

ADELINE DALEY

# Social Calendar Has New Look

There was a time (oh, eons ago, before I was married, in fact) that if someone called me on the telephone asking if I were going to be busy a particular night, it usually meant an invitation to dinner, a movie, a play, or what have you. (It was the "what have you" that I learned to turn down.)

People still call me, asking if "I'm going to be busy tonight," but with the advent of wifehood, motherhood, and PTA-hood, I have found that the propositions offered aren't quite as enticing.

In fact, they have come down in quality to such an extent that it might be wiser on my part to always reply, "It so happens that I'm busy to-

night, tomorrow night, and for the next six months. I've just accepted a job as a night watchman."

But how can you? There is always the remote possibility that you might be turning down free tickets to "Hello, Dolly!" or an invitation to a celebrity-studded cocktail party.

Need I add that I do not receive too many such invitations? The "free" tickets usually turn out to be a Tiny Tots dance recital. And parties? The ones I'm invited to turn out to be "Jewelry Parties," and "Tupperware Parties," held in the living room of a friend or neighbor. I suppose beggars can't be

choosers, but my idea of a big evening out is NOT listening to a lengthy sales pitch about the merits of products, any number of which I am expected to purchase. Otherwise, the hostess will not meet her sales quota and thus will be ineligible to receive the company's modest gift. Frankly, I'd rather stay home and do something exciting. Like ironing a batch of clothes.

The other requests for the "pleasure of my company" aren't much of an improvement. What I usually hear after I have replied, reluctantly but ever hopeful, that my "social calendar" isn't booked are any one of the following propositions:

- 1 — "Thank God, because we need somebody DESPERATELY to phone every name in the precinct in the 'Get Out The Vote' drive."
- 2 — "Then Henry will be by about 8 o'clock to visit with both you and your hubby. He's in the aluminum siding business now, you know."
- 3 — "Good! We just got back the color slides of our vacation and thought we'd drop by to show them. We have 300 alone of the scenic grandeur of western Kansas."
- 4 — "Great! Then you won't mind both taking and picking up the kids from the game tonight. Ralph and I just got a dinner invitation." Have fun.

## ... Beer Bar

(Continued from Page 1) the construction of a "2-foot fence at Guenser Park. The

fence is designed to provide protection to homes adjoining the softball diamond at the park.

ordinance putting the new anti-loitering law, approved last week, into effect at once.

for a parks and recreation facilities tax of \$45 for each one-bedroom dwelling unit, with an additional \$15 tax per bedroom.

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FRED L. FREDERICKS Joins Realty Board  
Fred L. Fredericks, owner

## Fredericks Firm Joins New Board

of Frederick's Realty, has been installed as a member of the Inglewood Realty Board. The Fredericks firm now belongs to six realty boards, including the Torrance-Lomita Board of Realtors and the Los Angeles, Gardena, Hawthorne-Lawndale, and South Bay boards.

The Fredericks firm now operates four offices and has a fifth office, in Manhattan Beach, under construction. Plans also are being made for a temporary office in Rolling Hills. In addition to sales offices, Fredericks operates its own insurance and escrow departments.

More than \$20 million in real estate has been sold by the firm during the first nine months of 1965, Fredericks said.

A past president of the Gardena Board of Realtors, Fredericks received the 1964 Realtor of the Year award from the Gardena board. He also was selected for Gardena's outstanding young man award.

## ... Storm

(Continued from Page 1) ably would have averted the mud slides, City Manager Edward Ferraro told Torrance councilmen last night. Barton's development of the hillside lot is covered by a surety bond required by the city, Ferraro said. Residents in the area have been informed of the procedure for making repairs and the processing claims for damage.

ALL SUMPS are near capacity and the city crews have been busy since the rains began checking hazard areas, Ferraro reported.

The residence property of LeVane Forsyth at 4255 Newton St. was threatened by a widening gully and crews dumped earth and rock into the water course in an attempt to halt the erosion.

Continued rains could result in what flood-control people call a "capital storm" according to Ferraro. He explained that meant a 12-inch rainfall in five days.

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## Publishers Group Offering Scholarship to Ad Student

Students majoring in advertising who hope to pursue a career in the field on a newspaper in California are being sought for a \$500 cash award.

The presentation will be made in person at the February convention of the California Newspaper Publishers Association.

Anyone interested in entering the contest should write the CNPA Advertising Scholarship Committee, 615 South Flower Street, Los Angeles, or follow the rules which are here outlined.

"This is a great opportunity for a serious-minded advertising student, a chance to become acquainted with every publisher in the State at the convention, and I daresay virtually guarantees the winner of the widest possible choice of jobs both during the summertime and after graduation," Mel Hodell, Upland News publisher and committee chairman, said this week.

The complete rules and regulations are as follows:

1. Award to be made on basis of grades, student activity, newspaper work experience, dedication to pursuit of newspaper advertising career, aptitude, personality, and need.
2. Award is for one-time only, with no follow-up award to be made to same person.
3. Applicant must be enrolled in a California higher educational institution as a sophomore, junior, or senior (effective fall of 1965), and intend to pursue a career in newspaper advertising.
4. Information should be submitted to the CNPA by Nov. 30, 1965, covering the following:
  - Complete biographical data, including educational and vocational information.
  - Current glossy photo suitable for publication.
  - Official transcript of grades and courses taken.
  - Any desired accompanying letters or information to aid the judges.
5. Applicant must be available for an interview in December or January, 1966, with the CNPA committee; and be willing to attend the CNPA Annual Convention in February to receive the award.
6. CNPA Committee decisions are final.

7. Correspondence and information should be addressed to California Newspaper Publishers' Association Advertising Scholarship Committee, 615 S. Flower St., Los Angeles, Calif. 90017.

## ... Signals

(Continued from Page 1) ded, the advanced planning department of the State Division of Highways and the County Road Department are wondering when the city will tackle the problem.

"BY 1980 we will have to have 12 lanes on Hawthorne Avenue to move traffic," Beasley said, "and Carson is as big a joke for a street going through town as anything."

Beasley also picked out several other major streets which he considers problems, including Del Amo Boulevard, Sepulveda Boulevard, and 190th Street.

"Consumer resistance" caused by bad traffic could halt growing sales tax revenues in the city, Beasley said.

"These are things we got to do and we've got to do them fast."

HE SAID City Manager Edward J. Ferraro and his staff should "call in the state and county and must do it immediately" if the city is to solve the traffic problem while it is small.

Ferraro said a report on the Del Amo Center would be given to the council shortly.

Beasley's foot-dragging charge brought quick responses from Councilman Ken Miller and Mayor Albert Isen.

MILLER blamed much of the problem on the county. "Ingress and egress to the city is the basic problem," Miller said.

Isen said he is happy to hear that the state has become aware of the problems. "The state has been one of our stumbling blocks," he said, "the cooperation has been poor."

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## Hall Elected By Writers

John Hall, veteran baseball writer for the Los Angeles Times, will head the Los Angeles chapter of the Baseball Writers Association of America through 1966.

Hall was unanimously elected to the chairmanship of the unit at the annual meeting of the organization.

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