

RELY ON THE LEADER -- ONLY THE HERALD PROVIDES AUDITED CIRCULATION COVERAGE OF TORRANCE

The Torrance Herald Complete Coverage NOW REACHES APPROXIMATELY 144,000 READERS TORRANCE LOMITA WALTERIA HARBOR CITY RIVERIA NORTH TORRANCE EL NIDO CARSON AREA

Christmas Shoppers' Guide

**MUSIC FOR CHRISTMAS**



**PIANOS ORGANS**

RENT TO BUY NEW and USED

**FICHT PIANO CO.**

615 S. GAFFEY SAN PEDRO TE 2-6001

**Ray's Music**

DOWNTOWN TORRANCE RECORDS MUSICAL INSTRUMENTS STEREO HI-FI ELECTRIC GUITARS AMPLIFIERS

1325 SARTORI FA 8-6247

**BURKE'S BARGAIN SPOT**

30" Bar Stools \$2.95 from

Metal bar stools with plastic seat \$5.95 covers. from

Large selection of unfinished chests. Desk, finished and unfinished.

Redwood Playhouses from 39.95

2113 Torr. Blvd. TORRANCE FA 8-5769

**Romeo Roofing & Siding**

New Aluminum Roof Shingle GUARANTEED 20 Yrs.

Terms Arranged FR 6-2011 FR 5-3641

**TOY CIRCUS ALL TV TOYS DISCOUNTED**

1.00 Colorforms 72¢  
10.00 Think-a-Tron \$6.88  
1.00 Magi-Cutter \$3.14  
18.00 Krazy Doll \$11.88  
23.00 Commando Robot \$14.00  
1.00 Etch a sketch \$2.43  
10.00 Lunar Race Set \$5.95  
9.00 Mattel Casper Doll \$6.33  
8.00 Marx 3 Keys to treasure \$5.69  
12.00 Johnny 'Reb' Cannon \$7.99  
16.00 2 speed phone set \$12.99

**BEST BUY Race-O-Rama H.O. Comb. Train Race**

Set \$60.00 Value DO YOUR CHRISTMAS SHOPPING AT TOY CIRCUS GIFT WRAPPING COURTEOUS SERVICE LAYAWAY-BANKAMERICARD 1219 EL PRADO DOWNTOWN TORRANCE

**NEW 1961 PLYMOUTHS \$99 dn.**

ON CREDIT APPROVAL

**NEW 1961 VALIANTS \$99 dn.**

ON CREDIT APPROVAL

**CARL'S MOTOR CO. IMPERIAL CHRYSLER PLYMOUTH VALIANT**

Factory Authorized Dealer Sales & Service

1200 Avalon Blvd. TE 5-3131

Headquarters SOMETHING SPECIAL SOMEONE SPECIAL

- ☆ Omega Watches
- ☆ Croton Watches
- ☆ Black Hills Gold Jewelry
- ☆ Teeco Originals Costume Jewelry
- ☆ Anson Men's Jewelry
- ☆ Zenith Hearing Aids
- ☆ Eisenberg Jewelry
- ☆ Kreisler Calibri Lighters

WE GIVE S&H GREEN STAMPS

**Howard's Jewelers**

1503 Cabrillo FA 8-7124

**LONG BEACH HEADQUARTERS FOR YOUR BEST CAR BUYS !!**

'60 TR-3 \$1795 Roadster, Tonsau, Powder blue with black interior. Fully guaranteed.

'58 Chrysler \$1595 Convertible, New Yorker, Full power, including seats & windows. Immaculate.

'59 Fords \$1295 2 door custom 300, V-8 automatic transmission, radio heater. Your choice of 2.

'59 Lark \$1195 Wagon Regal, 6 cylinder over the real economy. Priced to sell.

'59 Plymouth \$1295 Hardtop, Boulevard, 2 door, Lots of extras, Turquoise. Fully guaranteed.

**Crest Motors**

1385 Long Beach Blvd. LONG BEACH HE 2-2969

ADVERTISING DEADLINE CLOSING TIME for acceptance of Classified Ads is Friday and Tuesday at 5 p.m. Ads received later will be held over to the following issue. Not responsible for more than one incorrect insertion. Errors will be corrected by republication.

CANCELLATION DEADLINE Closing time for cancellation of classified ads is Friday and Tuesday at 5 p.m.

