

J. J. Newberry's Variety Store in 1930 . . .

# Newberry's Variety Store Has Grown With Torrance

Appreciation is a difficult thing to express, but J. J. Newberry's Variety Department store on Sartori Ave. has found a way to express it.

Grateful for the patronage of Torrance residents who have supported the store and spurred its steady growth since its opening in 1930, Newberry's is conducting an "Appreciation Sale" that began October 31.

Thousands of items on its counters and shelves are offered at marked down prices to Torrance residents as a measure of the appreciation Newberry's holds for its customers.

In its 27 years in the downtown Torrance area, Newberry's has been transformed from a 5 and 10 cent store with seven employees to a modern variety department store with 100 em-

ployees. It has become Torrance's greatest retail asset.

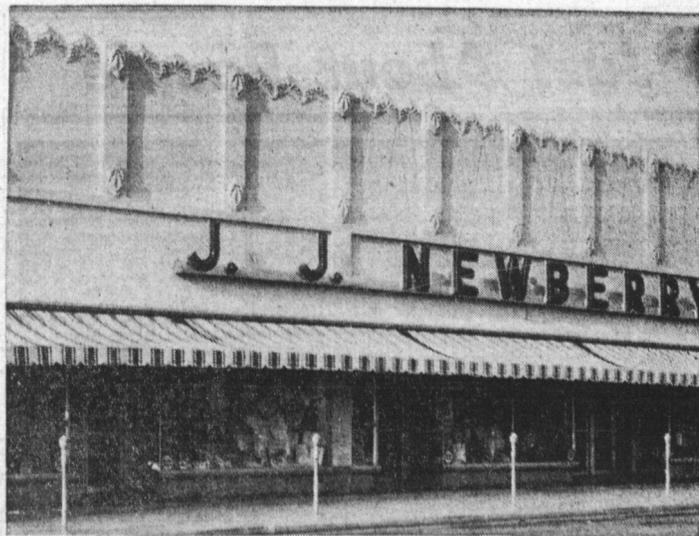
Newberry's revealed its faith in Torrance by opening on August 30, 1930, during the height of the depression. Twenty years later, after a slow, steady growth, Newberry's began a large-scale expansion program to match the rapid growth of the city.

In 1956, the store doubled its selling space, again to keep pace with the growth of the population. During the expansion, Newberry's installed modern merchandising innovations for the comfort and convenience of its customers.

Among these innovations were: air conditioning, piped music, modern fixtures and displays comparable to those in larger department stores, self-

service with convenient cashier area-wrap, a quick service snack bar, and a streamlined credit service.

Leading the expansion and development of the store has been J. H. Paget, Newberry's Torrance manager. Paget, with the company for 24 years, has come up the ranks. He has been active in civic affairs, as well, and is a former commissioner of the Parks and Recreation Commission, is president of the local merchants' group and a director in the Chamber of Commerce.



. . . J. J. Newberry's Store on Sartori Ave. as it appears today

## Concert Pianist Is Soloist At Civic Symphony Concert

The Civic Symphony of the South Bay and Torrance, conducted by Elyse Achle, features concert artist Colette Nance as piano soloist at its concert November 8 at 8 p.m. in Redondo Beach High School. She will play a composition by Edmundo Najera, 21-year-old local composer and works by Debussy and Chopin.

Colette Nance has appeared as soloist with orchestras and in recitals in Europe and major cities of the East, winning the praise of the critics as "a true artist who combines brain and heart with technical proficiency, and puts herself in complete rapport with the works to be performed."

She attended Juilliard School of Music in New York City and lectured on music under the New York Board of Education. She studied with such masters as Lambert, Callico, Stojowski, and the only teacher of Gieseking, Leimer. She now resides in Hollywood Riviera and has led many local young people along the road to musical success.

She will play the featured solo "star Rhapsody" by Edmundo Najera, Chopin's Fantaisie-Improvisation, Nocturne in F flat major and the Etude in C Minor, more familiarly known as

the "Revolutionary Etude," and the "Engulfed Cathedral," masterpiece of impressionistic writing by Debussy, which tell in graphic musical language the legend of the great cathedral which rises from the ocean on stormy nights and, after the chimes and great organ have been heard, sinks back into the sea.

The Civic Symphony is a member of the Los Angeles Symphony League which is composed of the ten major symphony orchestras of Los Angeles County. It is sponsored by the Los Angeles Music Commission, the Musician's Union, as well as 32 of the leading mayors, artists, musicians, and business men of the area.

Also on the program will be one of the most admired of the "London" symphonies in D major by Haydn; Finlandia, as a memorial to its composer, Sibelius, who died recently; Slavonic Dance No. 1 by Dvorak; and "Star" Rhapsody with the composer, Edmundo Najera, conducting.

Reserved seats at 90 cents each may be obtained by writing to Mrs. Alfreda Headley, 206 Ave. H, Redondo Beach and enclosing a check and self-addressed envelope.

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Advisory staff services or grants-in-aid were made to 25 countries overseas for YWCA program, by the World Fellowship funds raised in American YWCAs during 1956.

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COLETTE NANCE, Soloist at the Civic Symphony Concert

## Letters to the Editor

You're Welcome  
Editor, Torrance Press:

The Knolls Women's club would like to thank you for your efforts to have a fence built around the sump bounded by Walnut st., 238 st. and 242 st. The substantial fence which has been erected will keep our children out of an area where they might have drowned or fallen and been seriously hurt.  
Mrs. Jack Cowger, president.

Sputnik  
Editor, Torrance Press:

The launching of "Sputnik" by Soviet Russia certainly was a terrific shock to the whole world, and especially to those of our scientists who deal in mathematical sciences. For our military forces it was, in my opinion, Pearl Harbor #2, with all its disastrous implications and consequences still to come.

