

Thousands to Attend Rancho Days Events



OFF TO JAIL—That's the fate for Bill King of the Torrance Lions Club, who was found guilty of being a "smooth puss" by the bearded vigilantes who shoved him into the clink. The jailers are Jack Phillips, left, general chairman of Ran-

cho Days and Del Nadeau, president of the Downtown Retail Merchants Association, while Dorothy Peters, a parking meterette gives them a willing hand.

Press Photo

Schedule for Rancho Days

Thursday, July 24, 6 p.m.—Carnival Midway Opens featuring 18 thrill rides, food booths operated by 28 Torrance organizations. Location behind City Hall, Torrance Blvd. at Maple. (Free Admission)

Friday, July 25, 6 P.M.—Carnival Midway Opens. 8:15 P.M.—Aquacade "Riverboat Revue" at Victor E. Benstead Municipal Pool, sponsored by Recreation Dept. (Free Admission)

Saturday, July 26, 10:30 A.M.—Rancho Days Parade. (See Map)

Noon—Midway opens. 12:30 P.M.—R.C.A. Championship Rodeo at Civic Center. Adults \$1.50, children 75c (under twelve). Tickets at Paramount Builders Supply and Lawson's Jewelers.

9 P.M.—Policeman's Benefit Dance—American Legion Hall, 1109 Border Ave. Tickets, \$1. Available from any police officer (regular or reserve) and at door.

200 Entries Participate in Rancho Days Parade

Torrance's Rancho Days celebration which opened last night with midway activities, will be highlighted with a huge parade consisting more than 200 entries, Saturday morning.

More than 2000 persons will participate in the procession through the downtown area.

Police Lt. D. C. Cook, parade coordinator said that 16 bands and drum and bugle corps, 28 majorette groups, a number of floats, mounted groups, drill teams and equestrian entries have signed up for the thrilling event.

Lt. Gov. Harold J. "Butch" Powers will be grand marshal of the parade which forms at 10 a.m. at Cabrillo ave. and Carson st.

To Civic Center

The procession will disband at the Civic Center, Torrance Blvd and Maple Ave., scene of the midway activities which started last night.

A number of rides, games, concessions and exhibits will attract thousands of visitors.

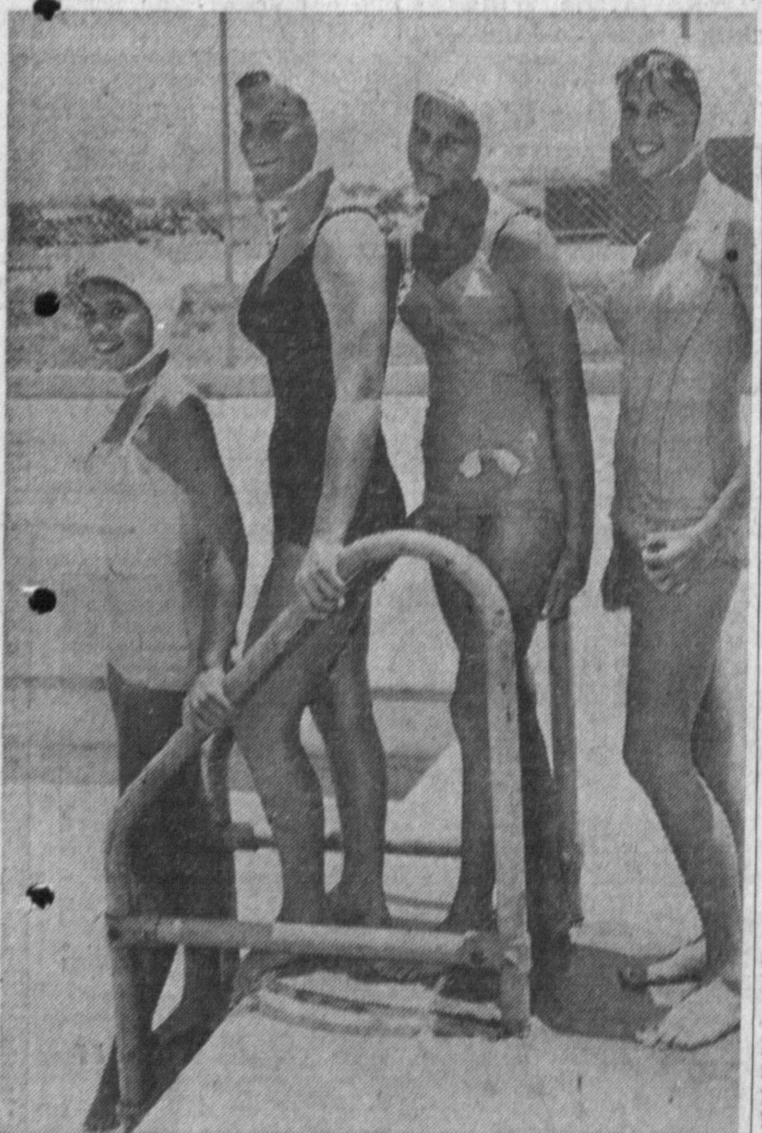
The parade alone is expected to be seen by 75,000 who will line the streets on which it passes.

