

Alondra Shopping Center

New Auto Supply Store Opens Here

Leanse Auto Supply store, featuring the largest stock of professional quality auto-supplies at supermarket prices—in addition to a wide selection of sporting goods, houseware and hardware—will hold its grand opening this week-end, starting today, November 29.

The spacious, attractively styled store is located at Redondo Beach Blvd. and Prairie Ave.

Numerous door prizes and gifts will be given away, including automotive garment hangers to the first 1500 visitors. There will be hayrides Indians and accordion sextet clowns as part of the celebration.

A colored 21" RCA TV set will be given away jointly December 22, by Leanse Auto Supply store, Alondra park drugs, and Perfection Cleaners, all located in the same shopping center.

Leanse is one of five such stores owned by Arnold Leanse the first store being founded in 1930, with many more in the offing.

The store is basically a wholesale operation with the advantage going to the customer, officials stated.

one that will bring much cheer to our own needy kids."

"Operation Santa Claus" is receiving national publicity through the efforts of Dave Garraway, popular TV emcee of "Wide, Wide World."

New Drug Store Open Till Midnite

Providing a full prescription department and offering seven-day service until midnight, Alondra Drugs will celebrate its grand opening today in the Alondra Shopping center, corner Redondo Beach Blvd. and Prairie Ave.

The drug store, owned and operated by Sam Meyerson, is complete in every respect.

Among other things, it features a variety of cosmetics, infant car and supplies, costume jewelry and a fine selection of greeting cards and gift items.

Gifts and door prizes will be given away as part of the grand opening celebration. Alondra Drugs, together with Leanse Auto Supply, will also give away a color TV set.

Meyerson has been in the drug store business for the past 25 years.

A graduate of Creighton university, Nebraska, he eventually moved to the Harbor Area where he has been located for the last 20 years (including San Pedro, Wilmington, and the Long Beach area).

Meyerson, and his wife, Jeanette, have two children, Lynne, 15, and Renee, 9. He is a member of the Elks, Masons, Shriners, Scottish Rite, and B'nai B'rith.

IN A PRESENT PANIC? Relax! For swift, orderly solution to your problem, turn to The Gift Spotter in Torrance Press.



LEANSE AUTO SUPPLY

This new auto supply store features a complete stock of professional quality auto-supplies.—Press Photo.



ALONDRA DRUGS

This new drug store will be open seven days a week until midnight.—Press Photo.

'Operation Santa Claus' Campaign To Start Soon

"Operation Santa Claus," a campaign to collect and distribute toys to needy children in the local area, will be sponsored again this year by the Torrance lodge of the Loyal Order of Moose.

The Moose fraternity is sponsoring this program internationally in an effort to assure a "Joyful" Christmas for every needy boy and girl in the United States, Canada and Alaska. According to James Johnson, committee chairman, the Moose lodge will soon announce an organized plan whereby the people of this community may contribute either new or undamaged used toys which will be distributed to the

children on Christmas Eve.

A number of collection depots will be set up throughout the city marked by colorful posters and banners. The Moose lodge will supply all the manpower needed for the collection and distribution of the toys.

Needy children in homes, orphanages and hospitals, whose names will be obtained by the Moose lodge from recognized social welfare agencies, will receive the toys. All toys will be distributed in the local area.

"We want this to be very much a local project," said Governor Daniel Desmond, "and

Christmas Gifts Asked For Children At Hospital

Torrance residents will again have a chance to make a lot of children happy at Christmas time this year.

As in previous years, the Torrance Press is issuing a call for Christmas gifts for children at Harbor General hospital.

These gifts may now be brought to the Press office, 1406 Craven avenue. They will be distributed at Christmas by Volunteers for Children, a group of local women, who visit the children's wards at Harbor General hospital every day of the week the year around.

There are two children's wards at the hospital. One is for children from 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 starting today. If the gifts are wrapped, a small note should be attached describing the kind of gift it is and the approximate age group for which it is intended.

Suggested Gifts
Here are some gift suggestions released by the hospital:
Suggested items for girls—furniture, costume jewelry (new), toy wrist watches, hair ribbons.

Suggested items for boys—small cars, boats, trucks and airplanes, mechanical toys, toy animals, cowboys, soldiers and so forth.

Children two years and under—rubber dolls and balls, rattles, stuffed soft toys (remove buttons and bells).

