# Here is Your New Press-Herald

Here it is, your new Press-Herald.

Today's 64-page edition of the Press-Herald continues the tradition of the 50-year-old Torrance Herald and the agressive Torrance Press in a single publication to be delivered each Wednesday and Sunday to homes in the Greater Torrance-Southwest

Included in today's Press-Herald and scheduled on a regular basis are such reader bonus features as the sparkling Ann Landers, popular national columnist on affairs of the family and heart; Count Marco, an undaunted fighter to put femininity back in womanhood; and John Morley, whose "After Hours" column is drawn from a lifetime of world travel and interviews with the world's top leaders.

"Joining of the Two Torrance newspapers offers readers, the community, and advertisers large and small a tremendous opportunity to obtain the most complete newspaper possible," Publisher Glenn W. Pfeil said.

The Torrance, Carson area is a dynamic, growing section of the Southwest," Pfeil said, pointing out the Press-Herald in combination with the Press-Journal and Harbor Mailer would be able to reach 75,000 homes in an area destined to become the focal point of Southland activities in a short time. Classified advertising will be carried in each of the 75,000 newspapers at substantial savings, Pfeil said.

Included in this and subsequent editions of the Press-Herald will be the offerings of the leading food

stores, and automobile dealers along with outstanding real estate and classified advertising values.

Also included as a regular feature are two favorcomic strips, Red Ryder and Jeff Cobb; the pointed comments of Arthur Hoppe on the political scene; William Hogan's look at new books; the reports of Reynolds Knight on the national business scene; Sacramento news by two of the area's distinguished Assemblymen, and dozens of other news and feature items.

### To Reach Us By Phone

ADVERTISING DEPARTMENT FA 8-4000
CLASSIFIED ADVERTISING FA 8-4000
WOMEN'S NEWS FA 8-5164
NEWS DEPARTMENT FA 8-4981

dress-Herald

UNEQUALLED CIRCULATION AND EDITORIAL COVERAGE OF

- Torrance
- East Torrance
- Lomita
- Carson Harbor City

64 PAGES

### SERIES II-VOL. 1, NO. 1

1619 GRAMERCY AVE., TORRANCE, CALIFORNIA - WEDNESDAY, JULY 1, 1964

By Carrier 50s Per Month By Mail \$12 Per Year

10c Per Copy

# URT CLEARS BIG HURD

# A Penny

# 'No Tax Hike' Wins Frontier 3-2 Board Approval Days Set

chero Days carnival and midway. Performances will begin at 2 p.m. each afternoon.

PURCHASERS of queen tickets will be eligible to compete for an eight-day, expense-paid trip to Mexico City and Acapulco as a highlight of the Ranchero Days attractions.

Local service clubs and civic organizations manning booths on the midway will thare their proceeds with a contract manning booths on the midway will thare their proceeds with a contract manning booths on the midway will thare their proceeds with a contract manning booths on the midway will thare their proceeds with a contract manning booths on the midway will thare their proceeds with a contract manning booths on the midway will than the property to the city Council.

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Local service clubs and civic organizations manning booths on the midway will share their proceeds with the (Continued or Continued or (Continued on Page 4)

## Gas Station Holdup Nets Bandit \$18

An armed bandit held up a service station about midnight Sunday and made his getaway

Attendant James Mc Attendant James Mc-Pheeters of the Safeway Service Station at 18200 Haw-thorne Ave., told police he saw a car drive up to the rear of the station. One of two men in the vehicle got out of it and approached him saying, "This is a stickup. Give me

all your money."

McPheeters said he complied and the bandit ran to the waiting car which left the scene.

# \$3.9 Million Bid Heading Axed By Council

mercial development in the area adjoining an existing commercial complex at Haw thorne Avenue and Artesia Boulevard.

## Inside

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# Planner

to Magnavox Research Labs, 2829 Maricopa St., it has been announced by the U.S. Army Electronics Materiel Agency.

## Lomita Takes the Reins

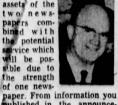
Southern California's newest city, Lomita, took the reins of government in ceremonies yes terday afternoon and is spending its first official day as a city today. Mayor Joe Haslam and Councilmen Meadd Gardiner, Bill Hammond, Clyde Bernhardt, and Willard Brown were installed as the city's first Council.

### Aid Asked for Airport

A request for \$518,196 in federal aid for the development of Torrance Municipal Airport was approved by the City Council last night. The request will be filed with the Federal Aviation Agency. If approved, the city would pay \$238,371 of the total amount under the matching funds program. Project included are land acquisition, a taxiway, and a 50 by 5,000 foot apron.

greater things from your won-derful sports department."

Dr. J. H. Hull, school su-"It is an excellent idea to have the assets of the



blished in the announce the new Press-Herald to increase its service according-

Bert M. Lynn, member of the board of education: "Today it is more impor-tant than ever



that all citizens and tax-payers of Torrance be fully informed.
My congratulations! Knowing the personnel of the Press-Herald,

I am convinced this will be-come a reality."



AGGRESSIVE COMPETITOR. . Torrance rider Sandy Cook is shown here at the 1963 Ranchero Days rodeo celebration making a sharp turn in the barrel race, a popular competition for rider and horse. Sandy was on her way to establishing a new mark in the event when this picture was taken.