34 THE TORRANCE HERALD

Associated Aero Science Will Locate In Torrance Associated Aero Science Laboratories, Inc., a 10-year-old technology-based Hawinorre in computer center, and publications facility. This new site offers us the publications work for the Atmy and standaben, is site at Huntsville, Ala, and the president. This new site offers us the combination of suitable chara address of Alabama, is site at Bulistic Missile Center and the president. Company the move, Leadbetter will be at the industriai tract directions facility advantageous relations for growth. We are principal projects include gath of about 300 at all facilities. There are Muncipal Ainport. Approximately 8,500 spinare feet have been leased for oc. Test Station, and at San Cle-

**Butter-Nut** 

Blue Birds Hold Fly-Up

### Internal Revenue LIFE'S LIKE THAT



'Buck up, dear! If Spotty can face another day so can you!'

## A Closer Look By Ernest Kreiling

HOLLYWOOD-Radio, which , Yard, The Scarlet Pimpernel, to be dying a lonely and un-mourned death, has today grown so robust it's been de-lared a melia and it's been de-lared a melia and it's been de-unwisely diluted to half an

unwisely diluted to half an clared a public nuisance.

clared a public nuisance. The Baltimore City Council prohibiting loud playing of transistor radios on the city's buses, a practice that had be-come common and annoying. The use of the hearing-aid type of earphone is permissable, however. In wisely diluted to half an hour with the result that none that I've heard have been es-pecially compelling. For the nost part they seem to be nar-rative presentations with an occasional supporting dramatic for as most of the emissioned that i've heard have been es-pecially compelling. For the associations with an occasional supporting dramatic for as most of the emissioned that i've heard have been es-pecially compelling. For the associations with an occasional supporting dramatic the second second second second second second second the second The transistor radio appar-ently well suits a peripetetic people who deplore solitude because last year we purchased 13 million of them, almost 10 million from Japan alone. This

IT'S A refreshing experience million of them, almost 10 million from Japan alone. This year, according to Robert Light, president of the South ern California Broadcasters' Assn., the sale of radio receiv-ers of all types may reach 27 method. Assn., the sale of radio receiv-ers of all types may reach 27 ers of all types may reach 27 million, judging from early sales reports. quent and/or grotesque than anything a television producer is likely to focus a camera

million, judging from early sales reports.
THE TRANSISTOR has become an electronic appendage to teenagers, a fact that has prompted the United Presbyterian Church to experiment with radio jingles in an attempt to reach adolescents with an awareness of values and challenges they're not etherwise exposed to through radio or television.
Created by Stan Freberg, who has successfully and entertainingly sold coffee, chow mein, and Cheërios (Not now! Can't you see I'm writing a newspaper columni), the Presbyterian jingles are an experiment that might be expanded to other communities if they prove successful and if the members who worry about the church's institutional dignity don't succeed in halting the and that might be expanded to ther communities if they prove successful and if the members who worry about the church's institutional dignity don't succeed in halting the successful and if the members who worry about the church's institutional dignity don't succeed in halting the radio was for reserving the successful and if the members who worry about the church's institutional dignity don't succeed in halting the radio was for reserving the successful and if the members who worry about the church's institutional dignity don't succeed in halting the radio was for reserving the successful and if the members who worry about the church's institutional dignity don't succeed in halting the radio was for memory about the church's institutional dignity don't succeed in halting the trail.

# AND AT LONG last drama

AND AT LONG last drama is returning to radio, at least on a small scale. KABC, 790, has initiated an hour of radio plays every night. Monday through Saturday, at 11:15 and for 90 minutes on Sunday af-ternoon. Among them are The Lives of Harry Lime, Horatio Horn-blower, Secrets of Scotland

HAWTHORNE CHRISTIAN SCHOOL

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**SEPTEMBER 19, 1963** 

By FRED NEHER

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Golden Ripe