



NEW GIANT STORE located at corner of Hawthorne and Torrance Blvds., Torrance, will be opened March 7th by White Front in a ribbon cutting ceremony at 10 a.m. March 7. Torrance civic dignitaries and Hollywood stars will preside. This is the eighth store of the White Front chain.

White Front Cuts a Giant Ribbon To Open Torrance Store, March 7

A giant red ribbon will be cut at 10 a.m., Thursday, March 7 to open officially the giant new White Front Store, at Hawthorne and Torrance Blvd., in Torrance. This is the eighth location for the huge chain, another emphatic reason, says White Front, for the company boasting the title of the west's leading discount department store. Excitement and fun will reign, promises White Front, as civic dignitaries and business officials of Torrance join Gail Davis, White Front's TV personality, and favorite Hollywood motion picture and TV stars to open the new store in Torrance. To better serve White Front's many friends and customers, the Torrance store is located conveniently for the entire South Coast area. Sam Freed, manager of the new store, said, "We will have 130,000 square feet of space, housing 45 big departments for complete

one-stop shopping service. "There is parking space for more than 1500 cars," Freed continued. "In addition to the hard lines, White Front has always been known for, we will also feature quality soft lines, including a women's wear department, children's wear, men and boys wear, shoes and domestics. "There will be another plus factor to further the shopping convenience of our customers as we will have a full-scale discount super market within our building," added Manager Freed. "As always we adhere to our firm policy of selling only top quality, nationally advertised merchandise at the lowest possible discount prices, emphasizing at all times 'Service to the Customer is our most important asset.'"

Opening Day in Torrance will be an exciting one throughout the chain, as all eight giant White Front Stores will celebrate with another fabulous Grand Opening Sale with sensational values at lower than ever discount prices.

Son Honored By Air Force

Lt. Col. Norman M. Campbell, the son of Mrs. Jessie Campbell, of 24225 Walnut St., Lomita, has received the first oak leaf cluster to the U.S. Air Force Commendation Medal at his retirement. Col. Campbell was awarded the medal in recognition of his meritorious achievement as a special project officer in the office of the Air Force Secretary. A veteran of more than 22 years military duty, he served overseas in the Pacific Theater of Operations during World War II. Col. Campbell is a command pilot with more than 4200 flying hours.

Robert Reid Finishes 52 Years With Shell
Robert T. Reid, 1715 W. 236th St., Torrance, has been honored on the completion of 25 years' service with Shell Oil Company. During special ceremonies he was presented with the traditional diamond set emblem, a miniature gold pocket shell. Reid joined Shell in 1938 as a service station attendant at El Cerrito, later worked in various capacities at Oceanside and Wilmington. He is a plant clerk in the operations department at Wilmington. Reid is a member of Board of Managers Torrance YMCA, Long Beach District Lay Leader, and has

Te Deum Set For Concert On March 1

Anton Bruckner's Te Deum will be the major work presented March 1 at 8:15 p.m. as the third concert of the season by the Beach Cities Symphony and guest chorus, Los Cancioneros, under the direction of Louis Palange. The chorus and orchestra will also join in performing How Lovely Is Thy Dwelling Place, from Brahms' Requiem Mass, conducted by Barbara Mabin, the director of the chorus. Torrance members of the chorus are: Mrs. Lawrence W. Abramson, Mrs. Richard F. Collins, Mrs. Robert P. Teutsch, Mrs. Charles W. Bartholomew, Mrs. Dennis E. Beversdorff, Mrs. Walter I. Holloway, Mrs. Clyde J. Barnes, and Jack Cowger. The concert will be given for the public at Mira Costa High School Auditorium, Manhattan Beach. There is no admission charge.

served as president of Adams Elementary PTA for the past two years. He and his wife, Virginia, have one son, David, 10, who attends Adams Elementary School.

It's Still Not Too Late to Join

BRIDGE LESSONS

BEGINNING COURSE STARTS TUESDAY, FEB. 26, 8:00 P.M.
WEDNESDAY, FEB. 27, 12:00 NOON
INTERMEDIATE COURSE STARTS THURSDAY, FEB. 28, 8:00 P.M.
4128 PACIFIC COAST HWY.
Landmark Bridge Center
West of Fish Shanty
FR 8-7909 or FA 8-6102

Torrance Leaders Announce Great Books Spring Institute

Dr. Donald Salk and Mr. James Pierson, leaders of the Torrance Great Books Discussion Group, have announced the opening of registration for the Fifth Annual Spring Institute to be held at Idyllwild, Calif., April 26 to 28. The Institute will be held on the campus of the Idyllwild Arts Foundation and will consist of three discussion sessions and two social evenings. Participants will stay in the dormitories and eat in the dining hall. Single or double rooms are also available.



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TORRANCE: 1603 Cravens (at Marcelina) Mon. thru Thurs. 9:30 to 4:00 P.M., to 6 P.M.

J. C. AGAJANIAN presents
3rd Annual 100-Lap TT AMA MOTORCYCLE RACE
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ALL PRICES SLASHED... AND SMASHED

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- All-Wool & Orlon Sweaters
- Cotton & Flannel Pajamas
- Belts, Ties, Hats, Caps
- Robes, Swimwear, Etc., Etc.

Boys' Wear

- Dress and Sport Shirts
- Suits, Sport Coats
- Jackets, Swimwear, Etc.

All Ladies' Wear

- Sarong, Platem
- Renee Bras and Girdles
- Cotton, Nylon Panties
- Slips, Gowns, Pajamas
- Bouffant Skirts
- Berkshire Hose
- Half-Size Dresses
- Dresses—Blouses
- Skirts, Capris, Car Coats
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- Lady Levis, Etc., Etc.
- Costume Jewelry
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Monday and Friday Hours: 9:30 a. m. to 9 p. m.

Karl's SHOES

There are over 300 Karl's shoe stores in the west