



LUXURY HOME

Shown above is a view in one of the model luxury homes at Rollingwood Estates, now on view at Marloma and Montemalaga Drives in the rolling green Palos Verdes Hills peninsula area.

### Rollingwood Estates Sales Total Near \$6 Million Mark

National award winning luxury homes at Rollingwood Estates have rolled up a grand sales total approaching \$6 million, it was reported yesterday by Robert Reilly, sales manager of the McCarthy co., which is sales agent for the new planned community high in the picturesque Palos Verdes Hills.

Designed by AIA Architect Edward H. Fickett, and winner of a House and Home Magazine 1957 award of merit and an American Builder Magazine 1956 National Home Week award, Rollingwood Estates is showing seven beautiful model residences, of which five are fully furnished by J. W. Robinson & co.

The home show is located at Marloma and Montemalaga drives on Palos Verdes peninsula. This is a short drive, Reilly explained, from downtown Los Angeles, 10 minutes from the Palos Verdes Golf club, tennis courts, the Rolling Hills Riding Stables, and within easy access of schools, churches and other facilities.

Varying needs of family groups in indoor-outdoor living activities are reflected in the various landscaping treatments for the model homes. They were designed by Bettler Baldwin and installed by Courtland Paul.

The homes, available to vets for the 10 per cent down, plus costs and impounds, plus a limited number offered at five per cent down to vets, and with FHA and conventional financing available to nonvets, include massive walls flowing from kitchens into living and dining areas, huge custom-styled fireplaces, New Freedom gas kitchens, with built-in O'Keefe & Merritt ranges and ovens with Pryne Hood, Pioneer water heaters, Waste King pulverizers and other items.

Buyers are given a choice of three or four bedrooms, or three bedrooms and family room, all with two spacious luxury baths.

### Cancer Crusade Starts With Countywide Luncheon

With the slogan, "Fight Cancer with a Checkup and a Check," the American Cancer society's annual Cancer Crusade will be conducted April 1 - 30 throughout Torrance.

Volunteers have already enrolled in the community-wide effort, and more signing up daily for the crusade termed the most successful in the history of the Society, Robert Jahn, chairman said.

The Crusade begins with a countywide luncheon Monday, April 1, at the Ambassador Hotel, Los Angeles. Ian MacDonald, M.D., nationally known for his work in the field of cancer, will speak on "Research, Religion and Rackets." Representatives at the luncheon from this area will include: Mrs. E. S. Karlow, residential chairman; Mayor Albert Isen, Robert Jahn and Al Hinz, South Bay area commerce and industry chairman.

It will be followed by the Cancer Memorial crusade, April 10 from 6-9 p.m., in an effort to contact every home in Torrance. Mrs. Jean Hersholt, whose husband, actor Jean Hersholt, died last year of cancer, will serve as honorary chairman.

A kick-off luncheon for the South Bay Area is scheduled on April 8, at the Plush Horse, with Harold Gelber, owner, as host.

The American Cancer Society's year-round three-fold program of education, research and service, the mayor stated, is helping to increase the life-saving figures, and Cancer Crusaders this year will attempt to reach every home and business in Torrance with the facts they should know.

At the same time the Crusaders will be asking for contributions to support the ACS's battle against cancer and Mayor Isen urged every citizen to contribute generously to the program.

### Dinner Slated For Retiring Police Chief

On April 5, retiring Police Chief Willard H. "Pop" Haslam will be honored by law enforcement officers, city officials and friends at a dinner slated for 6:30 p.m. in the American Legion hall, 1109 Borer ave.

Haslam has been on the force for 23 years and has been chief for the past three years. He submitted his resignation effective April 1, and is now on terminal leave. Assistant Chief Percy Bennett has been acting head of the department.

Tickets for the retirement dinner may be obtained at Police Headquarters, 3131 Torrance blvd.

### Sergeant Named To Torrance

Sergeant First Class Dale Craig, 3903 W. 170 st., has been named Torrance Recruiting Representative of the 306th Radio Broadcasting and Leaflet Battalion



CAMPAIGN BEGINS

Mrs. E. S. Karlow, residential chairman, and Robert Jahn, general chairman, launch the American Cancer Society's annual Cancer Crusade in Torrance

### Gas Rate Increase Hearings Underway

Hearings on Southern California Gas company's request for a \$13,500,000 general gas rate increase open today before Public Utilities Commissioner Lyn Fox and Examiner Manley Edwards.

The rate hike the gas company is proposing would raise the bills of general service customers in the Los Angeles metropolitan area about 40 cents a month for those using minimum amounts of gas and up to 55 cents a month for larger volume users. In outlying areas, including the San Joaquin valley, and Riverside, San Bernardino and Imperial counties, the increase would range from about 25

cents a month, to 40 cents a month.

Customers in the Antelope valley will enjoy a reduction in rates under proposed new schedules, company officials stated. The new rate schedules in this area are made possible by the rapid growth since natural gas was introduced in late 1951.

In its application to the commission, the company said that if the present trend of declining earnings is allowed to continue through 1957, the rate of return will drop to about 4.8 per cent. As a result, gas rates must be raised to maintain the company's credit position and to enable it to sell new securities

on favorable terms. This is essential if the company is to finance necessary additions to its gas transmission and distribution facilities so as to maintain adequate service to both old and new customers.

During the current year, the company states, it must make outlays totaling \$44,000,000 for new pipelines and facilities and to replace worn-out equipment. A large portion of this money will be spent on a new pipeline to Needles to bring more natural gas into California from out of state and on underground storage facilities for winter peaks.

At the same time, the company has experienced substantial increases in its operating costs since its last rate increase. Cost of California gas purchased for resale has increased almost 25 per cent, or about

### REDONDO BEACH BLVD. IMPROVED, WIDENED

Improvement and widening of the north side of Redondo Beach blvd. between Prairie ave. and Dominguez channel has been virtually completed and the new road has been opened to traffic, Supervisor Kenneth Hahn announced this week.

Project added an additional \$3,700,000 annually. Wages and taxes are currently higher by approximately \$3,400,000 a year. In order to sell new securities in the present tight money market, the company is seeking a 6 1/2 per cent rate of return, which, together with the several elements of higher operating costs, will require a total addition to annual revenues of \$13,504,000, the application stated.

traffic lane on this segment of Redondo Beach, plus paved shoulders, curbs and gutters. Signals already in at Prairie ave. were revised and the intersection channelized for right hand turns.

Sidewalks have been constructed from Prairie ave. to Alondra park, to give children a safe place to walk going to and from the park.

HURRY! TIME IS SHORT

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