

BEATS THE BAND . . . Mayor Albert Isen, with an able assist by Sharon Starns, Miss Torrance, is beating the drums for the projected Torrance Area Youth Band trip to Chicago in December. The band needs to raise \$25,000 to make the trip.

Chest Leaders Urged to Exert **Maximum Efforts in Fall Drive**

"If we don't, as a public, support the Community Chest, the welfare work accomplished by the Chest will have to be supported by taxation. This would be unfortunate, as the work is handled so much more efficiently by volunteer work ers than if done by a paid organization."

These were the words of Glenn Koger, Torrance '87-58 Gommunity Chest City Chairman, spoken at a luncheon meeting of his Chest leadership held this week at the Plush Horse Restaurant to discuss strategy for the coming Red Feather campaign. The luncheon was sponsored by the Rome Cable Corp.

Present at the meeting were Paul Mandel, Torrance residential chairman; Melson Rucker, advance gifts chairman.

Seeks More Help

Paul Mandel, manager of the Alter Realty and Insurance Co., has charge of recruiting all residential volunteer workers in Torrance.

He expressed the intention of enlisting more help from the public schools and church groups than has been recruited in the past.

Mandel has also worked for United Jewish Welfare.

Manage of the Rome Cable Corp., Koger emphasized his belief that everyone should contribute to the Chest. Even though a family man may give at his place of employment, his wife and children should also



UNION LABEL HAILED . . . W. J. Bassett, secretary of the Los Angeles County Central Labor Council and secretary of the Union Label Council (left), receives copy of the Board of Supervisors proclamation from Supervisor Kenneth Hahn (second from right) setting aside the week of Sept. 2 through8 as Union Label Week in the county-Next to Bassett is Thomas Ranford, president of the Los Angeles County Central Labor Council, and on the right is Dewey Copelan, president of the Los Angeles Union Label Council.



STRATEGY HUDDLE . . . Glenn Koger, seated, outlines plans for the Red Feather campaign in the city this fall. He is the city chairman. Getting the briefing are (left to right) Nelson Rucker, advance gifts chairman; J. H. Paget, busines chairman, and Paul Mandel, residential chairman.



NEW HOME FOR AUTO FIRM . . . The new home of Whittlesey Motors, Inc., of Torrance, to be located in Redondo Beach on Pacific Coast Hwy. at Ave. E, is shown in an architect's rendering. The firm, dealers for Hillman, Sunbeam, and Volvo automobiles, are now located at 1500 Cabrillo Ave. The new facilities will include sales and

office space and 2000 square feet for parts and services. Due to te increased popularity of foreign cars, parts and hservice facilities are needed, according to George Whittlesey, owner. Construction work will begin soon, he said. Builder is Everett Gregory and architect is Denn Co.



WINNERS . . . Slim Edward's award winning concert band won first place the AA division of the American Music Assn. judging in Long Beach last week band won the trophy in competition with bands from throughout the west. Il winners included Guitarist Larry Carlton who won the Class A trophy, and h who won in the AA class.



MAKES A DEBUT... The new Edsel, Ford Motor Co. entry in the medium price car field, was unveiled for public view this week and will be on the showroom floors of dealers across the nation starting Wednesday. Locally, the car will be shown by Charles A. Soderstrom in San Pedro.



A TURTLE OF MYSTERY . . . Albert, the turtle, gets more than his share of attention from this group. From left are: Gracie McCabe, Elizabeth, Rebecca and Paul Weske, John and Robert Friedemann.

Albert(a) Has Long (Short) Mysterious (Discreet) Life



PLAN CHEST DRIVE Commerce and industry chairmen for the fal Community Chest campaign here discuss plans for the annual drive. Left to right are Wallace L. Haas, Harbor area chairman; Fred King and George Bradford, chairmen of Torrance's C & I division. King is secretary of the Torrance Rotary Club and past president of Toastmasters Club and Bradford is a member and past president of the Torrance Optimist Club.

I am happy to announce my appointment to sell the country's most remarkable car, the beautiful new EDSEL.



Charles Soderstrom

I personally invite you to see and drive the great new EDSEL car on September 4th at our new EDSEL home, Cabrillo Motors, 1501 South Pacific Avenue, San Pedro, California.