Other special events will include two days of rodeo in the civic center, an aquacade on both Friday and Saturday evenings in the Benstead Plunge, according to Jack Phillips, general chairman of the event.

Jail Unburdened

A jail tank was imported to Torrance Tuesday, and persons who had no shaving permit, demanded by bewiskered enforcers, were unceremoniously dumped into the pokie.

A bevy of bathing beauties will throw Torrance trade stamps from the parade, and the Police Association will sponsor a Rodeo Dance Saturday night at the American Legion Hall.



POOL BOUND—Getting ready for the Riverboat Revue, theme of this year's Rancho Days Aquacade, are participants Carolyn Stephens, Nancy Hornbeck, Melinda Capps and Monica Van de Pol. Show will be given Friday and Saturday evenings at Benstead Plunge.

Press Photo

Cityhood Meeting Sponsored

With possibility that the 1963 World's Fair to be headquartered in the area, the Carson Civic Betterment Association will sponsor an incorporation program Aug. 4.

President Ray R. Wetzel announced that a speaker will outline advantages of incorporation at the meeting to be held at 8 p.m. in the Stephen White Junior High School.

Another officer of the organization, J. Rome Gately, said that several leaders in the Carson area are becoming more interested in forming a city, with the possibility of the area becoming the site of a fair.

Dodger Site

Officers of the group still have not given up hope that the Los Angeles Dodgers may select the available land for a baseball stadium in view of their legal difficulties in obtaining their desired Chavez Ravine site.

Plans for the fair will be told to the group by J. A. Smith, president of California World's Fair Inc., sponsoring firm for the trade event.

"The fair will be on the order of the Brussels Fair now going on, and definitely will be in Southern California," Smith said.

He explained that his organization is thinking seriously of using a site owned by the Dominguez Estate Company.

Ideal for Traffic

He admitted, however, that this is not the only site being eyed by his group.

One of the chief attractions of the Carson area location, he pointed out, is that it will be.

(Continued on Page 2)

Torrance Press Member of Circulation Audit System

The Torrance Press, with circulation in excess of 30,000, has joined with other Los Angeles County newspapers in subscribing to an audit to be made by the new Newspaper Division of the Verified Audit Circulation Company (VAC) it was announced today by W. R. Zappas, publisher.

The audit of the circulation of Controlled circulation community newspapers by VAC, as Verified Audit Circulation Company is known, is a great step forward because for the first time, advertisers will have audited circulation figures put out on a standard form by a nationally recognized circulation auditing firm.

For many years the controlled circulation newspapers have had a battle to earn acceptance of their circulation figures. We feel that in time VAC's audits will bring us the same recognition that ABC has brought to the wholly paid publishing field, said Zappas.

VAC members will issue publisher's statements, on VAC forms, for each of two six-month periods per year. At least once per year, VAC, without warning, will send in a team of skilled circulation auditors to observe press rooms, distribution from newsprint rolls to delivered newspapers and make a scientifically controlled field audit with the people in the area served. VAC will then issue a news-

paper audit report for that year, and will permit the VAC symbol to be used by subscribing newspapers.

Operation of VAC's controlled circulation division is directed by a 10-man Board of Governors. Four members are representatives of controlled circulation newspapers, three are representatives of regional advertisers and three are representatives of advertising agencies.

Newspaper representatives on the Board are: Jerry Deal, Deal Publications, chairman; Oran T. Asa, News Herald Publication; Maurice Markham, Van Nuys News and Green Sheet; C. Deane Funk, West Los Angeles Independent and Westwood Hills Press.

