

# COMMUNITY CHEST CAMPAIGNERS OPEN WITH COMMERCE, INDUSTRY

The 1960 Community Chest Commerce and Industry Unit campaign was launched last week at a meeting at the Palms Restaurant in Torrance. This year's C&I goal in Torrance is \$17,770. From now on, businesses in the city can expect to be called on by a Chest representative who will explain this year's goal and the means to attain it.

Commerce and Industry Unit Chairman for Torrance. The principal speaker was Torrance City Chairman Harold Frenz. "DURING THE past year," Frenz stated, "business in Torrance has increased at a remarkable pace, making our city one of the most rapidly growing centers of commerce in the Southland. Business leaders are firmly optimistic

about their future, and that optimism is built on the foundation of last year's profits. These factors will allow them to be generous in aiding their fellow citizens through the Community Chest." Over one-third of the funds donated to the Community Chest in the Harbor Area is given through the Commerce and Industry Division. Every year business leaders in each

community volunteer to assist in this work, which benefits 170 charitable agencies. GIVING THE United Way is giving only once to assist many different causes. The United Appeal campaign cuts down on campaign costs and overhead expenses, thus allowing the greatest possible amount of the donated funds to go to the actual agencies. Last year 9121 Torrance residents were aided by agencies supported by the Community Chest. Among these agencies are Children's Hospital, Rancho San Antonio, Family Service of Los Angeles, and

many others. There are several ways in which commerce and industry donates to the United Appeal. THE GIFT of the firm itself can be handled through the Pro Rata Share Plan, which determines a firm's corporate responsibility to the Community Chest Goal, pro rated among all firms. The plan is based on business trends, profits, previous giving, employment, and trade association information. The widely accepted Pro Rata Share Plan is a valid program for equitably distributing corporate responsibility. It is constantly reviewed and up-

dated by top business leaders, including Dr. Robert Dockson, Dean of USC's School of Business Administration, and Ernest Lobbeck, president of Title Insurance and Trust Company and campaign chairman for this year's Community Chest appeal. JUST AS executives supply the leadership in the firm, they also should be pace-setters in giving, Chest leaders say. Their tax-deductible gift can be made according to the fair share plan. This plan, based on individual income, helps the executive decide on the amount of his gift.

Employe giving is another stage in the Community Chest campaign. An employe in each firm acts as Chest Chairman to receive the donation of each employe. Many employes are giving eight minutes a week of their earnings to the United Appeal. Over 150,000 persons are donating this way through payroll deductions. ATTENDING THE recent meeting were Division Chairmen Allen Klatzker, Michal Conners, and William Greenawalt. Also present were committeemen Norman Blatt, Paul Burnam, Clarence Clerk, Paul Kerberlein, Ross Morris,

Ted Olson, H. J. Osborn, Milton Pagel, Ray Wyatt, and Eugene Miles. Other Torrance leaders participating were Joe Sullivan, Frank Coffin, John Koeniger, William Weible, Bill Holmes, Fred Brunner, and Larry Rasmussen. Completing the list of Torrance C&I volunteers are Don Anderson, Clyde Baumgardner, Bob Foster, Bill Hanson, Jim Harmon, Cal Newell, Art Reeves, and Don Smith.

## CHRISTIAN EDUCATION SUNDAY SET

This Sunday, Sept. 25, will be Christian Education Sunday at Seaside Community Church, 230th and Ocean Ave., Torrance. This is a time when all parents and children of the church school are invited to the 9:30 a.m. service. The children will then go to their classes for promotion and the parents will hear a sermon on "The Essentials of a Christian Education." During the morning service the Church School staff for 1960-61 will be commissioned. They are Mrs. Richard Evans, Mrs. William K. Schatz, Mrs. Angela Edwards, Mrs. Ted Costa, Mrs. Gerald Bransford, Mrs. Larry Little, Mrs. James Steward and Mrs. William Williams. Rev. William Schatz will conduct the adult class again this year. This is in preparation for the new fall schedule beginning Oct. 2, when church school begins at 9 a.m. and family worship at 10 a.m.

## JPL Contract Awarded to Local Plant

Horkey-Moore Assoc., a division of Houston Fearless Corp., has received a contract from the Jet Propulsion Laboratory, Pasadena, for the design and fabrication of a systems test fixture for ground checkout of the Ranger spacecraft. One of the missions assigned to JPL by the National Aeronautics and Space Administration, the Ranger series is designed to explore the moon and space between the earth and moon. The Horkey-Moore test equipment will be used to check out ground support units for the spacecraft. The contract is another in a series which HMA has been awarded for the development of specialized ground support equipment for aircraft, missiles and rockets.

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## ROUND STEAK

U. S. D. A. "CHOICE" OR "GOOD"



SWISS STEAK • RUMP ROAST • STEW BEEF • GROUND ROUND

FRESH SLICED STEER  
**BEEF LIVER**  
**45¢** lb.

# 69¢

lb.

# WESSON OIL

FULL



# 35¢

QUART

AGED WISCONSIN CHEDDAR

## CHEESE

POUND **65¢**

KRAFT NATURAL SLICED SWISS CHEESE 6 OZ. PKG. <b>35¢</b>	JANE ANDERSON SANDWICH SPREAD 8 OZ. PKG. <b>35¢</b>	GRAND TASTE LARGE SLICED BOLOGNA 6 OZ. PKG. <b>29¢</b>
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FARMER JOHN SLICED BACON <b>55¢</b> lb.	FARMER JOHN PURE PORK LINK SAUSAGE 8 OZ. PKG. <b>23¢</b> EA
U. S. D. A. "CHOICE" OR "GOOD" RIB ROAST OR RIB STEAK <b>79¢</b> lb.	NORBEST U. S. D. A. INSPECTED BONELESS TURKEY ROLL "EXCELLENT TO BARBECUE" 3.5 LBS. <b>89¢</b> lb.
SPENCER STEAKS <b>\$1.49</b> lb.	DUBUQUE ROYAL BRAND FULLY COOKED HAMS FOIL WRAPPED BONELESS <b>89¢</b> lb.
NEW SEASON MEXICAN GREEN SHRIMP 2 LB. PKG. <b>69¢</b> lb.	PETBURGER FROZEN DOG FOOD 2 LB. PKG. <b>39¢</b> PLUS TAX
CAMP'S FROZ. LAMINATED STEAKS 4 OZ. PKG. <b>89¢</b>	MRS. FRIDAY'S FROZ. BREADED SHRIMP 1/4 LB. PKG. <b>\$1.29</b>

# PICNICS

SUNSHINE STATE FROZEN

# ORANGE JUICE

3 LB. TIN **\$1.99**

# 71¢

6 OZ. TINS



BETTY CROCKER SUPREME

# CAKE MIX

19 OZ. PKG. **25¢**

UTAH TYPE CELERY 10¢ EA.	LAKE COUNTY BARTLETT PEARS 2.29¢ lb.	SOLID GREEN CABBAGE 4¢ lb.
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EXTRA FANCY WASHINGTON JONATHAN

RATH'S LUNCHEON MEAT

12 OZ. TIN **45¢**

# SMUCKER'S JELLIES

APPLE, GRAPE, MINT, CHERRY, ELDERBERRY

10 OZ. JARS **\$1.00**

IRIS BLEACH

HALF GAL. **19¢**

# 51¢

10 OZ. JARS

# APPLES

2 lbs. **25¢**

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SEPT. 6 THRU OCT. 3 WITH CONNIE FRANCIS

