

New Hollywood-Riviera Shopping Center Opens

A brand new shopping center for the convenience of South Bay residents opens today in the Hollywood-Riviera district. The center, consisting of 12 various stores, will be called Village Square, located at 1749-1773 South Elena.

Opening day festivities will feature entertainment and surprises. A large parking area fronts each shop.

Martin's Drapery shop, over 10 years in Southern California, features the latest in home furnishings.

W. V. Shearer, watchmaker and jeweler, supplies jewelry and name brand time pieces.

Joseph's Barber shop, with a staff of 10, specializes in smart hair styling and cutting.

The Windham Shoe Repair store, known for its corrective footwear and orthopedic shoes, will also be represented.

Albert and Leon will please the ladies with flattering hair fashions. The Winchell Donut co., rapidly expanding in Southern California, opens another location locally.

Also represented are the Holly Farms markets, which occupy the center portion of the square; the Toy Port, Hilla's Apparel shops, featuring styles by Lanz, Cell's Varieties, Wellens Paint and Wallpaper co., the Golden State Thrift co., and the Mad Hatter, millinery imports.



TWO-MILLIONTH VIEWER

Bill Strohm, Torrance High senior, was the two-millionth spectator at a showing of General Motors' "Previews of Progress." Narrating the program was William Blake of GM's public relations department.—Press Photo.

Selover Named to GOP Post

Frank S. Selover, Torrance, was elected chairman of the Republican Central committee for the 68th Assembly district, succeeding Clifford Hix, at a meeting of the committee in the Hacienda hotel, Monday night. Hix resigned because of the removal of his residence from the 68th to the 46th district.

Leonard Di Miceli, San Pedro attorney and active Republican worker, was elected to the position on the committee vacated by Hix, and was named vice chairman. Jean Haley is secretary of the committee.

Other members are Charles Soderstrom Jr., who is also chairman of Republican Central committee for the 17th Congressional district; William H. Tolson, Mary Ann Haslet and Elmer J. Roese, all of Torrance.

Thursday, March 14, 1957

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Cancer Drive Sets Area Fund Goal



AL HINZ
... C-I chairman

THS Student To Compete for Scholarship

Thirty-four Los Angeles County senior high school students selected to compete in Bullock's "Leaders of Tomorrow" scholarship competition will meet for the first round of the contest in the Curriculum Building, Los Angeles Board of Education, 450 N. Grand ave., Los Angeles, Saturday, March 16, at 9:30 a.m.

Representing this area in the contest is Richard Bentwood, 1313 Greenwood, a student at Torrance High school.

Appointment of Al Hinz to direct the commerce and industry Cancer drive for the South Bay area was announced today by Robert Jahn, general chairman.

Hinz is director of industrial relations for the Harvey Machine co., Torrance.

A total of \$17,300 will be the goal of South Bay area in the American Cancer Society's April Cancer crusade, Hinz, South Bay area commerce and industry chairman, announced today.

This compares with a 1956 goal of \$14,850. In the campaign last April \$16,384.88 was raised. The figure, which is based on a survey of the most urgent needs, represents this district's share of a \$871,000 Los Angeles County goal, a \$2,000,000 statewide goal and a national goal of \$30,000,000.

Funds raised, he pointed out, will be used to finance the society's nationwide and local program of cancer research, education and service.

"The crusade, however, is educational as well as fund raising," according to Hinz. "While we are out to raise funds in order to continue our program, we are equally inter-

ested in saving lives," he said. "We intend reaching every citizen of this community, not only to ask for funds but to present life-saving facts about cancer," he explained.

"Two out of every four victims of cancer could be saved if the facts about cancer were understood in every home and it is our aim to see that they do learn the facts during our campaign," he added.

"It's a lot of money," he conceded, "But when you consider a single research project or educational film on cancer costs many thousands, it is little enough. How can one measure the value of lives in terms of dollars and cents?"

OPENING TODAY in the VILLAGE SQUARE

Avenida del Norte and Elena Ave. Riviera Village

Albert & Leon HAIR FASHION

For Appointments Call:

FRONTIER 5-1524

We Offer a Modern Beauty Service to Women Throughout the South Bay Area

1773 So. ELENA

FR. 5-1524

OPENING TODAY in the VILLAGE SQUARE

TO BRIGHTEN UP THE SOUTH BAY AREA

MARTIN'S DRAPERY SHOP

Over 10 Years in Southern California

COME AND VISIT US IN

OUR NEW LOCATION

VILLAGE SQUARE

Hollywood Riviera

1771 So. Elena

FR. 5-1911

OPENING VERY SOON in the VILLAGE SQUARE

Smart Hair Styling OUR SERVICE AND FACILITIES WILL PLEASE YOU

JOSEPH'S

Ultra-Modern — 10 Chair

BARBER SHOP

VILLAGE SQUARE Hollywood Riviera

1755 So. Elena

Phone: FR. 5-8580

Open 8:30 to 8:00

Closed Sunday and Monday

TV Show Spotlights The Heart

It is said that you give your heart when you're in love and you break it when it's all over. You harden your heart when you're stubborn, and you open it when you're gracious. Hearts are light and hearts are heavy. Hearts are young and gay. But nowhere in song or story has anyone said that hearts are hard working.

Yet the heart is the hardest working muscle in your body. The physical rather than the romantic picture of the heart is

presented in the Bell Telephone System's Science Series production "Hemo the Magnificent" which will be seen over CBS Channel 2 on Wednesday, March 20, at 9 p.m.

Dick Pyle, local manager for Pacific Telephone co., invites everyone to see this feature which describes the blood and its circulation.

The story begins with a description of ancient man's concept of blood as something magic and continues with an animated sequence that shows the operation of the heart in pumping blood, the function of the lungs in providing oxygen to it, the function of other organs in giving food to the blood and the work of the kidneys in purifying it.



