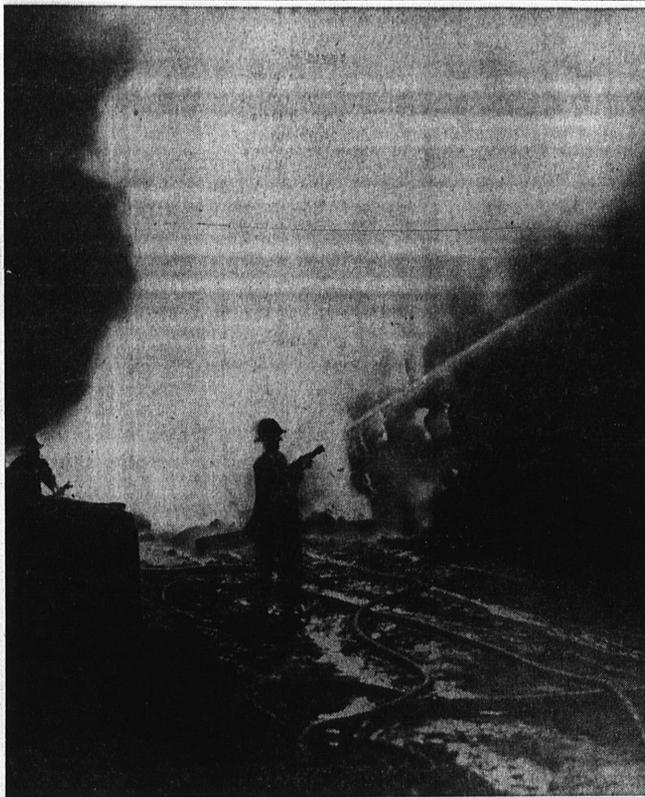


TORRANCE, CALIFORNIA, THURSDAY, JANUARY 10, 1952

Thirteen

Baldwin Named to Herald's Top Editorial Position



SUPER WIENER BAKE . . . Firemen were on the scene of a huge hay fire here for more than 24 hours over the weekend as 5400 bales of alfalfa belonging to County Supervisor Roger Jessup burned. Firemen were able to save 1160 bales from one end of the stack by cutting through and keeping the flames away from the salvaged hay. (Herald photo).

Baldwin To Assist Publisher

Jack O. Baldwin, former managing editor of the Torrance Herald, has been appointed assistant-to-the-publisher according to an agreement announced yesterday by Grover C. Whyte, major owner and publisher of the Herald.

The agreement also provides for Baldwin to eventually acquire a financial interest in the Herald.

The assistant-to-the-publisher's position is a newly-created office in the Herald organization.

Baldwin's appointment, which becomes effective January 21, followed closely an announcement by Whyte that he was going into partial retirement by "doctor's orders."

Other positions in the Herald organization will remain unchanged. Reid L. Bundy, who succeeded Baldwin last November as managing editor, will continue to serve in that capacity. Bundy became managing editor when Baldwin, who held the job since 1948, left the Herald to join the staff of the Daily Independent, a tabloid newspaper serving the Long Beach area.

The agreement between Whyte, a senior partner in the ownership of the Torrance Herald and Edwin B. Brown, business manager and junior partner in the business, likewise is unaffected by yesterday's announcement.

"The action creating the new position and the appointment of Mr. Baldwin to the job has been prompted actually by the needs of the rapidly-growing community of Torrance," Whyte said.

"Torrance offers a mighty challenge. Within a few years we can expect a population of near 100,000. With its modern new building and plant which includes a 32-page rotary newspaper press capable of delivering 20,000 copies per hour, the Herald is equipped mechanically to meet the needs of such a city. Mr. Baldwin's addition to the staff is a major step in the overall plan to staff this pioneer newspaper to meet the challenge that lies ahead," Whyte said.

In the new position as assistant-to-the-publisher, Baldwin will assume the duties of setting major editorial policies of the Herald. In effect, Whyte will yield the "Editor" position of his former "Editor and Publisher" title to Baldwin.

Under this arrangement Baldwin will be able to make full use of his splendid capacity as a leader in community development and civic betterment.

He will be free to devote his best efforts along constructive lines, unhampered with the actual production task of planning the details of each issue of the Herald. These latter responsibilities, of course, will be retained by Bundy, who succeeded Baldwin as managing editor, and other members of the editorial staff, Whyte explained.