CALL AT OFFICE, 1619 Gramercy, Torrance or Phone Your Ad to FAirfax 8-4000



**All Well Known Makes & Models NEW AND USED PORTABLES AND STANDARDS TYPEWRITERS**

1000 reconditioned portable typewriters. No down payment with ap. \$19.95 Up proved credit. Terms MONEY BACK GUARANTEE

**BAY SHORE TYPEWRITER AND ADDING MACHINE CO.**

643 S. Hawthorne Blvd. (Between 133rd and 134th, Haw.) OS 9-2217, OR 8-7500

Open from 9 a.m. to 9 p.m. Daily 'Til Christmas

**King's Western Store**

Saddles . . . Indian Jewelry Boots . . . Western Shirts

Your Headquarter For WESTERN APPAREL AND ACCESSORIES USE YOUR BANKAMERICARD & INTERNATIONAL CHARGES

305 S. Sepulveda, Manhattan Beach FR 6-4332



**PARK LANE**

SEE OUR MODEL MOBILE HOME DISPLAY

AT **MAC'S MOBIL HOMES**

1630 W. ROSECRANS GARDENA

**LADIES' Gift Toiletries**

Complete Exclusive Line of Faberge Bath Oil, Powder, Perfume, Soap, Etc.

- ★ Chanel
- ★ Carven
- ★ Evyan
- ★ Germaine Monteil
- ★ BAL DE TETE Perfumes & Colognes

**Ruth Davis Cosmetics**

1331 El Prado, Torrance FA 8-4755

USE YOUR BANKAMERICARD GIFT WRAPPING FREE PARKING

**Services**

**BUILDING and Supplies 34**

FALL SPECIALS

- 1x8 Knotty Pine, Shiplap V-Joint 10¢ lineal foot
- 1/4" 4x8 Plywood \$2.59 each
- 1/8" Masonite \$1.99 each
- 1/4" Prefinished Mahogany Paneling \$5.95 each
- 4x4-8' Redwood post . . . \$1.49 ea
- Acoustic ceiling tile . . . 10¢ sq ft
- 2x4 all lengths . . . 5¢
- 1x6 sheathing . . . 3 1/2¢
- 1"x12" pine shelving 10¢ lin. ft.
- Used Brick—3¢ each
- 6 Grape Stakes 13 1/2¢ each
- LUMBER NEW & USED HERWOOD'S 24500 SO. NORMANDIE DA 6-5146

**Services**

**MASONRY Walls, Patios, Etc. 38**

CEMENT WORK PATIO'S A SPECIALTY Sidewalks and Driveways Licensed—Free Estimates DA 8-5746

**SPRINKLER SYSTEMS 39**

Lawn Sprinklers INSTALLED—REPAIRED McCoy Sprinklers PL 9-9537

**GARDENING Landscaping 40**

TREES, Hedges trimmed or removed. Lawn care. Clean up, light hauling. Power equipment. Expert service. Lic. FR 9-6155

WHY PAY MORE? CALL JACK AND HOWARD For better gardening Service DA 9-8889 for Free Estimate. The Lowest Rates In Town. Satisfaction Guaranteed.

**GARDENER—Japanese Christian** Lawn and yard maintenance. Clean up. Landscaping. Ask for "Nori." FA 8-2202

**LAWN MAINTENANCE** Mow, Edges, Weeds FA 8-6199 Free estimates

**MUSIC, DANCING, Etc. 50**

PIANO AND ORGAN INSTRUCTION Beginners and advanced 2114 W. 174th Torrance or call — DA 8-4639

**PIANO INSTRUCTION** Concert Pianist Composer Dr. Nino Albanese FR 1-2213

**SCHOOLS 51**

**LEARN & EARN MORE**

IN 2 TO 3 WEEKS AS Pest Technicians Cashier Clerks Electronic Assemblers PEX Receptionists IBM Key Punch Office Printers (3-6 Mos.) Apply now. Bring a Friend West Coast Trade School 1881 HAWTHORNE BLVD. 8805 S. Western, L.A. FR 0-2561 PL 3-1251

**Services**

**SCHOOLS 51**

**CALIFORNIA COLLEGE OF COMMERCE**

A Division of Sawyer Schools of Business WOMEN

- IBM Keypunch NCR "3200"
- SECRETARIAL Gregg or Speedwriting DENTAL ASSISTING Bookkeeping — Clerical MEN
- IBM Tabulating and Wiring Accounting Dental Technician Business Management Speedwriting Famous A.B.C. Shorthand

Day or Evening Classes

Guaranteed by Good Housekeeping FREE ADVISORY SERVICE

FREE Placement Assistance TUITION Financing Available

HEmlock 6-9767

851-855 PINE AVE. LONG BEACH

**SOME THING SO PRACTICAL**

FOR CHRISTMAS MAKES THINGS NICER EASIER FOR THE WHOLE FAMILY

FHA OR BANK TERMS

**TORRANCE PLUMBING CO.**

1418 Marcelina Ave. FA 8-4444 FA 8-2654

P.S. Have your heating checked early.