WHICH WAY TO TURN?

Mel Alsbery, Jr., winner of last year's Mobilgas Economy Run, asks Reeves Dutton, USAC official, which way to turn as all roads seem to lead to Sun Valley, destination of the 1957 Economy Run. Mel, like the other entrants in the run, would like to figure out the heavily guarded secret. But Dutton obviously isn't talking. The pretty blonde accompanying Mel is Mrs. Alsbery.

OPENING TODAY in the VILLAGE SQUARE

HILJA'S

"Distinctive Clothes"

WHITE STAG Complete Line of Sports Wear and Matching Co-ordinates

LANZ Originals

LOUISE SPAGNOLI Complete Line of Sweaters

ENAMELS By MATISSE

Copper By RENOIR

WEE WHISP Clothing

1751 SO. ELENA - Hollywood Riviera

— OUR OTHER LOCATION —

TE. 3-8985

1442 8th STREET

San Pedro

OPENING TODAY in the VILLAGE SQUARE

So nice to know you...

We would love to have you know us.

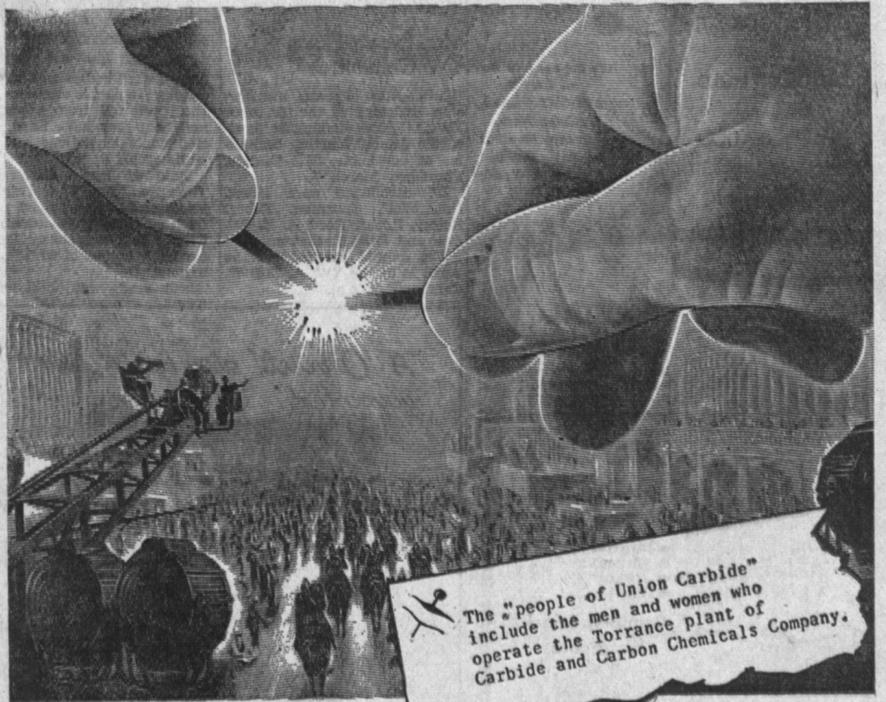
The Mad Hatter

MILLINERY • IMPORTS

261 AVENIDA DEL NORTE

Hollywood-Riviera

REDONDO BEACH



The sun that never sets

FOR YEARS, movie makers have relied on the powerful carbon arc to light their motion picture studio sets. It gives them brilliant, man-made "sunlight" for use when and where it is needed.

Recently, Union Carbide—a pioneer in carbon-arc lighting—perfected a new yellow flame carbon arc for use in color photography. It gives off a perfectly balanced light which brings out true colors on today's sensitive film. This development has been recognized by the award of an "Oscar," symbol of highest achievement in the motion picture industry.

But the carbon arc is not limited to studio lighting alone. Its intense beam is also used to project the tiny picture on the film to the breathtaking realism and depth you see on theatre screens.

Many more uses of this amazing light have been developed—duplicating the effect of sunlight on new paint and textile colors... or analyzing the basic composition of a great many different materials. The scientists of Union Carbide will continue their research efforts to find new and better ways to make carbon serve all of us.

FREE: Learn how Union Carbide products and research help satisfy basic human needs. Write for "Products and Processes" booklet K.

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NATIONAL Carbons LINDE Oxygen PREST-O-LITE Acetylene SYNTHETIC ORGANIC CHEMICALS ELECTROMET Alloys and Metals PRESTONE Anti-Freeze PYROFAX Gas HAYNES STELLITE Alloys Dynel Textile Fibers EVEREADY Flashlights and Batteries BAKELITE, VINYLITE, and KERNE Plastics UNION Calcium Carbide UNION CARBIDE Silicones CRAG Agricultural Chemicals

KNOX RETURNS! FOR SIX BIG NIGHTS

SUNDAY, MARCH 17 - 6:15 and 7:15 P.M.

6:15 P.M. "FLYING SAUCERS"

Knox has seen flying saucers And Will Show Them on the screen!

- Are They Space Ships from Mars?
- Are They Spy Ships from Russia?
- Are They Our Own Fantastic Weapons?
- Or Are They What You Think They Are?



PHILLIP KNOX
Astronomer
Scientist - Lecturer

7:15 P.M. "GOD'S VAST UNIVERSE and ETERNITY"

GO WITH KNOX ON HIS BREATH-TAKING TRIP ACROSS THE COLOSSAL UNIVERSE AND SEE UNFORGETTABLE SIGHTS ON THE SCREEN... FILMED THROUGH THE GIANT PALOMAR TELESCOPE.

TORRANCE CIVIC AUDITORIUM

at EL PRADO and CRAVENS AVENUE