

... Let's Go

By LARRY MACARAY

Once again the word "culture" is raising its elegant head. For the last ten years America has shown a growing appetite for art. A few weeks ago we wrote about the astonishing attendance at the Los Angeles County Art Museum . . . how last year it really drew more people than the Louvre in Paris. What we did not mention was that many of the "connoisseurs" did not understand what they were seeing, nor did they care.

Even the smallest of communities are forming cultural groups in order to compensate for the mushrooming athletic events that seem to be going on everywhere. Every sport that you can think of is being played somewhere in Southern California. Even boxing is making a big comeback, and the center of this comeback seems to be in Los Angeles. Of course, the esthetic need has been overlooked in many communities, but many serious minded individuals are now trying to do something about it.

It is a fact that anything that is labeled "culture" will enjoy rising sales anywhere in the United States. Maybe it is a phony type of merchandising, because everything from beans to automobiles gets the "culture" treatment and surely we all must know that we are being put upon by the powerful advertising companies. It used to be that the automobile, particularly the Cadillac, was the symbol of prestige and culture. Now, just about anything qualifies.

THE QUESTION whether the average person really knows why he is attending more concerts and plays, more museums and more libraries seems to be an appropriate one. Do people really enjoy paintings as much as a baseball game? Or a recital as much as a football game? Or an evening at the Hollywood Bowl as much as water skiing?

The fact that record crowds are pushing their way into cultural events (an estimated 120 million Americans) would indicate that some people know why they are attending. The mass media has spread its word to the masses and they have responded. Maybe

they do not know why they have responded, but they have. Even by osmosis, many will begin to see new values in their esthetic pursuits.

The key to better enjoyment and understanding of "things cultural" is education. Sears, Roebuck and Co. is a prime example of an institution that is educating its customers. The Sears people know that the average person does not know very much about art, so they have discreetly set out to educate people on the fine points of oils, etchings and watercolors. Actually, while they are developing an appreciation for the fine arts in their customers, they are building a solid and expanding market for years to come.

THE MONEY that is being spent by small and large cities on cultural activities is running into big amounts. Some cities spend \$5 million or more each year to support a varied number of cultural activities. The building industry (if money ever loosens up again) will continue to build at least 1,000 theaters and art buildings in the United States and Canada over the next 10 years.

In Europe, people long have bought paintings, sculpture and other art objects as a hedge against inflation. Now this investment trend has taken hold firmly in the United States. Large corporations are increasingly becoming art patrons. The list of companies which assist and encourage living painters by purchasing their work is a long one.

Small budgeted individuals can start and build an art collection of some value, without spending thousands . . . or even hundreds of dollars. Graphics (etchings, lithographs, woodblock prints, etc.) is a wonderful place to start. They are original and yet are inexpensive . . . and just think, you can be slicing off a piece of culture, too.

JOINS ACCOUNTANTS Edwin Kimball of 117 E. 220th St. has been accepted as a member of the Palos Verdes-Torrance Chapter of the National Association of Accountants. He is a budget analyst with a Los Angeles firm.



AT MARINELAND . . . Governor Edmund G. "Pat" Brown, shown here with his daughter, Cynthia Brown Kelly, and three grandchildren, visited Marineland Wednesday. Brown is on a campaign swing through the Southwest area and took time out from speech making to take his grandchildren to Marineland.

Six Sections Open Safe Car Program

Step number two of the California Highway Patrol's "safe car" program, inspection of passenger vehicles by a team of officers in specially marked roadside lanes, is under way in six locations throughout the State.

Bradford M. Crittenden, Commissioner of the Highway Patrol, said the safety lane operation is starting on a limited scale because "we are trying something new and we want to learn all we can before expanding the operation to other sections of the State."

Six teams consisting of four traffic officers and one civilian anti-smog device expert, will work out of Patrol zone offices located in Redding, Sacramento, San Francisco, Fresno, Los Angeles and San Diego. Location of the inspection lanes will be changed from time to time, but they will be set up on surface streets rather than freeways.

Special signs will be posted far enough ahead of the safety lane to inform motorists that they may be channeled into the inspection area at the direction of a

... Crash

(Continued from Page A-1) ward Mendoza of 911 Neptune Ave., Wilmington, also was injured. She was treated and released.

The three children were killed when the station wagon in which they were riding collided with a dump truck. Driver of the truck, Henry Lee Toliver of Compton, was not injured.

... Vows

(Continued from Page A-1) sity, Friar Victor, who is majoring in chemistry, is an honor student. He is a member of the Loyola News staff and of the University's Honors Council.

Friar Victor was inducted into Phi Sigma Tau, a national honorary philosophical fraternity, earlier this year.

WATER SAFETY

Persons given Red Cross water safety and small craft training last year spent more than 85 million hours receiving their instruction.

OBITUARIES

Christine Adams

Funeral services for Christine Janelle Adams, 10, of 5123 Merrill St., were conducted yesterday at the Halverson - Leavell Mortuary Chapel. Burial was in Pacific Crest Cemetery.

