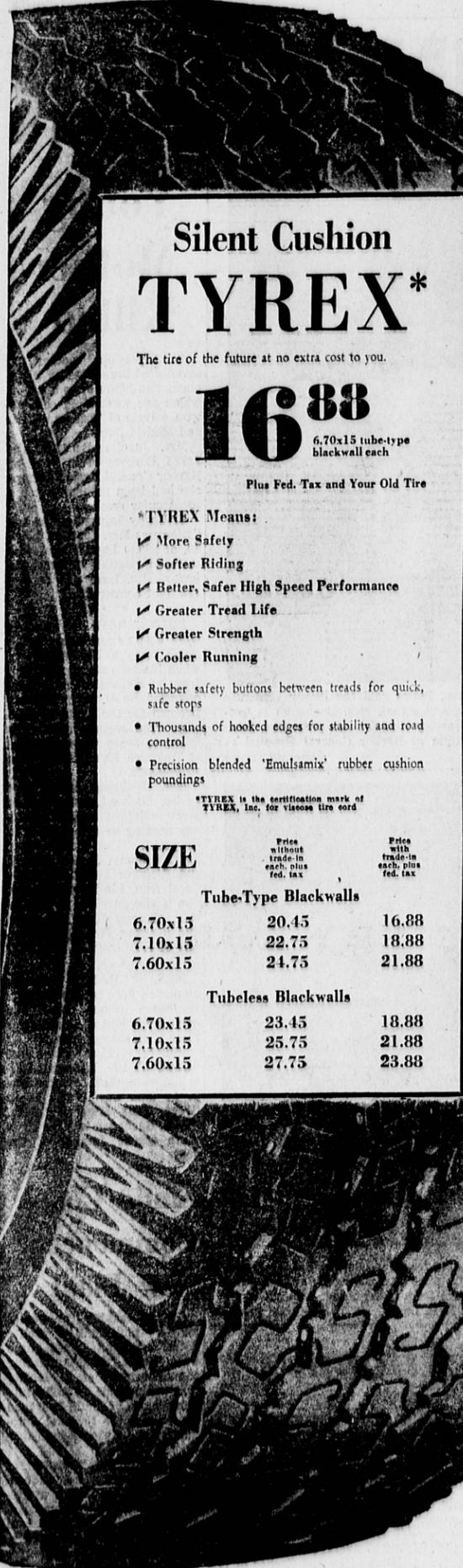


SEARS

Every Tire Branded for Safety, Guarantee and Savings During Our Huge Once-a-year . . .

TIRE ROAD-EO



Silent Cushion TYREX*

The tire of the future at no extra cost to you.

16⁸⁸
6.70x15 tube-type blackwall each

Plus Fed. Tax and Your Old Tire

*TYREX Means:

- ✓ More Safety
- ✓ Softer Riding
- ✓ Better, Safer High Speed Performance
- ✓ Greater Tread Life
- ✓ Greater Strength
- ✓ Cooler Running

- Rubber safety buttons between treads for quick, safe stops
- Thousands of hooked edges for stability and road control
- Precision blended 'Emulsamix' rubber cushion poundings

*TYREX is the certification mark of TYREX, Inc. for viscose tire cord

SIZE	Price without trade-in each, plus fed. tax	Price with trade-in each, plus fed. tax
Tube-Type Blackwalls		
6.70x15	20.45	16.88
7.10x15	22.75	18.88
7.60x15	24.75	21.88
Tubeless Blackwalls		
6.70x15	23.45	18.88
7.10x15	25.75	21.88
7.60x15	27.75	23.88

SAVE

because you pay only the low advertised price! No trade-in loopholes to raise our prices. We accept your old tire regardless of condition!

SAFE

because Sears maintains one of the largest Test Fleets in the world, 40 passenger cars and 12 trucks operating 'round the clock.

Guaranteed†

against all road hazards and sharp objects for a specific number of months prorated on months used.

PLUS

Free wheel rotation every 5000 miles with purchase of two or more tires PLUS Lifetime guarantee against defects in materials and workmanship pro-rated on tread wear. PLUS Expert mounting of any Allstate Tire—we save you time and trouble. PLUS Policy guarantee of "Satisfaction Guaranteed or Your Money Back." *Adjustments based on current no-trade-in price when returned.

NO MONEY DOWN

Your trade-in tire is your DOWN PAYMENT when you buy on Sears Easy Terms.

Super Strong Cool Running NYLON

Safety Cushions

14⁸⁸

6.70x15 tube-type blackwall each

Plus Fed. Tax and Your Old Tire

- Nylon supports sharp turns, sudden stops
- Nylon repels moisture damage from rain
- Nylon resists heat, runs cool at hi speeds
- Nylon cushions impacts, fights blowouts

Rugged and Tough with Unconditional Guarantee The Allstate

NOT an off-brand NOT a second NOT A REJECT BUT A BRAND NEW TIRE

11⁸⁸*

6.70x15 tube-type blackwall each

- 7.10x15 tube-type blackwall, **13.88***
- 6.00x16 tube-type blackwall, **10.88***

*Plus Fed. Tax and Your Old Tire

- 'Emulsamix' rubber construction
- Rugged bonded cord in tire Cushions against impacts

Free Tire Mounting

Tires are mounted quickly and expertly . . . right where you buy them!