GET IN STRIDE . . . GO CLASSIFIED

**TV CANDIDS by Terrence O'Flaherty**

Reports of the current hearing before the Federal Communications Commission must be read between the lines to make any sense. The most recent investigation has been aimed at the reasons sponsors reject certain shows as vehicles to sell their products.

The witness who was most specific was the general advertising manager of one of the top five spenders in the television market. His firm bans the following things: "Sex, suggestive dialogue, excessive passion and profanity, material offensive to minority, political, or college groups, unions, and other organizations in good standing in the community, as well as material offensive to well-organized sectional feelings or traditions, also the mention and use of intoxicants."

This is all very altruistic, but after they've eliminated all these undesirable, there isn't anything left but violence. You will notice that there is no reference to it on the list. This may be the best reason yet put forward why we have so much of it. Violence doesn't offend any minorities!

And what do they mean by "material offensive to college groups?" Everyone knows that it's practically impossible to offend a college man!

Jay Ward, the producer of "The Bullwinkle Show," has been turning out publicity material that is irresistible. His latest offering is a "Sing Along With Bullwinkle" Song Book that is full of such delights as "The Clan Song" by George Atkins (sung to the tune of "Let Me Call You Sweetheart").

"What's with Peter Lawford Have you called today? Sammy says that Joey's packed And Shirley's on her way; Dino sits there waiting Frankie hasn't got all day, So where's that invitation tooooo The White House for a stay?"

The Bullwinkle Oath for television columnists is a lovely idea:

"I, \_\_\_\_\_, do solemnly swear to watch every episode of the Bullwinkle Show—even during summer re-runs. I will put Jay Ward on my Christmas list and I will never be rude to a moose. I will agitate for Federal aid to middle-aged cartoon producers. I will advocate disarmament on television. When called upon, I will cheerfully bake and sell Bullwinkle cookies and send the proceeds to Jay Ward. And I will poke my eyes out with a sharp stick if ever found watching 'Maverick' or 'Lassie.' So help me General Sarnoff."

LOOK WHERE PEOPLE Advertise in the TORRANCE HERALD CLASSIFIED COLUMNS F A 8 4 0 0 0

**Announcements**

**CEMETERY LOTS 4**

CEMETERY LOTS - "Sunrise Slope." Green Hills Memorial. DA 5-1944

**Services**

**BEAUTY AIDS and Shops 26**

Permanent Special—\$3.95 Call Louise's FA 8-1248. Hours 10:00 A.M. to 10 P.M.

**HOME SERVICES Miscellaneous 28**

**PLUMBING**

Water Heaters—Appliances And Heating

**Torrance Plumbing**

1418 Marcelina Ave. FA 8-4444 FA 8-2654

**HOME SERVICES Upholstery, Cleaning 30**

THE HOLLAND DUTCH WAY Professional Wall Washers Living Rooms \$9-\$10 Bedrooms \$5-\$6 Kitchens \$8-\$9 Floors Wax'd 11x12 \$4 WE GO ANYWHERE DA 4-6950 DA 9-6901

**DISPLAY CLASSIFIED DISPLAY CLASSIFIED**

**Services**

**HOME SERVICES Upholstery, Cleaning 30**

"THE ONLY WAY" Complete Cleaning Service. Carpets, upholstery, walls by machine. No mess. Costs less. DA 6-8216 DA 6-4524

**BUILDING and Supplies 34**

**NEW CONSTRUCTION REMODELING, ADDITIONS, FRAMING. FREE ESTIMATES LICENSED GENERAL CONTRACTOR RALPH KING FA 8-5978**

**FOR CAR ADS HERALD WANT-ADS FA 8-4000**

**"Bottled on the Farm"**

One sip is like a trip to the country

**MILK 41¢ HALF GALLON**

**EGG NOG 55¢ qt.**

**SOUR CREAM . . . . . 45c pint**

No Milk Bill

No Waiting and Check Out Line

"COME AS YOU ARE" SERVICE TO YOUR CAR

OPEN 7 DAYS—8:15 a.m. to 9:00 p.m.

