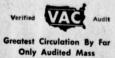
Outlook for '64 Bright-Babson

Torrance Herald

Your Complete Community Newspape Every Sunday and Thursday



Coverage of Torrance

Sist Year - No. 1

Serving Greater Torrance - Capital City of the Great Southwest OFFICE AND PLANT, 1619 GRAMERCY AVE. - - TORRANCE, CALIFORNIA, THURSDAY, JANUARY 2, 1964

How to Shoot **Better Golf** (Hoppe, Page 30)

10c Per Copy

40 PAGES



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Johnson Will Thoughts **Get New Term** Even though Christmas has come and one, children have a way of vanting things the World-renowned economist and analysist Roger W

Babson says in his annual forecast for the new year pubyear 'round so the Pennies lished on Page 4 of The HERALD today that 1964 should hished on Page 4 of The HERALD today that 1964 should photographer asked five Tor-rance youngters, "If you could have anyting you wanted, what would be, and why?"

Cheryl Hav, 22929 Evalyn "I would like

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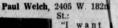
to have some paints and colors. I like to

Ave.:



Johnnie Kittle, 15 216th St.: "I want a bicycle. A sting ray with long seat, butterfly h and l e b ar s and everything. I have always wanted a bi-cycle. I would ride it to school and use it to go pl

to do things for my gra mother."



great big do I think I wou like to have collie dog. I've had dogs, but we gave them to friends, and I don't have

one now. would take good care of it and ad plenty to eat."

his lot on the election of Lyn-don B. Johnson. City Okays New Garden New Garden **City Okays**

AN OUTSTANDING feature

Apartments

animis. I like d o s an d hors very muci I don't have ny pets n ow but I think would a farm where there atlots of animals, especially hons." MORE THAN 20,000 corpora-tions and estates now use his financial reports, and a large staff of experts carries on the research required for his fore-casts.

Trash Crews Late

casts. Babson founded Babson In-Trash pickups in the city will be one day late for the remainder of the week because of the New Year's Day holiday. Babson founded Babson in stitute for Men, and in coopera-tion with the late Mrs. Babson, developed Webber College for Women — b ot h nationally Pickups will return to normal on Monday. (Continued on Page 3)



RUSHING THE DEADLINE ..., Sherrie Muzik (left) and June Newhouse put flowers on Torrance's "Freedom From Want" float hours before it was wheeled into line for the 75th annual Tournament of Roses spectacular in Pasadena yesterday. The float, one of the most ambitious in the city's history, was sponsored by the city, the Chamber of Com-merce, and the Junior Chamber of Commerce and was constructed and decorated under the direction of **Deb** Vroman, chairman, and Margaret Clark, decorations chairman. (Herald Photo)

Units Fight Fiery Mart Flames which were visible for several miles all but leveled the Farmer Boy's Market at Figueroa and Carson streets late Monday. Seven Los Angeles County fire units under the command of Battalion Chief Paul Schneider responded to the blaze just before 9:30 p.m. Monday and rought the blaze under con-

Seven Fire

trol a short time later, but not before much of the market was destroyed.

Flames were first spotted by Jim Alcock, service station operator across the street from the ranch-style market. He sounded the alarm bringing Chief Schneider's units to the scene cene.

hurt.

THE FLAMES attracted sightseers from miles around, caus-ing officers to block off Car-

this newspaper celebrates its 50th anniversary. son Street and Figueroa Street

Suff anniversary. Started Jan. 1, 1914 to ans-wer the need of the residents of this recently founded city, The HERALD has maintained through its 50-year history a desire to contribute to the de-velopment of Torrance as one of Califonia's leading cities. From 1922 until his death in and a street and righteroa street near the fire. Although sparks were car-ried away from the burning market, no other buildings caught fire and no one was

of Califonia's leading cities. From 1922 until his death in 1953, Grover C. Whyte was publisher of The HERALD, and since June 1954 it has been published by King Williams and Glenn W. Pfeil.

In Victor Tract Building Moratorium In Victor Tract And Signa Construction of the construction **Dies; Study Goes On** Attempts to declare a mora- Commission fail ed Tuesday (this (the moratorium)

torium on construction in part of the Victor Precinct pending defeated the ordinance declarof the Victor Precinct pending a zoning study by the Planning

if building in the area is per-mitted to continue. Ken Miller agreed with O'Brien, and even suggested at one point that the study be dropped.

J. A. BEASLEY and Nicholas Drale, who have opposed the moratorium under any condi-tions, engaged in a sharp ex-change with O'Brien and Mi-ler before Beasley moved for



We're 50 Years Old **This Week** With the publication of to-day's editions of The HERALD,



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IOSAIC... Showing off their reproduction of a Byzantine mosaic that stands th century church of Saint Apollinare in Classe, Ravenna, Italy, are North structor Gary Parton and students (L to R) Ann Taylor, Larry Kappen, and sor. The first annual Christmas art project represents 200 man hours and separate pieces of tile. The mosaic is currently on display in the Terrace Del Amo Broadway. (Heraid Photo) bove High ar George over 12, om of (Herald Photo)

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ler befo the next Drale, weeks an "illegal peated 1 the vote Miller w	order who go the and un his cha	of bus char morato -Ameri rge. 1 easley's	siness. ged tw rium wa ican," re Followin s motion
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BUSINESSMAN HONORED . . . Sam Levy (center) was honored with a plaque Saturday night as a founder of the Torrance chapter of the City of Hope. Here Bert M. Lynn, chairman of the chapter's board, and Mrs. Lynn, president of the chapter, congratulate Levy following the Founders Dinner marking the 50th anniversary of the National City of Hope Foundation, and the fifth anniversary of the Torrance group. (Herald Photo)