

Crowds Jam Big Ben Discount Store as It Opens Here Friday

Thousands of persons surged into the new multi-million dollar Big Ben discount center Friday after colorful opening ceremonies were highlighted by stars, celebrities, TV broadcasts and a warm message of congratulations from Gov. Edmund G. Brown.

Torrance Mayor Albert Isen and "Miss Torrance" were part of the welcoming committee for several helicopter loads of Southland business executives. J. Frank Holt, president, Arden Farms, and Carl Flynn, executive vice president, joined Big Ben officials Obby Gribow, Arthur Guyer and A. B. Andermann, as they cut the ribbon sharply at 12 noon to let crowds

into the 90,000 sq. ft., flower-decked, beige building with its three million dollars in discount merchandise.

HOSTS MARILYN and Al Jarvis and TV stars from KTLA joined in television interviews with customers, the mayors of Hermosa Beach, Torrance, and Redondo Beach, Chamber officials, police and fire department officers. Also present were judges, councilmen and state and county officials from many parts of Southern California.

Torrance's new landmark, the huge Big Ben clock, an authentic replica of the London Tower clock, struck hourly specials and prizes for lucky store customers... including a mink stole for \$10, diamonds, and watches for under \$5. \$10,000 worth of free prizes will be given away next week-end, Dec. 1, 2, 3, and 4.

BIG BEN will be open: noon until 9 p.m., weekdays; 10 a.m. until 6 p.m. Saturdays and Sundays.

Nine radio and television stations, and many Southern California newspapers are carrying the news of the Big Ben special opening prices. There are 35 major departments with hundreds of nationally advertised toys, pharmaceuticals, gifts, appliances and produce, selling at discount prices.

"We have pioneered a new credit idea in California," said Big Ben president, Obby Gribow. "For the first time, the public can purchase groceries, meat, and produce on Big Ben's revolving charge plan."

STOCKED WITH merchandise from all parts of the United States and around-the-world manufacturing center, Big Ben departments are: jewelry, cameras, luggage, liquor and wines, toys, pharmacy, drug and sundries, sporting goods, drapes and linens, clothing for men, women and children; infants' wear, gourmet, housewares, hardware, insurance, grocery, produce, meat, shoe repair, and allied counters.

Pat Buttram and the Squeak-in' Deacon, radio stars, will broadcast remote from Big Ben on KFOX, Sunday afternoon.

KTLA celebrities who telecast their programs from Big Ben Friday included Bozo the Clown, Tom Hatten, Skipper Frank, and Dorothy Gardiner.

ELEVEN MORE Big Ben centers will be opened by Golden State Properties, Inc., its president, George Graziadio, has announced. Golden State Properties operates the Surf and Sand, motor hotel on the ocean in Laguna Beach, Laguna's Outrigger Restaurant, and other business enterprises.



BIG BEN OPENED... J. Frank Holt (with scissors), president of Arden Farms, lends a hand at ribbon-cutting ceremonies at Big Ben Friday at Pacific Coast Highway and Crenshaw Boulevard. Holding the bow is Obby Gribow, president of Big Ben. He is flanked by A. B. Andermann (second from left), Big Ben's vice president; and from his right by Arthur Guyer, vice president and general manager of Big Ben. Also pictured (third from right) is George Graziadio, president of Golden State Properties, Inc. (Herald Photo)

Know Your Traffic Laws

Prepared in Cooperation With the Torrance Police Department

The Christmas season is fast approaching, and of course this means many more cars on our streets and highways. Not only will our streets be crowded during the day but in the evening hours as well due to Christmas shopping.

The last part of November and the entire month of December is always bad as far as the accident rate is concerned. It is a time of year most police departments must prime for the last outburst of accidents for the year and do all they can to hold the accident rate down.

During the holidays another problem that increases is the drinking driver. Lieutenant Nash of the traffic division reports that this year, as last year, the City of Torrance can look for a decrease in the accident rate.

TORRANCE showed a 21 per cent reduction of accidents in 1960 over 1959, and thus far this year the accident rate is approximately 13 per cent below the same period for 1960. According to Lieutenant Nash, these figures are no accident, but the results of a

concentrated effort by the entire police department, a co-operative effort of all departments of the city and the police department, and the caution an driver exercised by the general driving public.

Lieutenant Nash of the traffic division, along with Chief Percy Bennett, wish at this time to pay special thanks to our driving public for the care and caution displayed thus far this year and encourage that special caution be used during the holiday season so that the City of Torrance can continue to show a decrease in accidents for this year.

As Chief Bennett points out, we are still several weeks from the Christmas holiday, but our department wants to stress the importance of safe driving well in advance of the actual holiday.

Accidents do not observe holidays and all of us on the police department want this Christmas to be the safest yet, so I therefore encourage one and all to help make this a safe holiday.

LIEUTENANT NASH offered the following suggestions for safe driving during the holiday season:

1. Don't drink and drive. Alcohol does not mix with gasoline.
2. Give yourself ample time to reach your destination. Don't be in a hurry.
3. When shopping and in heavy traffic, exercise extra care and caution. Be patient with the other fellow and keep your temper under control at all times.
4. When you get behind the steering wheel of your car, give thought to your driving and calculate your every move.
5. Dedicate yourself to being alive and free from injuries in 1962. Don't allow yourself to become a statistic for the National Safety Council.

Composer To Play At Concert

Beach Cities Symphony will present its youth concert on Sunday afternoon, Dec. 3, at 2:30 p.m. in the auditorium of Redondo Union High School.

Included on the program will be the first presentation of "Passacaglia," with composer Lowndes Maury at the piano.