Two things are certain from the scientific and educational point of view: Russian scientists are an even match for our scientists and Russian science has matured to challenge the atomic and space era. Perhaps German specialists have taught Russian engineers, but Russian missile technology has risen far above the wartime German level. The Russians are now on their own.

Russian scientific genius has always soared very high, but without much support from the government and private capital, it could not manifest itself very conspicuously. But, now with full governmental support, approval, incentive, rewards (not to mention urgent and strong push), the Russian sciences are expanding by leaps and bounds, and their scientific and research literature has grown tremendously since World War II. This is now manifested in the abstracts for different sciences and Russian scientific publications now surpass those of the Germans and invade

practically every branch of science.  
To be on the beam with new researches and discoveries in science, our young scientists and also old scholars, must be familiar with Russian publications of they are to gather any new ideas or information. Occasional translations and systematic abstractions will help, of course, but they are very incomplete and always far behind the time of publication, sometimes one to two years old.

Soviet Russia teaches their youth the English language in high schools: it is a must; the graduates of high school must speak English fluently.

In our country comparatively few colleges are offering Russian language, and it is mostly elective. In my opinion, we have to wake up and remedy this condition. We must place the Russian language in our educational system. We must make it compulsory for several major subjects: such as chemistry, physics, mathematics, soil science, etc. The problem is urgent and it is of a long range.

Several army school are teaching Russian language, but the graduates require refresher courses, to be ready, when the need arises. The problem is just as urgent as more speed in space travel research.  
In my opinion, the Federal government should be contacted and Congress should be approached to grant funds to start an immediate program of teaching Russian in our colleges and even in our high schools. Some educational institution should lead the way to spread the long range program of teaching the Russian language, which must be followed by teaching Russian culture and history.  
I am writing this letter as a patriotic American citizen, alarmed by the lack of foresight on the part of our government and institutions . . .  
Alex N. Pestoff  
24229 Neece ave.

The Young Women's Christian Association is now in its 102nd year of continuous service to women and girls.

## Union Carbide Sales Rise

Sales of Union Carbide Corporation for the first nine months of 1957 were at the highest level of any nine month period in the history of the corporation; it was reported by Morse G. Dial, president.

Sales amounted to \$1,045,939,509, an increase of eight per cent over sales of \$971,373,295 during the first nine months of 1956. Income did not keep pace with the increase in sales due principally to continued inventory liquidation by the steel industry and its customers, which caused unfavorable operating conditions in alloys, electrodes, and industrial gases.

Income was also reduced by the fifteen week strike in some of the oxygen producing plants during the first and second quarters. Net income for the first nine months of 1957 was \$103,602,870, or \$3.44 a share on 30,095,440 shares outstanding. This compares with \$106,368,516 or \$3.54 a share, in the same period of 1956.

Sales of \$355,323,334 during the third quarter of 1957 were seven per cent higher than sales of \$331,264,839 for the corresponding quarter a year ago. Second quarter sales this year amounted to \$339,096,145.

Many Things Were a "Struggle" in the "Good Old Days"

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## Torrance Library Attracts 10,225 Book Lovers in Year

If local book lovers had bought the books they borrowed last year from the Torrance branch of the Los Angeles County Public Library their combined spending would have amounted to \$237,084!

This was disclosed in the 45th annual library report submitted today by County Librarian John D. Henderson to the Board of Supervisors. The Librarian said he based his figure on the estimate of three dollars being the average cost per book of those withdrawn for home reading and the fact that the Torrance branch librarian, J. Scott Paxton, checked out 79,082 volumes for that purpose.

"Many of the books cost less," Henderson said, "but many cost a great deal more. Those 79,082 books were read by 10,225 Torrance individuals, adults and children.

Region three, which includes the local branch and 13 others: Carson, Dominguez, Gardena, Hermosa Beach, Keystone, Lawndale, Lomita, Manhattan Beach, Manhattan Heights, Moneta, North Torrance, Strawberry Park and Waverly, chalked up a circulation of 596,172 and a corollary saving of \$1,788,516!

The Library's total circulation was 5,511,800, sixth largest in the entire United States, the report stated. Readers totaled 447,431 and the number of books on which they had to draw was 1,108,125. The Li-

brarian said that 115,394 new volumes were added to the book stock last year.

One new branch was established, three new buildings erected, one branch relocated and one temporarily closed until new quarters can be obtained to house it.

Budget commitments were made to finance an extensive building program during the next two years, the Board was told. The plans call for six new buildings and enlargement of the bookmobile fleet by three vehicles.

"In every instance new buildings mean expanded service," the Librarian said, "for more space permits more books, which in turn attract more readers, who then need more library hours which calls for an enlarged staff."

The report stated the library is "still struggling" to keep up with the population growth in the 3,370.66 square miles of territory it serves.

Last January it was reorganized, changing from a centralized to a decentralized method of operation in many of its functions. Eight regions were set up each in charge of a regional librarian who now supervises the branches in the area and buys the books to suit reading needs of the area residents.

Mrs. Dorothy Jamieson is the regional librarian for this area. Regional headquarters are located in the Torrance branch at 1345 Post avenue.

## Copper Enameling Craft Program

Here is an opportunity to make beautiful and unique, yet inexpensive Christmas gifts. A four week course for adults on copper enameling will be taught by Allen Scharf at Victor E. Benstead Plunge, 3331 Torrance Blvd., each Tuesday, beginning November 19, from 7:30 to 9:30 p.m.

Here is your chance to make outstanding jewelry and decorative objects for those names on your Christmas list. A nominal fee for materials and instruction will be charged for this class. Contact Edith Simplar at the Torrance Recreation department, FA. 8-4108 for further information and to enroll in the course.

## The Dentist Says: ERNEST J. TARR, D.D.S.

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