

Herald Acquires Torrance Press

Acquisition of the Torrance Press by King Williams Press, Inc., publishers of the Torrance Herald, is announced today and the two newspapers will be combined effective July 1 under a Press-Herald masthead. Publication will be twice a week, each Wednesday afternoon and Sunday morning.

Controlling stock interest in King Williams Press is held by Rodgers & McDonald, pioneer Los Angeles-based weekly newspaper group and commercial printing firm.

Thomas Sneddon, general manager of R & M, also revealed ownership of the Wilmington Press-Journal and Harbor Mail by King Williams Press. The Wilmington-Harbor Area publication will be published separately from the Press-Herald on Wednesdays, but area advertising will be sold on a combination basis in classified and display sections of both newspapers.

Glenn W. Pfeil, co-publisher of the 50-year-old award-winning Herald prior to its sale in January to Rodgers & McDonald, will head the Torrance and Wilmington operations as publisher. W. R. Zappas, cofounder of the 15-year-old Press, is retiring to pursue other interests.

Steps have been taken already to assure the continuance of the Wednesday and Sunday Press-Herald as the leading local newspaper in the General Torrance area, Pfeil said.

"Combining the newspapers offers advertisers a tremendous opportunity to obtain maximum results for their advertising dollar," Publisher Pfeil said.

"Costly duplicate coverage that previously existed now is being eliminated and advertisers will be able to place their message into a responsible, accepted, and established newspaper that provides

by far the greatest audited circulation in its area," he added.

Editorial, advertising, and bookkeeping offices will be maintained in the Herald Building at 1619 Gramercy Ave. in downtown Torrance. News and business phones may be reached by calling FAirfax 8-4000.

The circulation department, along with stereotype and pressroom production will be maintained at the Press plant, 3238 Sepulveda Blvd., near Madrona Avenue. Telephones to those departments may be reached by calling DAVenport 5-1515.

Pfeil announced personnel assignments which become effective next Wednesday with the combining of the two newspapers into the Press-Herald.

Reid L. Bundy, managing editor of The Herald since 1951, will continue in that post with the new Press-Herald. Gene Roberts, who has been display

advertising manager at The Herald, has been named to head up the new local display department.

Ray Butters of the Press will be commercial printing sales and production manager.

Jay Delany of the Press will be manager of display classified and auto sales, and Evelyn Stillwell of The Herald will be classified department manager.

Others from the present Herald staff include Charles Thomas, composing room superintendent; Martha Glenn, bookkeeping and accounting department manager; Darrell Westcott, circulation manager; and Edna Cloyd, women's editor.

Directing operations of the Wilmington Press-Journal and Harbor Mail is Ed Fike. Jim Graeme is editor, Jack Jerrells is in charge of display advertising, and Jake Clark handles classified advertising sales.

Your Complete Community Newspaper
Every Sunday and Thursday



Greatest Circulation By Far
Only Audited Mass
Coverage of Torrance

Torrance Herald

FIRST-OF-WEEK DEADLINES

Display Advertising Tuesday Noon
Classified Advertising Tuesday Noon
News Pages Tuesday 2 p.m.
Women's Pages Monday 5 p.m.
Church Pages Monday 5 p.m.

51st Year — No. 50



OFFICE AND PLANT, 1619 GRAMERCY AVE — TORRANCE, CALIFORNIA, THURSDAY, JUNE 25, 1964

10c Per Copy 56 PAGES

NEW POLICE CHIEF CHOSEN

A Penny for your Thoughts

"What do you think of a law which would make a parked car eligible for a ticket if it were left unlocked?" the Pennies inquirer asked.

Mrs. Santo Roberto, 1013 Belson:

"I am definitely against such a law because I always leave my car unlocked. I do not see how such a law would prevent thefts. Doors can be opened so easy now that the fact a car is locked doesn't seem to make much difference."

