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# MERRY CHRISTMAS AND A HAPPY NEW YEAR!

FROM YOUR DOWNTOWN TORRANCE MERCHANTS!  
FANTASTIC VARIETY OF SHOPS! — COMPETITIVE PRICES!

DECEMBER 22, 1965 PRESS-HERALD B-3

**Wholesale Factory Outlet**  
• DRESSES — SAVE 50% AND MORE —  
• SPORTSWEAR OPEN TO THE PUBLIC  
• SUITS Monday thru Saturday  
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Cashiers Welcome

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**Season's Greetings**  
... From all of us, to all of our patrons and friends. We hope that we may be able to serve you throughout the new year ...

**MOORE'S** Women's and Children's Wear  
1272-74 SARTORI AVE. FA 8-2028  
DOWNTOWN TORRANCE  
OPEN 9:00 'TIL 5:00 — FRIDAYS 'TIL 9:00

**SHE IS WEARING GLASSES**



Contact lenses have come a long way since they were first introduced to the human eye.

Now—so comfortable, so undetectable—contact lenses are for just about anybody. Whatever your reason for being interested, come in and see what science has done about contact lenses to make them wonderful to wear. Come in for a no-obligation demonstration. 32 years in Harbor area.

**DR. J. M. SOSS, Optometrist**  
(AND DR. J. A. GALIPEAU)  
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That's the day he gets his Omega Seamaster DeVille Calendar watch. It remembers the date, tells the time, never needs winding. 14k gold filled ... 130.00  
In stainless steel ... 115.00

**Lawson's JEWELERS**  
NOTHING DOWN A YEAR TO PAY

OPEN EVENINGS UNTIL CHRISTMAS SUNDAYS FROM 10 TO 5

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SOUTHERN CALIFORNIA'S LARGEST JEWELERS

**ADELINE DALEY**

## Pioneer Mothers Had a Snap

I've always been somewhat irked by all of the heroic stories I've read about how tough things were for the brave pioneer wife and mother of the last century, as compared with the mother of today who enjoys all of the advantages of modern day improvements — not only electrical appliances, but Dr. Spock, the PTA and the Gesell Institute to help her in the rearing of her children.

### For Homemakers Red Cross Sets First Aid Course

"Be properly trained in First Aid." This is the New Year's resolution suggested by Red Cross.

To begin early in the year on learning accident prevention and remedial first aid skills, Red Cross is offering the standard course beginning Jan. 6 at the new Southern District Red Cross Service Center, 1499 W. 1st St., San Pedro.

Bob Mantovani, a Red Cross volunteer instructor of Torrance, has agreed to take time out of his busy schedule as an El Camino College student to teach the five class sessions.

The course is scheduled on consecutive Thursdays from 9:30 - 11:30 a.m. to fit the schedules of homemakers who have requested morning classes.

Registrations for the free training may be used by calling Red Cross, TE 2-8321.

For those successfully completing the standard course and others holding current Red Cross Standard First Aid cards, Mantovani will teach the advanced first aid course beginning Feb. 24.

It is also scheduled for Thursdays from 9:30-11:30 a.m.

combined forces of Dr. Spock, the PTA and the Gesell Institute could ever persuade any of them not to spill on the floor cereal and/or instant cocoa, which they seem to prepare for themselves some 18 times a day.

I realize that it wasn't easy to make a sub-teen full length coat for one of her daughters out of the pelt of some animal that her husband shot, but did she ever have to take that same kid shopping and try to find a coat that not only fit but was one which the daughter liked? Something under \$75, that is.

And Lord, how I envy the peace and quiet she must have had, without her kids turning on the radio and the television full blast and then leaving the room — to talk on the telephone.

The times that I envy her most, however, are the days when it rains. Did she have to worry about driving them to school? Of course, my kids miss buses rain or shine — when I drive the car, despite by constant wailing that both

Sure, the pioneer mother had to endure hardships such as hostile Indians, the pestilence, the cold (and have you been in our house when the furnace conks out?).

But outweighing these adversities was the fact that she never had to face continually replacing tops to toothpaste tubes and covers to peanut butter, mustard and strawberry jam jars which my kids have never been known to put back.

And I doubt that the com-

**West High Sends Two to Lectures**

Walter Wittle and Robert Clark represented West High School Monday at the fifth annual Christmas Vacation Science Lectures, sponsored by the Association for Advancement of Biomedical Education.

