

EXAMS CALLED FOR FIRE DEPT. POST

An examination for battalion chief on the Torrance fire department has been called to fill the vacancy left by the resignation last week of Chief Neil Whitney. Whitney resigned to accept the post of Fire Chief in Buena Park. Eligible for the local examination are Captains L. E. Christian, Ivan Kotteling, W. L. Johnston, Frank Tuttle, John Agapito, D. M. Minor, R. E. Moffitt, W. R. West, M. T. Langum, and B. C. Stonerker. The examination date has not been set.

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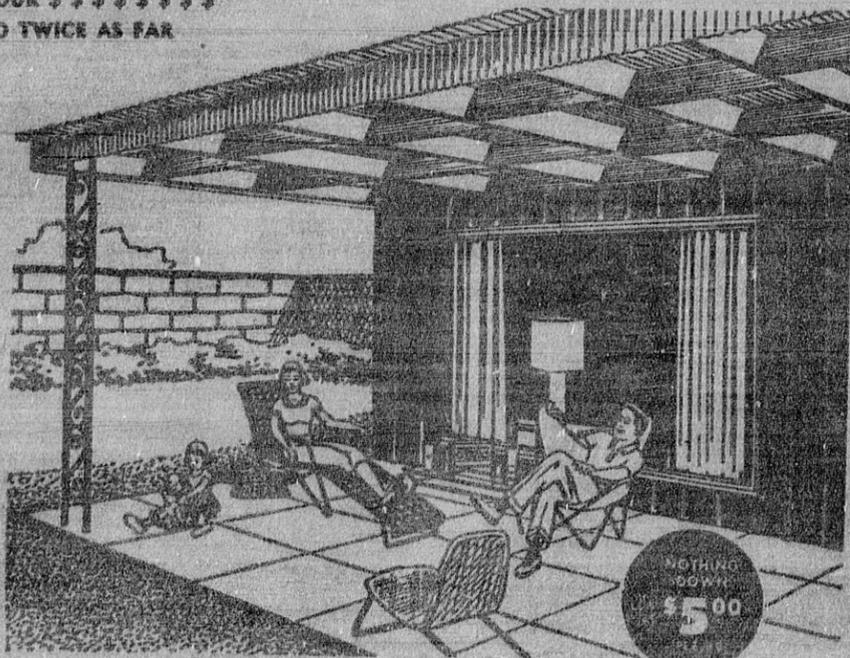
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Deck Elected to County's Suggestion Awards Board

Charles Deck of Torrance, a member of the County Sheriff's Department, has been elected the employee representative on the County Suggestion Award Board, according to an announcement by Frederick H. Ward, general

manager of the County Employee's Assn. Deck, who lives at 20515 Toluca Ave. is president of the Victor Precinct Property Owners Assn.

He won the election to this important post from a field of nine candidates. Ballots were mailed to more than 35,000 county employees who were all eligible to vote for the position.

THE SUGGESTION Award Board, following the pattern established in private industry, was recently created by the board of supervisors following repeated requests by the county employee's group.

General objectives are to improve county government functions through productive suggestions from employees which result in financial savings to the county. Cash awards will be paid for all workable ideas which are adopted.

DECK'S TERM is for three years, and he will serve with three other county department officials who have been appointed by the board of supervisors.

He is a director of the Los Angeles County Employee's Assn. and chairman of the group's public relations committee.

DOUGH-GIRL . . . Luscious Ingrid Dittmar, a lady dish herself, is rolling the dough with the instruction Nat Kalman, for the world's largest cake, being baked by Kalman for South Bay Center's First Birthday Party, Aug. 21, 22 and 23. Ingrid says the cake'll be 16 feet high and weigh 1500 pounds. Kalman, owner of Bakemasters South Bay, says, "I'll never argue with a lady!"



HAPPY . . . and who wouldn't be? Shapely German Actress Ingrid Dittmar helps merchants from South Bay measure the area where the world's largest cake will be on display Aug. 21, 22 and 23 for the shopping center's First Birthday Party. The cake, being baked by Nat Kalman, owner of Bakemasters South Bay, in the Center, 174th St. and Hawthorne Blvd., will measure 16 feet high and weigh nearly one ton (1500 pounds). Assisting Ingrid are, from left, Arnold Klarman, Manager of GalenKamps and president of the Merchants Assn.; Harvey Ball, manager of Leeds; Merris Gardner, owner of Modern Woman; and Marc Bevan, manager of Harris & Frank and chairman of special Events Committee.

South Bay Center Plans Its First Birthday Party

"It's party time!" So say the 33 merchants in South Bay Center, 174th St. and Hawthorne Blvd., Redondo Beach, as they prepare for the Center's "First Birthday Party" next week Aug. 21, 22, 23.

The largest "real" cake ever baked and constructed, (by Nat Kalman of Bakemasters South Bay) a 16-foot, 1500-pounder, will highlight the three-day festivities.

Cake and coffee will be served all customers Friday and Saturday and the cake will have special merchandise baked-in for lucky winners. Many other favors will be offered by the stores in the huge 50-acre shopping metropolis, now complete except for the May Company Department Store scheduled for a February opening.

JUST ONE year ago, Aug. 22 of last year, the shopping center opened to serve the

demands of a population growth unparalleled in the Southland.

A year has seen the advent in new merchandising trends, in new architectural designs and in customer convenience. Businessmen of 50 years past would stare aghast at the modern trends in merchandising trends which have incorporated showmanship as a stimulating adjunct to the plateau attained in retail sales today.

SOUTH BAY Center is an outstanding example of the new trends of aggressive salesmanship.

Many extras were offered during the past year by the \$15,000,000 center, extras designed to "put the fun back in shopping," according to Promotion Manager Lynne Frantz.

THESE "EXTRAS" have included the first Auto Show ever held in the area; an old-fashioned event complete with cars from the lost era of 1900 through 1920; a Western Jamboree, which drew crowds totaling 100,000 in three days with such entertainers as the Collins Kids, Lefty Frazell, and Tex Williams featured; a Spring Festival complete with production fashion numbers, entertainment, a queen contest, and an international pageant; television coverage of the National Women's doubles Bowling Championships from South Bay Bowling Center. Easy Living, a display theme adapted in conjunction with Redbook Magazine; Midway Madness, a charity carnival which saw over 60 organizations from the surrounding communities participate.

in the charity event staged by the Center to aid the philanthropic functions of the various groups; and the Polynesian Holiday, just last month, capped the year's activity. The Polynesian Holiday in the starring role, supported by Del-Fin, (Miss Hawaii) and Knife and Sword Dancers, again drew throngs.

AN ESTIMATED 1,121,000 have delighted to the special events staged by South Bay Center for its customers.

Of course, many sales events have augmented the special promotions.

Twice-year Dollar Days, a Lucky Sweepstakes sale, coupon events and sales for all aforementioned events have aided the customers into better values for lower prices.

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