Mrs. George Elftmann, 102 W. 228th St.:

"I'm against it because I'm the biggest offender. We had a pickup truck stolen when it was locked. Such a law would definitely not do any good. It's too much trouble locking a car each time you stop. For instance, the other day I was in three stores in 15 minutes."

Mrs. Allen Molgaard, 1203 W. 213th St.:

"It's too much trouble to lock a car each time, especially when you have children. My two children are in the back seat and they cannot be unlocked from the inside but when they get out the doors, one gets out on each side and the doors are left unlocked. I'll go along with a law making a car eligible for a ticket if the keys are left in the ignition. I also don't approve hiding the key in the car."

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HERALD PHONE NUMBERS
NEWS FA 8-4000
SOCIETY FA 8-5164
CLASSIFIED FA 8-4000
(Ask for Ad-Taker)

For Home Delivery
Phone FAirfax 8-4000



FIRST COPY . . . George Post, left, presents Mayor Albert Isen the first copy of a 64-page pictorial book describing the city. Copies will be available Monday at the chamber of commerce office, 2204 Torrance Blvd. The book, published by the chamber, describes in words and pictures Torrance from early days to the present. (Herald Photo)

New Pictorial About Torrance Due Here Monday

By **DARRELL MADDOX**, Herald Staff Writer
A new pictorial book describing Torrance in words and pictures is completed and will be available Monday.
The 64-page, 8½ by 11 book was published by the chamber of commerce and was six months in the making. "As far as I know this is the first such book of this nature and scope on Torrance and designed primarily for enlistment of new businesses, industry and residents," J. Walker Owens, chamber manager, said.

"A NUMBER of industries have expressed interest in such a book for recruitment of personnel in the east. The school district has also expressed interest in the book for recruitment of new teachers," Owens added.
Ten thousand copies have been printed and will be available at the chamber office, 2204 Torrance Blvd.
The book has sections ranging from the city's early days to the present. A page in the front has a statement by Owens with following pages including a "welcome to Torrance," pictures and word description of early Torrance and then pictures of the city's modern homes.
DEL AMO and Rolling Hills shopping centers are featured in pictures followed by architectural drawings of Torrance's new YMCA building planned for construction on Sepulveda Boulevard just east of Madrona Avenue.
"The Real City — Its People" is the title of a section featuring pictures of children at play, a company executive who is referred to as a man of vision and men and women at work and play.
Torrance's annual Armed Forces Day parade and the city's entry in the Pasadena Tournament of Roses parade, both a city wide community project, are pictured along with various churches, the West High School library, the city hall, hospitals, municipal airport and industries.

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LAPD Vet Given City Police Job

A 54-year-old captain on the Los Angeles Police Department has been named chief for Torrance and will take over his duties here on July 6, City Manager Edward J. Ferraro announced yesterday. The new chief is one of four successfully completing the rigid examination given for the city by the California State Personnel Board.

Appointed was Walter R. Koenig, now residing in the Los Feliz area of Los Angeles, and a member of the LAPD since Aug. 1, 1938.

"Captain Koenig is a dedicated, professional officer, and has had an outstanding background of administrative and command assignments with the Los Angeles department," Ferraro said when announcing the appointment yesterday after lunch.

THE NEW chief is a native of Eaton, Colo., and attended public schools and the University of Colorado before coming to California. He has since won a bachelor of science degree at the University of Southern California, and a master of arts degree in social science at Los Angeles State College.
He also has attended UCLA, the Delinquency Control Institute at USC, Los Angeles City College, Los Angeles Police Academy, and a Naval Reserve training program.

Captain Koenig taught police science at USC for several years, and has been an instructor in juvenile law procedure at Los Angeles State since 1949. He also has been an instructor at East Los Angeles College, at the Police Academy, and has been serving as a training officer for the Organized Naval Reserve.