The pair attended the all-day program, held at the University of Southern California, to hear top experts in bio-medical studies.

**FOR A RESULT GETTING CLASSIFIED AD CALL DA 5-6060**

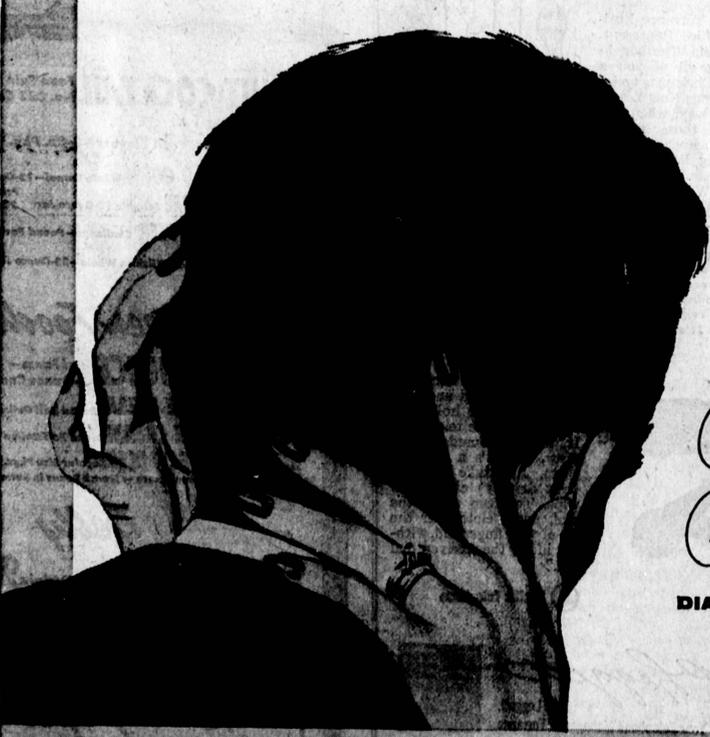
**MERRY CHRISTMAS AND A VERY PROSPEROUS AND HAPPY NEW YEAR**  
FROM US TO YOU!

*Newberrys* DOWNTOWN TORRANCE  
CORNER SARTORI AND EL PRADO

*notty*  
**PHOTOGRAPHY**  
WEDDINGS COMPLETE COVERAGE Black and White or Color  
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"Carson at Cabrillo"

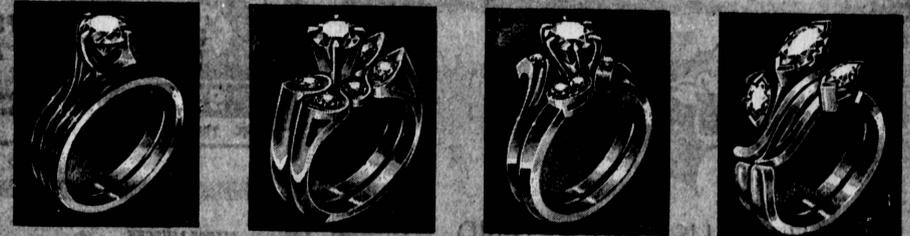
May the spirit of Christmas shine brightly in your home with a loving glow

**TORRANCE LAUNDRY & DRY CLEANERS**  
1872 Carson, Torrance — FAirfax 8-4446  
ATTEND THE CHURCH OF YOUR CHOICE THIS CHRISTMAS

*Something Special*

IN FINE DIAMONDS DESIGNED FOR MODERN ROMANCE



Solitaire styled in 14k white or yellow smart mounting. Matching band. — 150.00

6 sparkling diamonds combined in a bridal pair. 14k white, yellow gold. 189.50

5 diamond pair in gracefully entwined pattern. 14k white or yellow gold. 150.00

3 marquise cut diamonds, a most unusual set, enhanced by 14k white gold. 395.00

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Phone 328-4313

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Phone 371-9512  
1935 Hawthorne Blvd., SO. BAY CENTER

**Lawson's**  
NO MONEY DOWN A YEAR TO PAY

In sincerest appreciation of our pleasant relations, we extend our heartiest Season's Greetings and wish you an abundance of prosperity in the coming year!

**SAM LEVY DEPARTMENT STORE**  
— DOWNTOWN TORRANCE —

