

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 aggressive Torrance Press in a single publication to be delivered each Wednesday and Sunday to homes in the Greater Torrance-Southwest area.

Included in today's Press-Herald and scheduled on a regular basis are such reader bonus features as the sparkling Ann Landers, popular national col-

umnist 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

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

Also included as a regular feature are two favorite comic 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

If you miss your copy of the Press-Herald, call the CIRCULATION OFFICE at DA 5-1515

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Torrance Press-Herald

UNEQUALLED CIRCULATION AND EDITORIAL COVERAGE OF

- Torrance
- East Torrance
- Lomita
- Carson
- Harbor City

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COURT CLEARS BIG HURDLE

A Penny for your Thoughts

The Press-Herald didn't have to go looking for comment this week with public reaction to the announcement that a new newspaper was planned, combining the two Torrance newspapers into one. Typical comments:

Mayor Albert Isen:
 "My heartiest congratulations... The entire city recently rejoiced with you in celebrating a half century of progress and saluted the Herald for always adhering to the highest standards of accurate and reliable newspaper reporting. Under the new masthead of Press-Herald, I know that we can anticipate with confidence your continued support of worthwhile community projects."



E. S. (Red) Moon, city athletic director:
 "I am glad to see the consolidation as it should lead to the day you can increase the coverage of the many community activities. As a sports enthusiast, I am looking forward to even greater things from your wonderful sports department."

Dr. J. H. Hull, school superintendent:
 "It is an excellent idea to have the assets of the two newspapers combined with the potential service which will be possible due to the strength of one newspaper. From information you published in the announcement story, it would appear that increased staff will enable the new Press-Herald to increase its service accordingly."

Bert M. Lynn, member of the board of education:
 "Today it is more important than ever that all citizens and taxpayers of Torrance be fully informed. My congratulations! Knowing the personnel of the Press-Herald, I am convinced this will become a reality."

'No Tax Hike' Wins 3-2 Board Approval

Some unexpected and welcome news was given Torrance taxpayers Monday evening when the Board of Education voted to maintain the present tax rate to finance operations during fiscal 1964-65.

The action came on motion of trustee Bert Lynn after one of the shortest sessions in recent weeks—50 minutes from start to finish.

Voting to hold the line on taxes, board members asked the administration to cut another \$1000,000 to \$150,000 from the budget "if possible." More than \$850,000 was previously cut from the initial request of \$16.9 million.

The district will dip into its reserve fund, now pegged at more than \$3 million, to pay the difference between income and expenses. The tentative budget calls for expenditures of \$16.8 million and includes salary increases of nearly \$550,000 voted last week.

This year's budget also includes some \$342,000 for food services—an operation which is self-supporting in the Torrance schools.

The tentative budget, which must be handed to the County Superintendent of Schools today, is up about 14 per cent over last year.

Dr. J. H. Hull, superintendent of schools, took a compromise position. Dr. Hull said he would like to pay for salary increases from the reserve and set the tax rate to balance the remaining items in the budget. "The fact that you have \$3 million in the reserve is evidence that you do not spend money just because you have it," he told board members.

Albert Charles and Board President Dr. Kurt Shery joined Lynn in voting for the motion. Hanson and Mrs. Watts cast negative votes on the roll call.

The action means the tax rate will be set at \$2.90 per \$100 assessed valuation. Some cuts may be made before the final budget is adopted, and additional monies will be taken from the reserve fund to balance the budget.

S. E. Waldrip, assistant superintendent for business, said the reserve will not fall below \$2.4 million, well above the 10 per cent considered safe by most school districts.

The tentative budget will be returned to the board July 15 for adoption and publication. Final action will follow a public hearing now slated for Aug. 3.

Frontier Days Set For City

Planning for the 1964 Rancho Days celebration in Torrance moved into firm stages yesterday with the announcement of rules and regulations for a queen contest, and issuance of invitations to Southland groups and individuals to enter the annual Rancho Days Parade.

Police Lt. D. C. Cook, representing Torrance Mounted Police, and Robert Vroman, representing the Torrance Junior Chamber of Commerce, will be general chairmen of the event next July 29-Aug. 2.