DURING HIS more than 25 years with the Los Angeles Police Department, the officer has worked traffic, patrol, juvenile, and nearly all other divisions of the huge Los Angeles department. He was promoted to captain in 1951 and has been commander at Venice Division, the West Valley Division, and currently is assigned as commander at the Hollenbeck Division.
Mrs. Koenig, married to the officer since 1940, is secretary to Deputy Chief Richard Simon of the Bureau of Administration of LAPD.

CAPTAIN KOENIG is a member of Delta Sigma Phi fraternity; is a past master of Utopia Masonic Lodge 537; member of the board of directors of the Los Angeles



CAPT. WALTER KOENIG Takes Local Police Job

Area Welfare Planning Council; director and past president of the Los Angeles Police Credit Union; member of the board of governors for Southern California Chapter of California Credit Union League; member of Southern California Juvenile Officers' Association; Los Angeles County Peace Officers Association; Boyle Heights Kiwanis Club; Inter-American Clubs; is an advisory member of the board of directors for Catholic Youth Organization.

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PLANNING NEW PAPER . . . Publisher Glenn W. Pfeil and department managers go over plans for the new Press-Herald which will be delivered to area homes beginning on Wednesday, July 1. From left around the publisher are Reid L. Bundy, Jay Delany, Evelyn Stillwell, Gene Roberts, Ray Butters, Darrell Westcott, and Charles Thomas. The acquisition of the Press by the 50-year-old Herald will help this long-time leader in area newspapers to strengthen and expand its record of services both for the reader and the advertiser, Pfeil said.

Bed, Cigarette Taxes To Bolster City Funds

Torrance's new \$10.1 million city budget approved by the City Council in a long session Tuesday night will be financed in part by some new revenues, including a tax on transient occupancy in the city's hotels and motels, and a tax on cigarettes.

A rise in costs of servicing the city's thousands of homes was reflected in the budget figures, and councilmen

voted to increase single-family trash collection fees to \$1.50 a month and duplex fees to \$3 a month. The city does not collect refuse from multiple dwellings, commercial, or industrial accounts.

Pushing through the new service charges and the other revenue measures let the city keep its \$1.236 per \$100 assessed valuation tax rate, City Manager Edward J. Ferraro said.

RAISING the rubbish collection fees should bring in an additional \$153,000 while the cigarette tax is expected to produce another \$94,000, Ferraro said.

The new budget provides for modest salary hikes for employees, keeping up with the cost of living raises, but a new salary survey will be completed after the first of the year and submitted to councilmen for consideration of adjustment, it was indicated.

Volunteers to Build Stand At West High
Construction will begin Saturday on a concession stand for the football field at West High School.
The 10 by 40 foot stand will be built by volunteers from PTA, Little League, Pop Warner Football League and other parents. Bert Lynn, a school board member, will spearhead the project.
He volunteered when it was learned contractors wanted from \$12,000 to \$13,000 to do the job. He plans on doing the work on \$3,000.
Workers will meet at West High at 7 a.m. Saturday. Work will continue throughout the day and again on the following Saturday. Persons wishing to volunteer may call Lynn at FA 8-4616 or Mrs. William C. Roseberry, West High PTA president at FR 1-1428.

Mrs. Milton Sippel Dies; Funeral Here on Saturday

Funeral services for Mrs. Naomi Sippel, 55, wife of the Rev. H. Milton Sippel, pastor of the First Christian Church of Torrance, will be held in the church at Eldorado and Onrado Saturday morning at 11 a.m. Three pastors, friends of the Sippel family, will conduct the services. They are the Rev. Dean Canady, Bert Bruffett, and Robert Jones.
Mrs. Sippel, who made her home in the church parsonage at 2914 Onrado, will be buried in Savannah, Ga. She died Wednesday morning in Torrance.
The A. M. Gamby Mortuary of Lomita is in charge of all local arrangements. Members of the family have suggested that donations be made to the First Christian Church of Torrance to permit establishment of a memorial in her name.

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