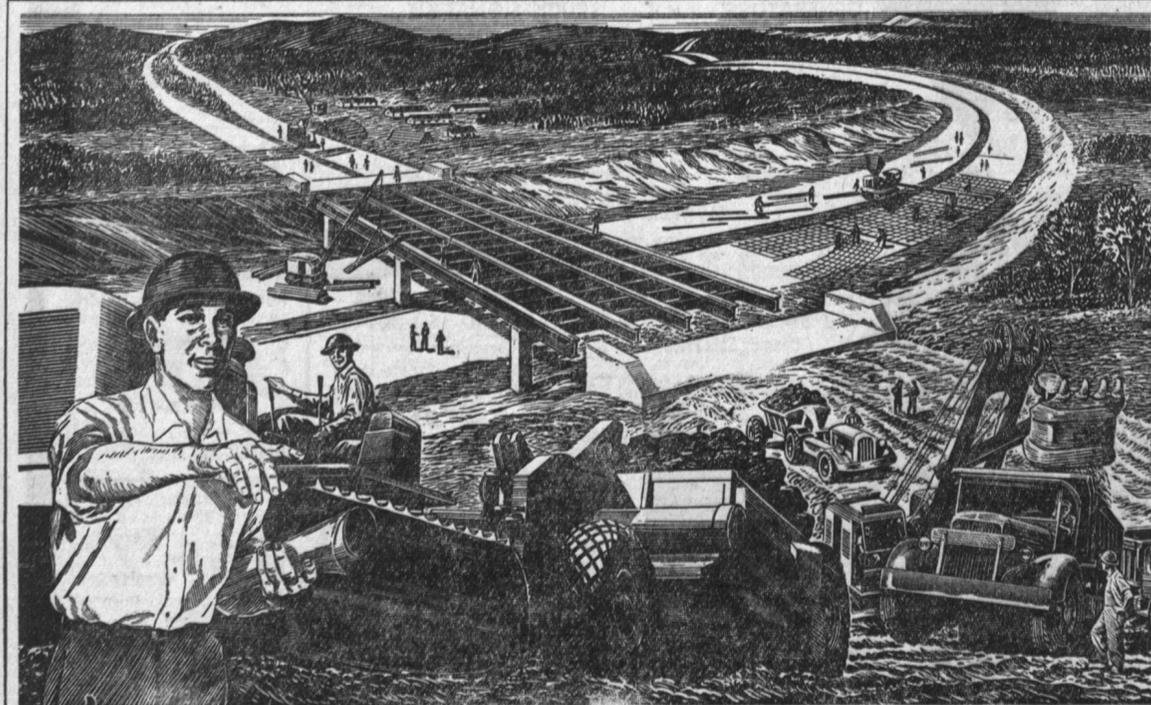
Pre-school children—Hoigate

trucks and cars, viewers with strips, games.

Older girls—costume jewelry, manicure sets, handkerchiefs, purses, cosmetics, cosmetic bags, scarfs, kits for making sequin, felt jewelry and purses.

Older boys—harmonicas, solid wood models, wallets, toilet kits, belts, leathercraft kits.

Pediatrics—toy steering wheel with suction cup; extension cords, 6-9 ft. length; fingerpaint and paper doll clothes for dressing skills with buttons and holes of varied sizes, zippers, grippers, buckle and the fastenings; assorted colors in airplane dope or enamels; simple construction toys, plastic airplanes, cars, boats without sharp edges; cloth slippers, socks, coveralls; T-shirts (size 2, 4, 5, 6); Christmas wrapping paper, ribbon; Christmas tree decorations; small vials of glitter.



New U.S. Road Project Calls for Millions of Tons of Steel

American road builders are off to a good start on the largest peacetime building project in world history—the United States interstate super-highway system. It calls for 41,000 miles of new, high-speed, multi-lane roads crisscrossing the entire nation.

When actual work began last August on this 13-year, 33-billion-dollar program it was D-Day for every supplier of road building materials. Steel requirements alone will run to millions of tons annually for years.

For the steel companies the road project is only one more of the many projects contributing to the mounting need for expansion of steel production facilities. These demands for more and more steel, and more varied types of steel, multiply as the needs of an expanding America unfold—for schools,

building construction, transportation, public utilities, production and preservation of food, and the rapidly-growing industries born of atomic sciences.

To meet these needs the steel companies are already well along on plans to increase substantially the industry's annual production capacity.

Contractors who will build the new highways estimate that their over-all steel requirements—steel bridges, curbs, reinforcements,

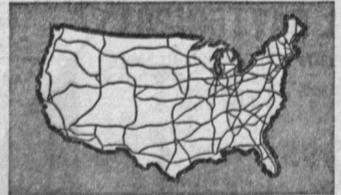
overpasses, tunnels—will run close to 4 million tons a year by 1960... All this in addition to the thousands of other day-to-day needs our fast-growing economy has for steel.

This roadbuilding project is a giant step forward in the growing prosperity of the country.

The superhighway network will mean faster, safer, cheaper movement of people and goods. It will mean hundreds of thousands of new jobs... general growth of business across the nation, rural and urban... And a satisfactory highway system has always been recognized as vital to national defense.

Steel's part in this 33-billion-dollar highway construction project reminds us once more that—

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