

Season Greetings to Torrance Residents



NICKOLAŠ DRALE
... Councilman

WILLYS BLOUNT
... Councilman

GEORGE BRADFORD
... Councilman

J. A. BEASLEY
... Councilman

ALBERT ISEN
... Mayor

GEORGE VICO
... Councilman

VICTOR BENSTEAD
... Councilman

GEORGE STEVENS
... City Manager

The mayor and city councilmen of Torrance today extended their sincerest best wishes and warmest season's greetings to the residents of the community and wished them a prosperous and a happy New Year.

Mayor Albert Isen, speaking on behalf of himself and the six city councilmen, and City Manager George Stevens, representing city employees, said:

"Working together as one organization we feel that 1961 will be our greatest year. Events of the year coming

should prove to be a giant step forward in this city's relationship with our neighboring cities, with the county and with the state.

"We feel that 1961 will establish the City of Torrance as one of the great cities of the state, prosperous and booming, healthy and happy.

"The year that is drawing to a close was noteworthy in our estimation in that, although there was a slowing down process over all of the state in business and indus-

try, the City of Torrance continued to make strides forward.

"Our greatest certainty is that even greater progress will occur during 1961 resulting in a general prosperity for each and every resident of the city.

"Our city is progressing. There can be no doubt of that. We are setting a pace for others to follow and our goal is to remain, always, in the forefront.

"This council is dedicated to maintaining the best and

most efficient municipal services in the most economical manner. We are equally dedicated to holding the tax line, to keeping the expenditures down so that no unnecessary burden is heaped on the shoulders of the taxpayer.

"In closing, we extend our warmest personal regards to each and every resident of the City of Torrance and wish everyone a very Merry Christmas and a Happy New Year."

**24-Hour
Want Ad Service**
DA 5-1515



THE PRESS IS THE HOME-OWNED NEWSPAPER OF TORRANCE

TORRANCE PRESS

3238 SEPULVEDA BLVD., TORRANCE, CALIFORNIA

SUNDAY, DECEMBER 25, 1960

VOLUME XII, NUMBER 70

Inside the Press

Mike Callas	6A
Classified	5-7B
Darlene Cope	6A
Sports	6A
TV Log	7A
Television	8A
Women	1-3B



HELPERS HARD AT WORK—Dozens of volunteers from Torrance businesses and professions pitched in to double as Santa Claus after what started to be a small "phone Santa" project ran wild. A four-line squib, giving the telephone number of the local telephone answering service, which conducted the project, appeared on page one of Thursday's Torrance Press.

Before the project ended, more than 1200 calls had been logged, plus innumerable calls from squeakers too young to understand. All calls were listened to gravely and each youngster reported on his own conduct during the year. Here Dr. R. A. Vandeland, Torrance optometrist, and Carroll E. Wright, sixth grade teacher, carry on with their stint during the siege.

Bandits Heist Discount Store

Make Getaway With Bag Full ... Of \$1 Bills!

Two armed bandits calmly robbed a cash window attendant at Certi-Bond Friday night and then made their getaway in an auto driven by a third member of the band. Julian Hirshman, attendant at the window, told police that he had just put the money in a bottom cash drawer when the two approached the window and drew guns.

While one stood by, the other said, "This is a holdup. Give me all of the money," and handed him a shopping bag. Hirshman said that the thieves would probably be

greatly surprised when they opened the bag and discovered that the 25 stacks of currency he placed there were all one dollar bills and probably totalled between \$1,000 to \$1,100.

Grabbing the bag, the two suspects walked out the back door and got into a car driven by a third suspect. Vehicle then drove away in the direction of Dominguez St.

Certi-Bond, a closed door discount operation, is located at 501 Arlington St.

City Welcomes 12 New Businesses During First Half of December

Twelve new businesses were welcomed to the City of Torrance during the first 15 days of December while eight more were purchased by new owners.

Bi-monthly report issued by the Torrance Chamber of Commerce also reflects a gloomier picture by noting that eight establishments have gone out of business.

New businesses in the community include: Adams Insulation Co., 242-17 Hawthorne; James W. Bell, service station, 3323 W. Sepulveda Blvd.; Philip S. Bergin, D.O., 17223 Crenshaw Black T.V. Service, 22247 Palos Verdes Blvd.; Health-O-Pedic Mattress Co., 1877 W. Carson St.; International House of Pancakes, 21710 Hawthorne; Certi-Bond Pharmacy, 501 S. Arlington; LOR-Mar Dress Shop, 22246 Palos Verdes Blvd.; Johnny O'Neil's Camera Supplies, 21174 Hawthorne; Ramon's Salon of Beauty, 21172 Hawthorne; Standard Realty Co., 1754 B. Cabrillo; Wetherby Kayser Shoes, 21820 Hawthorne Blvd.