Representing regional advertisers are: Leonard Jick, Advertising Manager, Thrifty Drugs; R. L. Kokkeleberg, Advertising Manager of Sears, Roebuck and Company; Donald Conroy of Thriftmart-Fitzsimmons.

Agency members are: George Anthony, Media Director of Honig-Cooper and Minor; Mrs. Diana Wear, Media Director of Heinz and Company, Inc., and Paul O. Davis, Media Director of McCann Erickson, Inc.

VAC is operated by the John B. Knight Company, a marketing research organization since 1937. VAC has been in existence for six years in the business paper field.

Officers Nab Bear In House

A run-away brown bear created quite a lot of confusion early yesterday morning when he sneaked into a house and started cuddling a man while he snoozed peacefully.

Ray Rice, Torrance High School custodian, hastily summoned Torrance police when he found a 20-pound bear scratching at him while he was asleep.

Rice, of 2063 Lincoln ave., said he felt something scratching his arm and when he sat up to survey the situation, he found a Kinkitu Bear in bed with him.

Police officers attempted to stun the bear with a club and wrap him in a blanket, but the monkey-like creature escaped.

After a second attempt to wrap him up proved more successful, the officers piled the bear into the trunk of their police car and rushed him over to the South Bay Humane Society.

Ray Rice Jr. said that the bear apparently had escaped from its owner, who lives two blocks away.

City Picks up Tab for Babysitting

Without too much protest, City Councilmen approved the baby-sitting fees of several residents with municipal funds Tuesday.

The strange action was taken on request of City Attorney Stanley Remelmeier, who asked that the city pick up the tab for babysitting and transportation of several residents of Southwest Park who were called as witnesses in a water rights dispute between the city and the Dominguez Water Company before the Public Utilities Commission.



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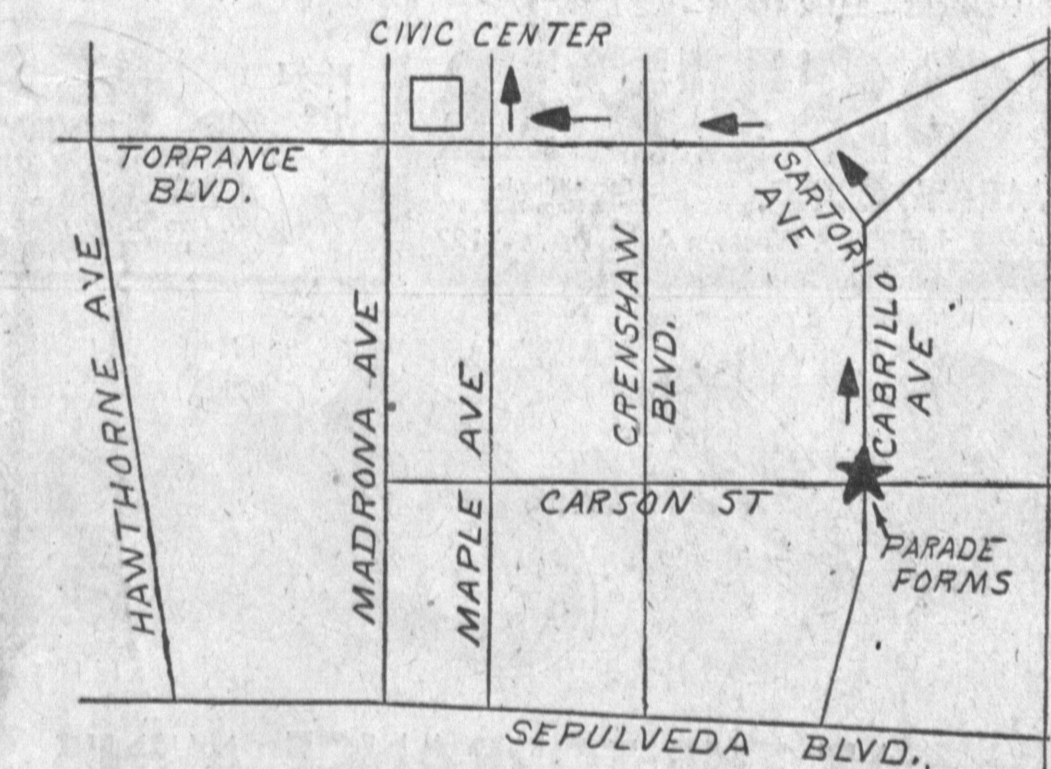
VOL. X

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THURSDAY, JULY 24, 1958

NUMBER 29

Double Tax Charged In Light Assessment



PARADE ROUTE—The two and one-half mile parade to be held Saturday will form at 10 a.m. at Cabrillo ave. and Carson st. From there it will move north on Cabrillo to Sartori, northwest on Sartori to Torrance Blvd. and wind up at the Civic Center.

