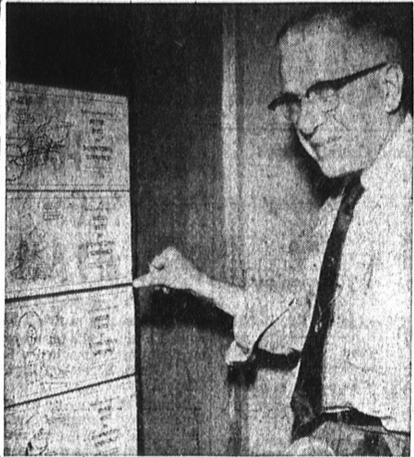


## Construction Started On Home Office for Southwest Savings



(Herald Photo)

Announcement has been made by Fred E. Edwards, president of Southwest Savings and Loan, that construction has begun on the association's new home office. The building will be located on the southwest corner of Manchester Blvd. and Sixth Ave. in Inglewood. The site was acquired several months ago, and contract to draft the plans was awarded to the Bank Building Corporation, architects of St. Louis, Mo.

On Manchester Blvd. the lot size is 135 feet and 120 feet on Sixth Ave. assuring ample parking space for customers. The new quarter-million dollar structure will have a first floor and a basement at a total floor area of 9600 square feet.

### Public Lounge

The approved plans specify contemporary design throughout and utilize such materials as Roman face brick, glass, porcelain enamel, and aluminum. The interior will be completely air conditioned, and in addition to Edward's office, operational facilities will feature a safe deposit section, coupon booths, tellers' work space, officers' area, escrow booths, insurance office and a directors' room.

For the convenience and comfort of customers a public lounge will be available plus a community room for employees and civic organizations.

### Torrance Office

As part of the expansion program, Edwards has also disclosed provisions for a greatly enlarged and modern new quarters for Southwest Savings' Torrance branch to be located in the heart of the community several doors away from its present address, 1439 Marcelina Ave.

### Dinner Night Planned

Family dinner night, first in a series of autumn social events for the local Loyal Order of Moose, will be presented at the Torrance Moose Lodge Hall, Saturday, Sept. 8, George Clay, committee chairman, announced this week.

**POINTING THE WAY . . .** Reproductions of display advertising copy running weekly in The HERALD as part of the campaign of the Torrance Retail Merchants' Assn. drive to show the advantages of shopping in downtown Torrance are shown here by O. R. Trueblood, manager of McMahan's Furniture Store at Sartori and El Prado. The ads are part of the ambitious program of the downtown merchants' group to sell Torrance.



**NEWBERRY'S OPENED . . .** Store and civic leaders cut the ribbon to open the newly remodeled J. J. Newberry Co. store here Thursday morning. Left to right are C. H. Wheatley, sales promotion manager for the West Coast; G. E. McPeak, Pacific Coast district manager; Mayor Albert Isen; Store Manager J. H. Paget, and S. L. Evanco, southwest area superintendent. Record crowds jammed the store throughout the opening.



**AIDS OPENING . . .** Bob Danielson, assistant manager of the local J. J. Newberry Co. Store at El Prado and Sartori, played an important role in the remodeling and expansion of the downtown Torrance store. Danielson has been with Newberry's since 1951 when he began his training in the San Pedro store.



**NEW HOME OFFICE . . .** Construction has started on a new home office for Southwest Savings and Loan in Inglewood. Shown here is the artist's conception of the new office—which will be similar to that planned for Torrance at Cravens and Marcelina. The new structure in Inglewood will cost about \$250,000, according to Fred E. Edwards, president of the firm.

## COMANDINI TALKS TO 'SCRIPTERS

Adele Comandini, author of "Dr. Kate," was guest speaker at the August meeting of the Southwest Manuscripters. "Dr. Kate" is the life story of a courageous woman doctor, Kate Pelham Newcomb, which recently won the Christopher Award and is on many non-fiction best seller lists.

President of the Manuscripters, Mark Clifton, reported

ed the sale of a novelette to Astounding Science - Fiction Magazine, while Polly Booth placed an informational booklet with the Health Education Institute.

Ramoncita O'Connor announced that she would have two creative writing classes in the South Bay Adult Education Program when it opens in September, one at Mira Costa High School and the

other at Redondo Union High School.

The Southwest Manuscripters is an organization of writers of both professional and beginning caliber, meeting on the third Friday of each month at Clark Stadium, Valley Dr., near Pier Ave., in Hermosa Beach. More information concerning the group may be obtained by calling Betty Fuller at FR 2-0330.

## Dance At Club Alondra

A "Yom Kippur Dance" will be held at the Club Alondra, Lawndale, as a fitting climax to the Jewish High Holy Days. Date set for the event is Saturday evening, Sept. 15. In charge of the Planning Committee for the dance is Mrs. Jesse Miller, first vice president of the South Bay B'nai B'rith Women.

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