Change Owners

Firms purchased by new owners are Bev's Cafe, 1645 Border Ave.; Don Lackey's Chevron Service Station, 1700 S. Crenshaw; Constance Heppenstall, 3-unit apartment, 2204 Cabrillo; R.J. Vonderheide, 7-unit apartment, 23520 Arlington; Certi Bond Snack Bar, 501 Arlington; Royale Cleaners, 13th Post; H.C. Nance, 3-unit apartment; 4162 Redondo Beach Blvd.; and The Off Beat, tavern, 2316 Redondo Beach Blvd.

DEFER COUNCIL MEET

Torrance city councilmen last week agreed to defer next week's meeting until January 3.

Meeting will open at 5:30 p.m. in the council chamber at City Hall.

Coin Collecting Thief Makes Off With Collection

A coin-collecting burglar broke into a Torrance home last week and made off with a \$3,000 collection, and an unknown amount of currency after passing up blank payroll checks and a checkwriting machine.

Bob Sweeney, 3206 Onrado, living there during the owners' absence, reported that the thief apparently broke into the house while he was bowling, using a pry-bar to force an entrance.

Also taken was a loaded 45-caliber automatic pistol and a small amount of jewelry.

In the second report, Torrance police are searching for a thin, 30-year old suspect, with a very pale face, who robbed the Food King Market, corner of Carson and Arlington, of several hundred dollars.

Bandit, who carried a gun concealed in a paper bag in his hand, forced clerk Edward M. Ward, of 1412 Dodson St., San Pedro, away from the cash register and took the money.

Ward said that he pursued the gunman after he ran out of the back door but returned with only a cap that the suspect dropped in his flight.

CARRIER BOYS WANTED
CALL CIRCULATION
DA 5-1515



A FULL TABLE TODAY—Members of the Downtown Lions Club last week donated groceries enough to fill nearly 15 Christmas baskets for presentation to the community's needy. Everything necessary for a full Christmas dinner was included in the baskets which

were distributed Friday and Saturday. Here George Colburn, Lions Club director, and Bill Hickcox, past president of the club, put the finishing touches to the baskets, while Santa Claus looks over their shoulder to see that everything is there.

DOZENS OF VOLUNTEERS ...

'Santa's Helpers' Deluged by More Than 1200 Calls; Youngsters Burn Up Wires Chatting with 'North Pole'

Owners of Wright's Telephone Answering Service were amazed last week when what started as a simple Christmas project got out of hand and tied up telephones for three days.

Each year the Torrance answering service sets aside a special number where youngsters can call and talk to 'Santa Claus' and personally make their Christmas requests known.

This year the agency was late getting a separate line set aside for this purpose and were unable to take out the large advertisement that they customarily arranged.

SHORT NOTICE

Instead they were forced to depend upon a short notice on the front page of the Torrance Press.

The Thursday issue of the paper was delivered early in the morning and from that time on the situation may only be described as 'chaotic.' Although the notice

stated that the phone would only be answered between the hours of 2 and 4:30 p.m., it started to ring at 7:30 in the morning.

Each of the switchboard operators had been instructed to answer all calls, "North Pole" and to tell the young callers that Santa was "busy packing his big bag for the trip" and to call back at 2 p.m. But the number of calls that came in early was so great that visitors were pressed into service to simulate the good saint on the phone.

Prominent Torrance physicians, optometrists, realtors and school teachers were asked to help and immediately volunteered their services. Only five lines were available but eleven or twelve volunteers were waiting and the calls were taken in shifts.

Roger Wright, owner of the answering service, estimated more than 1200 calls were received, most from young 'believers' but

about 30 from mothers that wanted to thank 'Santa' for making himself available to the youngsters.

Volunteer "Santas" were roaring with laughter at some of the dialog that came out of their phones.

One mite, in a serious voice, asked, "Are you the same Santa that comes to the Mormon church? Assured that he was, the youngster heaved a sigh of relief and said, "Oh, then you'll know me alright: I'll be the little boy in the middle of the aisle."

Wright, completely exhausted at the close of the three day run, said that he had never heard 'Rudolph, the Red-Nosed Reindeer, sung in so many keys, and added that the funniest conversation that he had heard was one between a small boy and a switchboard operator early Friday morning.

INDIGNANT

Answering the call, the operator said, "North Pole," and a small boy, puzzled at hearing a woman's voice on the phone asked who she was.

"I'm an elf, one of Santa's helpers," she answered sweetly.

Indignantly the boy said, "what are you doing playing with the phone? You're supposed to be making things for good boys and girls."

Momentarily at a loss for words she started to pound on the table and said, "I am making things. Can't you hear me? Now, if you'll call back after 2 o'clock you can talk to Santa Claus."

Santa's Day Off

Santa Claus, tired out from his trip around the world last night, will not be available for calls today. Instead he will rest.

Youngsters desiring to thank him for his thoughtfulness may wait until next year or may write a letter. Or, if they want to ask, "Where's my pony?", perhaps mother will tell them.