**INGLEWOOD FARMS DAIRY**

3400 DEL AMO — TORRANCE FR 1-5544

**FENCING**

1x8 REDWOOD RIDGE & VALLEY PATTERN

**ONLY 6¢ PER LINEAL FT.**

**FIBER GLASS**

20,000 sq. ft. (Shorts) . . . . . as low as 9¢ per sq. ft.

Open Monday thru Saturday 8 A.M. to 5:30 P.M.

**W. M. DARY CO.**

3605 E. ANAHEIM, LONG BEACH-GE 3-0437 —Bankamericard Honored—

**Services**

**REPAIR-ALL KINDS** Free Estimates. TE 8-5818

**PLASTERING and Lathing** of additions. Repair work - etc. FA 8-8513

**CABINET WORK** Kitchen cabinets built - remodeled. 15 years experience. Free estimates. TE 3-1761

**Painting, Paperhanging DECORATING 36**

**PAINTING — INTERIOR and EXTERIOR** General Repair. References. Prices Reasonable. Terms Available. FA 8-4085 C. W. GRANDSTAFF

**Services**

**BUILDING and Supplies 34**

**Remodeling Specialist**

- ☆ Room additions
- ☆ Garages
- ☆ Dens
- ☆ Guest rooms
- ☆ Baths
- ☆ Patios
- ☆ Kitchen remodeling

100% FHA FINANCING — FREE ESTIMATES

**RENAULT CONSTRUCTION CO., INC.**

SPRING 2-2034 OS 9-6075 — 24-HOUR PHONE SERVICE —

**100% FINANCING ON CUSTOM BUILT ADDITIONS and homes**

- ✓ No charge for plan service . . . . .
- ✓ Free estimates within 24-hours . . . . .
- ✓ Owner may reduce cost by performing portion of work himself . . . . .
- ✓ We have no salesmen, you conduct your business directly with contractor . . . . .

Phone DA 6-6327 - DA 6-2520 - TE 3-5830

Van Devander Construction Co

1516 W. Anaheim St., Harbor City CALIFORNIA

**Services**

**SCHOOLS 51**

**SHAW REAL ESTATE SCHOOL**

Complete preparation for state examination. Day or evening classes. \$40 cash or terms. License guaranteed or money refunded.

1305 PACIFIC COAST HWY., HARBOR CITY DA 6-3461

**EMPLOYMENT Offered, Men 66**

**CITY OF TORRANCE ANNOUNCES CIVIL SERVICE EXAMINATIONS FOR PLANNING DIRECTOR**

Requirements: Graduation from college in planning, civil engineering, architecture, landscape architecture, business or public administration or economics and 5 years of increasing professional experience in municipal planning. (A one or two year Master's Degree in Planning may be substituted for experience on a year for year basis) Salary: \$939-987-1036. Final filing date - December 7, 1961.

The one year residence requirement for this examination has been waived, however successful applicants must become residents within 6 month after appointment.

**POLICE OFFICER**

Requirements: Completion of the 12th grade; completion of law, social science, public administration or police science courses at a college level is desirable. Minimum height and weight 5'9" and 130 pounds; max. height and weight 6'2" and 240 pounds. Weight must be in proportion to height according to standards on file in Civil Service office. Age 21 years up to including 35 on the last date of filing. Must possess a valid California Motor Vehicle Operator's license. Salary \$578-607-687. Final filing date, November 30, 1961.

Residence in the City of Torrance for at least 1 year prior to filing of application or a minimum of 1 year of experience as a full-time plain Police Officer in a municipality is required for filing.

**RECREATION ATTENDANT**

Requirements: Completion of the 12th grade and experience as an active participant or as a volunteer leader in an organized recreation group activity. Salary: \$1.75 per hour. Final filing date: November 30, 1961.

The 1 year residence requirement for this examination has been waived. However, successful applicants must become residents within 6 month after appointment. Two lists will be maintained, one for female and one for male. The existing vacancy is for a male recreation attendant.

FOR APPLICANTS AND ADDITIONAL INFORMATION, APPLY AT PERSONNEL OFFICE, CITY HALL, 2031 TORRANCE BLVD., TORRANCE.

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