

Sears Is More Than a Store In the Community It Serves

Even the rush of preparations for the opening of Torrance's new Sears, Roebuck and Co. store, manager John G. Lowe found time yesterday to point out the obligations of a business institution to the people of the community it serves.

While the opening of the immense new store represents the realization of a long-time objective of his company's management, the new Sears store in Lowe's words, is far from being alone the result of his and his company's planning.

"WE COULD not possibly be unmindful of the fact that,

after all, it has been our many loyal customer-friends here in Torrance and the surrounding area who have determined for us that we should have this commodious and modern shopping headquarters in which to serve them," Lowe said. "It has been their generous response to our efforts to serve them well in the past that has really made this new store possible, and of which I know they are going to be mighty proud."

"We shall never forget the important part our customer-friends have played in helping to bring about the expansion of our firm into the Torrance

area. It will continuously serve to spur us in our efforts to be of still greater service to our many valued patrons."

THE RESPONSIBILITY of a place of business to its customers and to its community is not a thing that can be taken lightly in Lowe's way of thinking. It is a constant obligation to be of the absolute maximum of service possible to customers at all times. And it is a responsibility that extends into the realm of community and civic affairs, for business as well as the individual citizen, in Lowe's book, must perform the duties of good citizenship.

Lowe said that a recent survey of the Sears-Roebuck Foundation activities in the South Bay area revealed that \$33,800 had been invested in a single project which had promoted community betterment not only in communities of the south coast, but throughout the entire state.

SINCE 1950, the Sears Foundation sponsored a Better Community Contest conducted in cooperation with the California Junior Women's Clubs, in which the company's Foundation, recognizes the outstanding achievements performed by the Junior Women's Clubs

of California in the course of community service. More than \$4500 in cash awards in this program have been distributed to Junior Women's Clubs in the South Bay area, and approximately \$7000 in prizes will go to the winning clubs throughout the state this year.

BECAUSE of their outstanding achievements in community service, five Junior Women's Clubs of coastal communities and the South Bay area have received prize money which they in turn reinvested for the betterment of their local areas. Winners of these

cash awards have been the Manhattan Beach Dolphins, San Pedro Junior Women's Club, Gardena Junior Women's Club, Redondo Beach Dianas, and the Torrance Junior Women's Club.

"The Foundation's work," Lowe said, "is looked upon by our company as a social responsibility. Sears belief is that the privileges of American enterprise are unique in all history and that it is the duty of American enterprise to cherish and protect, up to the limits of its resources, the way of living under which these privileges have been made possible."



MISS FIRE PREVENTION WEEK . . . Pert Miss Bonnie Jean Braugh, 429 Via Los Miradores, has been named Miss Fire Prevention Week in Torrance to publicize Fire Prevention Week to be noted here and nationally Oct. 4-10. The need for greater fire prevention and safety will be emphasized that week by Torrance Fire Dept. and other groups. Miss Braugh, recent winner of a Miss Redondo Beach contest, is 19 years old and a freshman at El Camino College, majoring in business administration. She wants to be a secretary, match. (Herald Photo)

Fire Hazards Told Here by Chief Benner

Every 37 seconds a fire breaks out in some city of the United States, damaging or destroying property and endangering lives.

This point was emphasized this week by Torrance Fire Dept. Chief J. J. Benner, in advance of Torrance's part in the national observance of Fire Prevention Week Oct. 4-10. "We must always be on guard against fires," Benner said.

Chief Benner said that every two minutes, fire damages or destroys someone's home in a United States city. There were nearly 300,000 residential fires reported in the nation during 1958, in communities of 2500 population and over.

The chief said that largest loss of life in a single fire in the United States occurred in Peshtigo, Wis., and surrounding area in 1871, when a fire fanned by tornado-like winds claimed 1152 lives. The fire occurred on the same day that the Great Chicago Fire started—Oct. 8, 1871, in which 250 lives were lost.

Miss Bonnie Jean Braugh, 19, of 429 Via Los Miradores, has been chosen Torrance's "Miss Fire Prevention Week" for the event which will be celebrated locally and nationally Oct. 4-10.

A freshman at El Camino College, she is majoring in business administration and hopes to become a secretary, a good one. We think she'll make it.

Great Books Groups Set Open House

Six Great Books discussion groups of the area will hold open house during the coming week in celebration of the proclamation of that week as Great Books Week.

The special week coincides with the opening of the fall program of thousands of local discussion groups over the United States.

A new first-year group in Torrance is being formed by Bob Monroe and Mrs. Robert G. Smith, and will meet at 8 p.m. on Friday, Sept. 25, in Room 3 of the old city hall, 1511 Cravens Ave. The Declaration of Independence will be distributed and discussed at the first program.

A third-year group, the South Bay Muses, will meet at the home of Mrs. Jerry Anstrom, 241 Via La Circula, at 10 a.m. Sept. 23. This group will begin the year with a discussion of the Book of Job from the Bible.

Other groups will meet in Gardena, and Manhattan Beach.

Missionary Speaks Today

Dr. Paranjothy, woman medical doctor from South India, will appear in native dress and speak on missionary work at the Calvary Baptist Church, 2818 Manhattan Beach Blvd., 7:30 p.m. Sunday. She will also show colored slides at the evening church service, and will lead a question and answer program for the youth groups at 6:30 p.m. The doctor is assistant professor of gynecology and obstetrics at the Christian Medical College of Vellore, South India. She is at present pursuing special graduate studies at the White Memorial Hospital preparatory to becoming the head of her department at Vellore next year.

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