INVITATIONS for the 10 a.m. parade to be held on Saturday, Aug. 1, have been issued to some of the Southland's top showmen, riders, and mounted police groups. The Torrance parade traditionally draws the cream of Southern California parade horses and entries, Lieutenant Cook said.

Entries for the queen contest are being sought from service clubs and civic groups. Each contestant must be sponsored by a local club or organization, and will be selected on the basis of a ticket-selling drive, her ability in horsemanship, and on beauty and personality.

Two performances by a Rodeo Cowboy Association-sanctioned rodeo have been scheduled for the afternoons of Aug. 1 and 2 at the Del Amo Center, site of the Rancho Days carnival and midway. Performances will begin at 2 p.m. each afternoon.

\$3.9 Million Bid Heading for Approval

Construction of the five-story Superior Court building on the Torrance Civic Center moved a giant step closer yesterday with recommendation by the Board of Supervisors that a low proposal of an Inglewood contractor be accepted. The building, to be erected at 825 Maple Avenue, just north of the Torrance city hall, will house the Southwest Branch of the Superior Court.

Submitting the apparent low bid was the S. Patti Construction Co. of Inglewood. The Patti bid totaled \$3,978,000.

PLANS AND specifications for the structure have been prepared by the firm of Adams, Latham, Kripp, and Wright, architects who designed the Civic Center master plan. The building will contain 148,350 square feet.

Approval of the Los Angeles County Employees Retirement Association, who will provide financing of the project, is necessary before the contract is awarded. Approval yesterday by the Board of Supervisors is believed to clear the way for awarding of the construction contract, however.

Construction of the building will be financed without

Planner Axed By Council

John D. Haidinger, a member of the city's Planning Commission since Jan. 14 of this year, was removed from office last night by the city Council.

The motion for Haidinger's removal was made by David Lyman, who charged Haidinger with "lobbying" before the council. Lyman also said Haidinger has "threatened one member of the council, not myself, with reprisals for his vote."

Lyman was joined in the voting by councilmen J. A. Beasley and George Vico and by Mayor Albert Isen. Councilmen H. Ted Olson, Ken Miller, and Ross Sciarrotta cast negative votes.

Miller told councilmen, "I feel strongly about this. I don't condone his actions, but I think we should advise Mr. Haidinger that he acted beyond his scope and give him the opportunity for corrective action." Olson and Sciarrotta said they felt "the same way."

Haidinger told the Press-Herald yesterday he was not present at the personnel session or the council meeting. "I didn't know about it until about 10 last night," he said. "I feel this is a warning to any planning commissioner who vigorously oppose rezoning for apartment house use in Torrance," Haidinger said.

Haidinger also charged that the four councilmen who voted for his removal "voted to rezone property for apartment houses on Sepulveda Boulevard despite a petition of almost 700 names pleading with them not to (rezone the area)."

The move to dismiss Haidinger. (Continued on Page 4)



AGGRESSIVE COMPETITOR . . . Torrance rider Sandy Cook is shown here at the 1963 Rancho 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.

Woodcock in Peru

Charles E. Woodcock of 2431 Cabrillo Ave., has left Torrance for Ilo, Peru. Woodcock will spend about six months in Peru supervising the selection of processing equipment for a Van Camp Sea Food Co. plant at Ilo.

Hawthorne Commercial Zone Okayed

Recommendations by a citizen's committee and the Planning Commission for commercial zoning of property between 180th Street and Artesia Boulevard on the east side of Hawthorne Avenue were approved last night by the City Council.

The council voted to rezone the property to a depth of 300 feet to permit major commercial development in the area adjoining an existing commercial complex at Hawthorne Avenue and Artesia Boulevard.

Gas Station Holdup Nets Bandit \$18

An armed bandit held up a service station about midnight Sunday and made his getaway with \$18.

Attendant James McPheeters of the Safeway Service Station at 18200 Hawthorne 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.

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Wins Major Contract

An \$800,000 contract to supply components for satellite communications has been awarded 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 yesterday 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.