Maury has had an extensive Hollywood career as composer, arranger, and pianist, having appeared on all major radio and TV networks. He was the contract pianist at 20th Century Fox for two years, and has had other film assignments with Warner Brothers, Paramount, and Universal.

Born in Butte, Mont., Maury received his B. A. in music from Montana State University. He continued his education at Chicago Musical College, the Malkin Conservatory in Boston, and DePaul University, and studied under Arnold Schoenberg and Wesley LaViolette.

In addition to many chamber works, Maury composed a cantata, "Proud Music of the Storm," which was commissioned by Montana State University.

In announcing this special attraction of the program, Louis Palange, musical director of the Beach Cities Symphony, emphasized what a rare opportunity it is to present the composer of a major work as soloist.

Youths Will Meet Pastor From Congo

The Rev. Joseph Claude Mavungu, who enrolled at the California Baptist Theological Seminary this fall, is one of the native pastors of the American Baptist Mission Station at Sona Pangu in the Congo's Leopoldville province. He will be interrogated by Calvary Baptist youth in a panel discussion to be held in connection with the 7 p.m. "Youth Night" at the Sunday evening service at the church located at 2818 Manhattan Beach Blvd.

College Collects \$534 For Community Chest

Harbor College students contributed a total of \$534.12 in the Community Chest campaign conducted on the campus last week.

Student body officers, speech students and members of campus clubs combined efforts in the campaign which topped by \$41 the amount collected last year.

Weigel Promoted, Atherton Named Local Bank Manager

Hedley P. "Buck" Atherton Jr. has been named manager of Security First National Bank's Torrance branch, succeeding James J. Weigel, who was appointed vice president and area supervisor, branch office administration department, head office.

Atherton started his banking career with the Southern County Bank in El Monte in 1948. When the bank was taken over by Security in 1952, he was named assistant manager. Since that time he has held various assistant managerial posts and, prior to his move to Torrance, served as manager of Security's Washington and Garfield branch.

Born in Brewer, Maine, he moved to California at the age of two, later attending Alhambra High School and Pasadena City College.

Atherton is a member of the City of Commerce industrial council and the City of Commerce Lions Club, and has participated in several welfare campaigns.

Currently a resident of Temple City, Atherton plans to make his home in the Torrance area. He and his wife, Marian, have three children: Steve, Terry, and Nancy.

WEIGEL, who last May observed his 15th anniversary with Security, has managed the Torrance branch since it first opened for business in September 1960.

A native of Huron, S.D., he has lived in Southern California virtually all of his life. He was graduated from Polytechnic High School in Los Angeles and holds a standard certificate from the Los Angeles Chapter, American Institute of Banking.

Weigel, who resides with his wife, Helen, and son, Stewart, at 22921 Carlow Road, has actively participated in various community and social affairs.

He is a director, Torrance Chamber of Commerce; secretary, Torrance Traffic Safety Council, and a member of the Torrance Rotary Club. He is also a director, Los Angeles County Chapter, American Cancer Society, and served as district crusade chairman for the American Cancer Society.

Sermon Topic Announced for Seaside Church

"When a Man Wishes for Wings" will be the topic of the morning sermon at Seaside Community Church, 230th and Ocean Ave., Sunday, according to Rev. Wm. K. Shatz, pastor. This sermon will deal with the Christian way of meeting the obstacles of life.

The special music, "A Thanksgiving Hymn," will be sung by the children's choir under the direction of Mrs. Richard Evans, accompanied by Mrs. William Parker at the organ.

In the evening the Senior Youth Fellowship and their advisors, Mr. and Mrs. Carl Krohne, will visit the youth fellowship at Morningside Church in Inglewood, where they will meet with foreign students of the area.

Church school meets at 8:45 a.m. and morning worship is at 10 a.m. with a coffee fellowship following the service. Child care is provided during the service.



JAMES WEIGEL



H. P. ATHERTON JR.

Students to Vie in Essay Competition

Students of North Torrance, South, Gardena, Junipero Serra, Morningside, Washington, and Leutsinger High Schools have been invited to participate in the first annual essay contest conducted by Hollywood B'nai B'rith Lodge No. 2139. The essay subject, "What Brotherhood Means to Me" and is open to all students of the above mentioned schools.

The prize list includes a \$50 U.S. Bond, a \$25 U.S. Bond, a dictionary, and three honorable mention citations. The contest is now open and the closing date is Jan. 15, 1962. Contest rules can be obtained from the school principal or by writing to Larry Beiber, 3319 W. 115th., Inglewood 2, chairman of the essay contest.

AWARDS to the winners will be made at the Annual Brotherhood Night to be held in February by the Hollywood Lodge and Chapter of B'nai B'rith. Hollywood Lodge B'nai B'rith meets at the Southwest Temple Beth Torah, 14725 S. Gramercy Place, Gardena, on the second and fourth Wednesdays of each month at 8:30 p.m.

"Without private enterprise—great and small—the United States today would be numbered among the underdeveloped countries of the world, seeking capital and aid from abroad."—Hamilton V. B. Riggs, Fillmore (Calif) Herald.

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WE 'PRECIMATE IT

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89c KING SIZE SWEDISHBURGER	69c
29c HOT DOGS	24c
94c STEAK SANDWICH	74c
25c GRILLED CHEESE	19c

DINNERS	
Regular	Sale
1.25 HAMBURGER STEAK	99c
1.35 HALIBUT STEAK	99c
1.35 CHICKEN DINNER	99c
1.95 NEW YORK STEAK DINNER	1.19
1.69 STEAK KABOB	1.19
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