORY WASHABLE PLASTIC SET and BACK
USE IT IN ANY ROOM... WITH ANY DECORATING PLAN!

4 SENSATIONAL BARGAINS IN 1
1 PHONE & WRITING DESK
2 EXQUISITE 3-WAY LAMP
3 COMFY UPHOLSTERED CHAIR
4 LARGE SHELF FOR BOOKS

BLACK STEEL TUBULAR LEGS WITH GLEAMING BRASS FERRULES FOR GREATER BEAUTY!
CORD and PLUG
RACK FOR PHONE BOOKS

FAIRBANKS WARD
SEAL OF QUALITY PRODUCTS

allen jewelers
1321 Sartori-Torrance

PHONE... MAIL COUPON NOW... SHOP IN PERSON!

PHONE TODAY FOR THIS GREAT VALUE FA. 8-3003

No Interest No Carry Charge EVER

ALLEN JEWELERS - 1321 Sartori Ave.
Please send me the Fairbanks Ward Gossip Desk and Lamp Combination with No Down Payment required. I agree to pay 50¢ weekly on the balance.

NAME _____
ADDRESS _____
CITY _____ STATE _____
EMPLOYED BY _____ HOW LONG _____

CHECK BELOW
 Add to My Account
 Open New Account in My Name
 Reopen My Account

TORRANCE'S OLDEST CREDIT JEWELER