She was born Sept. 10, 1955, in Coldwater, Mich., and had lived in Torrance since 1959. She died Wednesday.

Surviving are her parents, Mr. and Mrs. Robert Adams; a brother, Michael; and her grandmothers, Mrs. Ester Sibley and Mrs. Anna Adams.

Charles McNeas

Funeral services for Charles Albert McNeas, 61, of 1540 W. 215th St., will be conducted tomorrow at the Central Evangelical United Brethren Church with Halverson-Leavell Mortuary in charge of all arrangements. Burial will be in Green Hills Memorial Park.

Mr. McNeas, who was born in Kansas, died Thursday in Los Angeles. He had lived in the city for 30 years.

He is survived by his widow, Cleora, a son, Kenneth of Santa Barbara; two daughters, Charlie Thomas of La Mesa, Calif., and Lynette of Torrance; his mother, Hattie McNeas of Torrance; five brothers, Harry of Kansas, Joe and Robert of Oregon, Glen of Torrance, and Lloyd of Granada Hills, Calif.; five sisters, Pearl Jones and Golda Andrew, both of Oregon, and Martha Campbell, Pauline Coll, and Anabel Maed, all of Torrance, and a grandson.

Jose M. Perea

Requiem mass for Jose M. Perea, 78, of 3209 Sonoma Ave., was celebrated yesterday at the Church of the Nativity. Rosary was said Friday evening at the Stone and Myers Mortuary Chapel.

Mr. Perea, who had lived in the area for about two years, was born in Mexico March 30, 1888. He died Thursday.

He is survived by his widow, Beatrice; three daughters, Connie Duckworth, Josephine Keegan, and Amelia Dollard; a brother, Frank; a sister, Marcia Perea, and three grandchildren.

... Guard

(Continued from Page A-1) parade at Camp Roberts, some 50 miles north of the San Luis Obispo camp.

Maj. Gen. Charles Ott Jr., commanding general of the 40th, addressed the men and took the salute as the division marched in review.

"The heritage of the 40th is a proud one," Gen. Ott said. "The growth to a strength of 11,000 officers and enlisted men exemplifies a pride. Each assigned individual is meeting current military training and equipment complexities with an enviable degree of proficiency."

"WE ARE sure that this division is making a significant contribution to the nation's readiness posture."

Following the parade, the men returned to their barracks and a weekend off. They were back to work on Monday at their own particular assignments and projects. The company pulled out in convoy formation early Friday night and got back to Torrance Saturday morning. After cleaning up operations, the men returned home and to civilian life. Mission completed.

POISON TAKES LIVES

In one year 400 small children died from swallowing poisons, and many others suffered lasting ill effects from similar accidents, according to Red Cross statistics.

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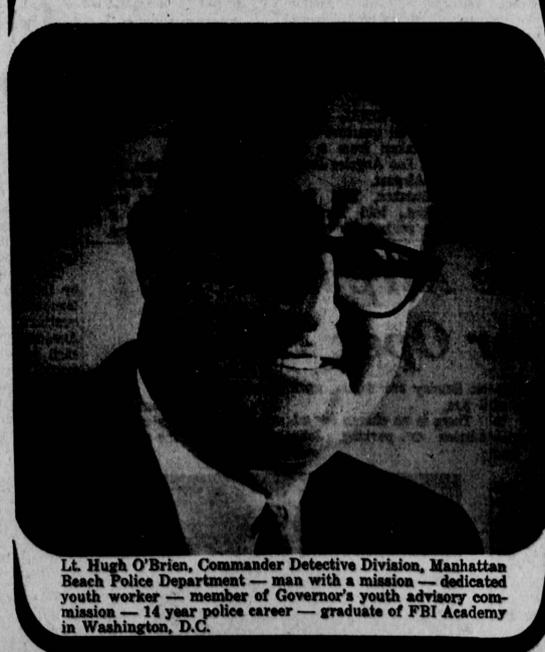
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SOUTH BAY

MAN OF THE MONTH



Lt. Hugh O'Brien, Commander Detective Division, Manhattan Beach Police Department — man with a mission — dedicated youth worker — member of Governor's youth advisory commission — 14 year police career — graduate of FBI Academy in Washington, D.C.

We're proud of men like Lt. O'Brien who are working for South Bay progress. And we're grateful to be able to play a part in that progress. In 1953 we began the master planned development of the Palos Verdes Peninsula. This year we broke ground on the Del Amo financial center. Every year the South Bay is a better place to live. People like Lt. O'Brien make it that way.

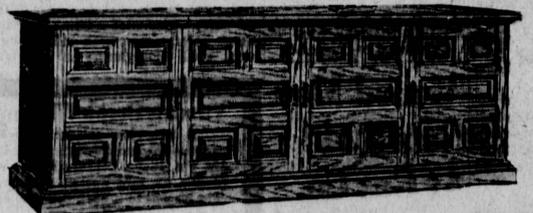
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