

COMMUNITY CONCERT'S PLAN HISTORY IS TOLD

Many inquiries have been made as to the origin of the Community Concert program of Columbia Concert's Inc., according to James L. Lynch, president of Torrance Community Concert Association, Inc., and in outlining the history of the group he has traced the plan back nearly 30 years ago.

"In 1920," Lynch said, "the world was just over its war jitters and a boom was on, but in small towns Enrico Caruso was just a name on a phonograph record. Gall-Curei and John McCormack could command large fees in metropolitan areas but rarely ventured to smaller places because few could risk the heavy financial deficit that might follow a concert."

This, according to Lynch, is responsible for the organization of the Community Concert Associations in many cities. Where a few persons sponsored concerts of great artists financially and suffered heavy losses, the Community Concert Association plan calls for membership participation in sponsoring concerts and only that amount of money actually subscribed is spent.

"We are asking \$5.00 per member, plus tax for three concerts," Lynch said, "If we cannot get a maximum of three concerts for the amount of money subscribed in the member drive starting Jan. 13, the whole thing is off. We know the community appreciates good music, and we know that we have one of the finest concert halls in the west. We want to bring culture to Torrance by utilizing this hall in this plan. Only members will be admitted to the concerts, the membership fee including the federal tax being \$6 for adults and \$3.50 for students, for a maximum of three concerts.

President Lynch said that Don Carper, of the Torrance Music

Shop, had offered the winner of the member sales contest ending Jan. 20 a selection of any album of fine records he has in stock. Memberships in the concert association also may be purchased there.

Lynch said that many citizens are taking advantage of the memberships as Christmas gifts. Further explaining the history of the Community Concert plan, Lynch said that in the early 20's, artists whose efforts earned high acclaim in New York or San Francisco found that local concert managers were losing interest made wary by continual uncertainties and losses. Wealthy "patrons" were growing tired of paying the major part of fees of artists heard by only a couple of hundred people.

That was when two people in Chicago thought of the basically simple but untried "Organized Audience" plan. Instead of gambling on the public's whims, erratic weather and the dozens of other hazards of presenting concerts singly, they proposed to establish a permanent concert organization in each city, operated on a non-profit membership basis through an intensive one-week campaign directed by a professional organizer. The funds would be raised first from members' dues and the artists engaged afterward within the limits of the budget made available. The sale of single admissions was entirely eliminated—only members could attend concerts.

The pair with vision were Dema E. Harshbarger, retired

from the field now, and Ward French, president of Community Concert Service.

As French tells it, "The first city in which the plan was tried as an experiment was Battle Creek, Mich. For years Battle Creek had been having only an occasional concert and that usually with a deficit. For this reason it was hard for them to believe that they could have permanent concerts and more of them with absolutely no financial risk. A committee was finally formed and they went ahead, however, and to their surprise their first campaign produced over 900 members. The continuous operation since then of the organized audience plan in this, the first city, proves how permanently concerts can be established on this plan. Through the years hundreds of new music lovers have been developed, and for the last decade the Battle Creek Community Concert Association has had a capacity membership of nearly 2,000 and has maintained one of the most distinguished artist series in the country."

A dozen cities were organized that first year, but 12 months later the number had grown to 40. For 10 years, the development was gradual, then in 1930, the service became a branch of Columbia Concerts, Inc., of New York, world's largest booking agency for concert artists. With the established artists now available in greater numbers, Community Concerts flourished at an always increasing tempo. Representatives were sent into Canada, and the plan became international.

South Africa was next, and only the difficulties of war-time transportation caused a tem-

porary suspension there. Those 12 cities will soon resume their concerts. The war, too, called a momentary halt to plans for extending the service to England, further into Central and South America, and Europe.

Work Starts On Harbor Parkway North Section

Harbor parkway's Los Angeles terminus will carry high speed auto traffic directly to the Arroyo Seco and Hollywood parkways without a signal stop, plans disclosed by the California Division of Highways showed.

A series of ramp approaches will feed the elevated parkway from Sunset Blvd. to Ninth St. Already under construction is a segment near the northern terminus where four major traffic arteries will radiate from a four-level grade separation at the intersection of Hollywood, Arroyo Seco and Harbor parkways.

Although the exact location of the southern section of Harbor parkway has not been determined, it will parallel Figueroa St. throughout much of its length, District Engineer Guy D. Donald said.

First section to be completed on the northern half will be to the Inglewood parkway at the under the 10-year \$300,000,000 freeway program began eight months ago.

Triple Combined Immunizations Now Available

Immunizations against tetanus combined with those of diphtheria and whooping cough will be given in the Torrance health district starting at once, according to Dr. Henry C. Smiley, district health officer.

Administration of triple combined immunizations which include protection against tetanus, commonly known as lockjaw, is in line with the practice of many pediatricians. The inoculations, for preschool children, are given in graduated doses according to the decision of the physician.

Parents desiring this service for their children must give assurance that they will return for the complete series; otherwise, immunity cannot be assured. Booster doses are recommended every two to three years in order that the protection may be continuous.

This service is entirely a preventive measure in keeping with the County health department's public health program and is not offered as treatment for scratches or wounds which may necessitate use of tetanus antitoxin, which is a different substance. In this latter instance, a private physician or, in case of inability to pay, the Los Angeles county general hospital should be contacted.

Anaheim St. to cut toward the harbor through the hills now circled by the Wilmington-San Pedro road. Tentative plans call for a terminus at Battery St.

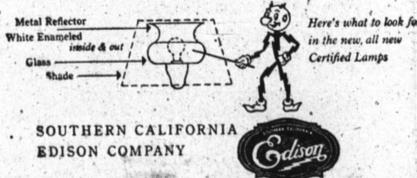


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