ALL ROADS LEAD TO SEARS . . . SATISFACTION GUARANTEED OR YOUR MONEY BACK . . . PARK FREE!

LOS ANGELES LOCATIONS
• E. Olive St. & 5th
• Vermont & Main
• W. Pico Blvd. & Rincon

COMPTON • N. Long Beach Blvd. at Pine
EL MONTE • N. Park Rd. at San Bernardino
GLENDALE • Central at California
HOLLYWOOD • Santa Monica at St. Andrew

INGLEWOOD • Manchester at Hillcrest
LONG BEACH • Long Beach Blvd. at 4th
PASADENA • East Foothill & Rosemead

SANTA MONICA • Colorado at 3rd
VALLEY • Victory Blvd. at Laurel Canyon
WESTWOOD • Westwood Blvd. & Kierland

Shop Mondays, Thursdays and Fridays 9:30 A.M. to 9:15 P.M. Other Days 9:30 A.M. to 5:30 P.M.
Westwood Open Mondays 9:30 A.M. to 9:15 P.M. Other Days 9:30 A.M. to 5:30 P.M.

SEARS-INGLEWOOD
OR 8-2521

MANCHESTER AT HILLCREST
PARK FREE



BENEFITS EXPLAINED . . . Mrs. Bernice Johnson, personnel manager of the new Sears-Torrance, explains the company's benefit program to Wilson Reeve of Rolling Hills, one of the 1200 employees to be on hand when the giant new store opens soon.

New Sears Store to Add 600 To Area's Permanent Payroll

With Torrance's new Sears, Del Amo Shopping Center approaching completion, preliminary plans are being made for personnel staffing of the community's newest and most complete department store.

The opening of the new fully air conditioned retail store will result in the addition of approximately 600 permanent new jobs to the local payroll.

J. G. Lowe said that the new store would employ approximately 1200 people during the opening days.

It is anticipated that one year from now the Sears employment will have leveled off at approximately half this figure.

REPAIR and SAVE

KENNY'S

SHOE REPAIR

1278 Satori
Opp. Newberry's
Downtown Torrance
TRADE STAMPS

An Old Established Firm with NEW IDEAS

ALTER

REALTY & INSURANCE

Torrance Builder and Realtor Since 1936

Dependable Insurance

FIRE AUTO

Lund CO. AGENTS

1425-A MARCELINA
PH. FA 8-3567

When fully staffed, the new store will have more than 400 regular employees in selling assignments and upwards of 150 employees serving customers behind the scenes in the operating functions of the store, such as auditing, credit, warehouse, and customer service departments.

When new employees at the Sears-Torrance store have completed one year of service with the company they will become eligible to join a unique profit sharing fund of which more than 97 per cent of all Sears regular employees throughout the country are members.

THE SAVINGS and profit sharing pension fund of Sears employees has been in existence for 43 years. Today 140,000 employee-members own 26 per cent of the outstanding capital stock of the company, valued at \$787,419,675 as of Dec. 31, 1958. Sears

COMPLETE OFFICE JANITORIAL WORK

LICENSED & BONDED

Kitchen Floors Cleaned and Waxed
"After a Busy Day, Close the Door and Leave the Cleaning to Us"

LOMITA

Maintenance Service

2354 1/2 Lomita Blvd.
Lomita
DA 6-7492

EMPLOYEE-MEMBERS share in distribution of the company's contribution to the fund according to their length of service. The four service classifications are: (1) less than 5 years; (2) 5 to 10 years; (3) 10 or more years and (4) 15 or more years for members past 50 years of age.

Lowe pointed out that profit sharing, important and successful as it has been through the long history of his company, is only one of many employee benefits at Sears. Other voluntary benefits are group life insurance and hospitalization, separation, illness, and military allowances.

Other regular benefits are paid vacations, holidays, rest periods, employee discounts and suggestion awards. Then, of course, there are the legally required payments for social security, unemployment, and workmen's compensation.

ISLAND DOMAIN
The coast of Norway is fringed by about 150,000 islands which vary greatly in their area and their elevation.

Established Jan. 1, 1914

Torrance Herald

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Verified Audit Circulation

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HIGHER EARNINGS

per annum

PAID QUARTERLY

- accounts opened by Oct. 12th earn from the 1st
- each account insured to \$10,000
- save a trip—save by mail

ASSETS OVER \$56,000,000

Cleaning AND LAUNDRY

ONE HOUR SERVICE

We're quick when time is short!

One Hour on Dry Cleaning
Two Hours on Laundry

Southwest Savings

AND LOAN ASSOCIATION

INGLEWOOD TORRANCE

2700 W. Manchester—at 6th Ave. Pleasant 3 2164
1603 Cravens—at Marcelina Fairfax 8 6111

Ricardo CLEANERS

LAUNDRERS

24232 Hawthorne Blvd.
Walteria-Torrance, FR 5-8001
Just South of Pac. Cst. Hwy.