Torrance Gains 1300 in Three Months, Study Shows

Torrance showed a population of 95,962 as of July 1, a survey by the County Regional Planning Commission disclosed today.

This means that this city's population grew by more than 1300, since the last study was made on April 1, when the number of noses counted stood at 94,630.

The commission also estimated that the city now has 26,667 dwelling units, compared with 7200 in the 1950 census, when the population was 22,241.

Compared with other adjacent cities, Torrance took a fast leap from its 1950 population.

Redondo Beach went from 25,226 to 44,688; Hermosa Beach

from 11,826 to 16,141; Manhattan Beach, from 17,330 to 33,499; Gardena, from 14,405 to 32,494; Palos Verdes Estates from 1952 to 8472.

The commission estimated the county's population as of July 1, at 5,708,011, with the population center of the county placed at Broadway and Venice Blvd., Los Angeles.

ABRAMS RE-ELECTED

Thomas B. Abrams was re-elected president of the Torrance Airport Commission, while Robert Herick was reappointed to a second term, Commissioner Jack White was replaced by 25,226 to 44,688; Hermosa Beach

Deserter Nabbed After 14 Years

"After 14 years as a civilian, Jose Carlos Martinez, 33, became a member of the Army again, but he was less than happy about rejoining the service.

Two military policemen arrested the ex-GI Tuesday on a desertion charge. Martinez was picked up at a farm at 3426 W. Lomita Blvd., where he was employed as a farm man.

Lt. Col. C. E. Pulmer, provost marshal at Ft. MacArthur, said that Martinez had deserted in August, 1944, while on duty at Ft. Meade, Md.

Vandalism At Pool

A hundred pounds of dirt and metal was dumped into his swimming pool, Robert McDonald, 22637 Ellinwood, told Torrance police, in making a malicious mischief report over the weekend.

Free Ride On Lights Asserted

Two councilmen stuck firm to charges that a new street lighting assessment constitutes a "double tax," while four others insisted that without the district, some people are getting a "free ride" for their illumination.

The declarations were made Tuesday during a heated public hearing on a proposed street lighting district which was finally approved by a 4 to 2 vote.

Both Councilmen Nicholas O. Dralle and Victor E. Benstead claim that making residents pay maintenance and energy costs for street lighting through an assessment district is a "double tax."

Free Ride

The other four, with Robert Jahn as their spokesman, said that unless the district is approved, residents without lights are helping to pay for existing lights in other parts of the city through the general fund.

"What's the difference between an assessment and hiking taxes? That's a lot of double talk," snapped Dralle.

Benstead said he would favor the district, provided the city cuts out the \$65,000 it now pays through the general fund for street lighting.

"Between the charges for trash collection and lighting, it costs each home owner \$15 more a year. What's the difference if we cut the tax rate by a penny," Benstead declared. "This is a sneaky tax."

Confusion

"As usual, this is presented in such a way that nobody understands it," grumbled George Bradford.

Jahn explained that the district was conceived because a number of subdivisions asked to have street light in their area. He said the city could not afford to pay for the additional energy and maintenance costs out of general funds as it had done in the past.

"What we tried to do was pass the cost along to the people who get the benefit. If we didn't do it this way, it would cause higher taxes," Jahn added.

He said that people who do not have lights now pay for them anyway since they are taxed for general fund purposes which pay for the lights.

Several home owners and home owner groups protested the district, but were overruled by the council majority.

No Change in Bartlett Status

The condition of City Clerk A. H. Bartlett, who underwent major surgery at Torrance Memorial Hospital Friday, was described as "unchanged" yesterday.

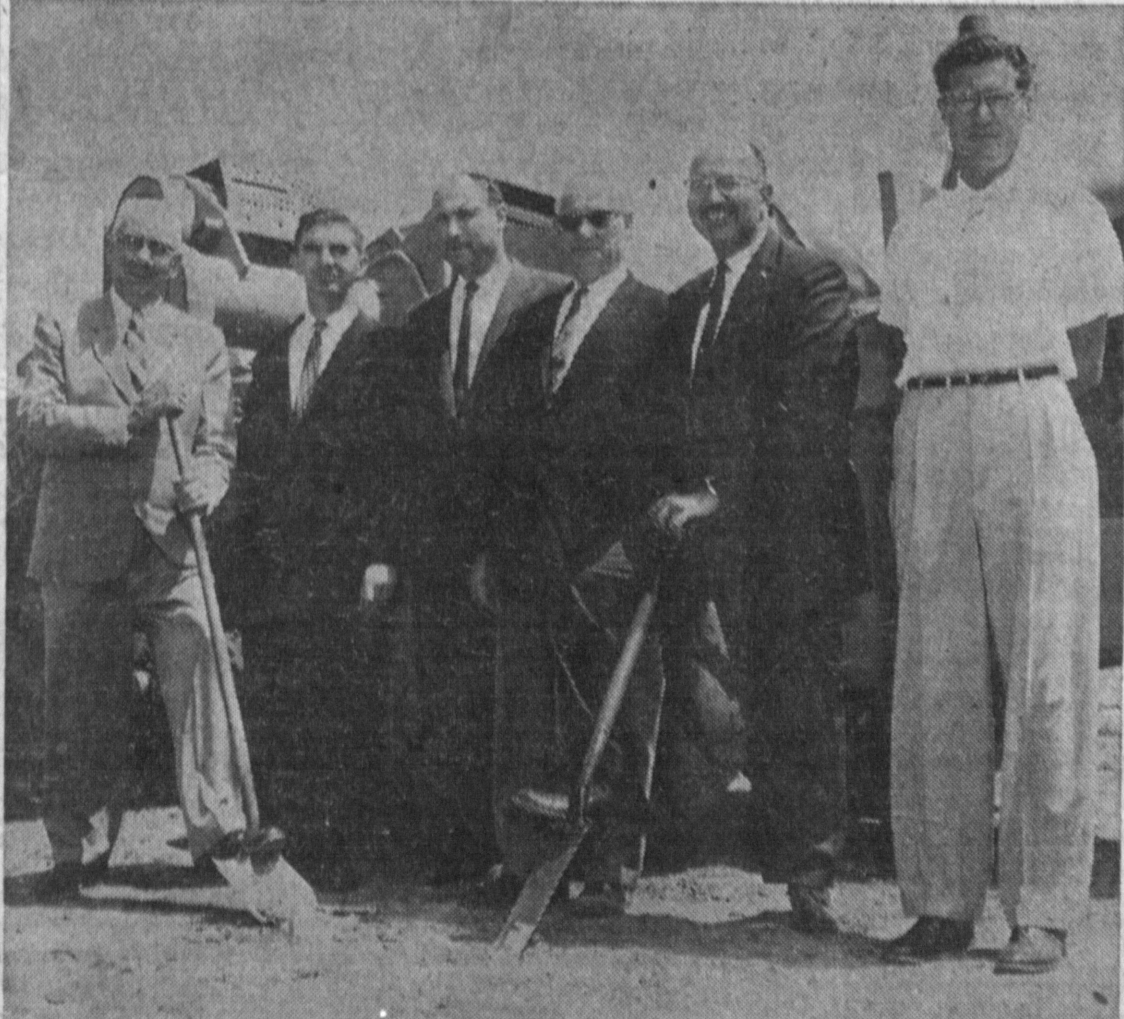
The veteran city official is reportedly seriously ill and faces a long period of recuperation before he can return to his official duties.

Quick Sale of Baby's Crib Nets Fast 20 Bucks

Mrs. Frances Davis was \$20 richer today through the help of a Torrance Press Classified ad.

She reported that she quickly sold a baby crib after her ad appeared in Thursday's Press. She said that she received several calls and was quite surprised at the good results she received so fast.

If you have something to sell, buy or rent, call a Torrance Press ad taker at FA 8-2345, and let her help you prepare a classified ad.



SOD BUSTERS—Turning the first shovels of earth for the new Foods Co. supermarket in the Airport Triangle Shopping Center, are a group of city officials and executives of the food chain. Attending the ceremony held at Crenshaw Blvd. and Pacific Coast Highway are,

from left: John V. Russell, director of public works; Albert Levitt, official of Jefferson Corp. which holds master lease on the property; Ben Schwartz, Max Schwartz of Foods Co., Mayor Albert Isen and Abraham Schwartz.

Press Photo

HOUSEWIVES WILL LOVE PAGE 15