For reasons of health, doctors have urged Publisher Whyte to shed some of his responsibilities. Under the new arrangement, Whyte plans to spend only as much time at the Herald office as is required to fulfill the executive duties as "Publisher."

Although Baldwin left the Herald staff in November to join the Long Beach daily, he continued to reside with his wife and four children at 23114 Falena avenue, Torrance, where he owns his own home.

Baldwin will begin his work with the Torrance Herald on January 21, when his resignation at the Long Beach daily becomes effective.



DISCUSSING THE FUTURE . . . Huddling over plans for the growth and expansion of the Torrance Herald to keep abreast of the rapidly-growing city are (left to right) Jack O. Baldwin, new assistant-to-the-publisher; Publisher Grover C. Whyte and Reid L. Bundy, managing editor of the Herald. Whyte announced his partial retirement yesterday. (Herald photo).

Polio Victim's Widow to Help March of Dimes

Mrs. Arline Rickabaugh, the North Torrance mother of six children whose husband died of polio last November, has signed up as a volunteer solicitor for this year's March of Dimes drive that is now in progress.

Mrs. Rickabaugh, of 3210 West 186th street, told Mrs. Clara Conner, chairman of the local fund-raising campaign, "I want to do everything I can to help."

Bulbar and spinal polio, particularly virulent forms of the dreaded disease, took the life of her husband, Charles E. Rickabaugh Jr., 30, on November 15 of last year. His death came only two weeks after the first symptoms appeared.

The death of Mr. Rickabaugh was the family's second experience with polio. Chloe, 9, was stricken with a light case of polio when she was only eight months old. Funds from the National Foundation for Infantile Paralysis were provided for her care.

Other children in the family include Carl, 14; Cathrine, 8; Cherie, 7; Hugh, 3, and Charlotte, born a month ago.

Mrs. Conner found a \$50 check in the mail from Mrs. Rickabaugh shortly after she had signed up as a volunteer. The same mail brought in a \$5 contribution from one of the city's large industries.

Council Briefs

Bids for construction of a new adult recreation center on the grounds behind the library here were received by the council and referred to City Manager George Stevens for study and recommendation. The bids ranged from \$11,281 to \$14,883. Eight were received.

Bids for insurance contracts covering operation of the city bus lines were received and referred to the City Manager for study and recommendation. A bid from the Farmers Exchange offered complete coverage for \$0.0172 per bus mile, plus a \$3000 premium deposit and \$350 membership fees. A bid from the Lund Company offered coverage at \$0.0085 per bus mile with no additional charges.

The Richfield Oil Corporation reported no franchise earnings for the last six months. The report is made under the provisions of a County ordinance.

The resignation of H. B. Bolas from the planning commission was accepted and the council unanimously directed that a letter of appreciation be sent to Mr. Bolas.

The council unanimously approved a motion by Councilman N. O. Drule that a letter of appreciation be sent to Blaine Walker, whose retirement from his post of executive-secretary of the Torrance Chamber of Commerce was announced by the Torrance Herald last week.

The bid of Schultz and Peckham to supply a one-half ton pickup truck to the city for \$1564.50 was approved on the recommendation of City Manager George Stevens.

The payment of \$625 to the League of California Cities as dues for Torrance for the year 1952 was approved by the council on the recommendation of the city manager.

An appropriation of \$1650 to purchase a Reo Gold Comet motor for one of the city buses was approved by the council.

A communication from A. J. Patrosky, as acting chairman of the recreation commission,

recommending that the commission's proposal for a 15-year recreation program be placed before the voters next spring, was approved by the council.

Recommendation of the planning commission that A. K. Hill be granted permission to construct a house on the rear of a lot at 1645 Greenwood avenue was approved.

Recommendation of the planning commission that the petition of Truman Browne for a variance to erect a market near his new tract in southwest Torrance be approved was held up by the council until the developer agreed to one of the conditions of the variance concerning the paving of a portion of the area for off-street parking.

A communication from Truman Browne concerning an agreement with the Dominguez Water Company to furnish water for his new tract in southwest Torrance was referred to City Attorney James Hall. Hall was instructed to meet with the principals of the agreement in behalf of the city.

The council concurred in a recommendation by City Manager Stevens that the city initiate proceedings to purchase a central fire station site at the southwest corner of Carson street and Crenshaw boulevard.

An invitation from Jack White, as president of the North Torrance Civic Improvement Association, was extended members of the council to attend dedication ceremonies at the new North Torrance library, which will take place Friday evening.

A request from Mrs. Dorothy Jamieson, librarian, for clerical help for "three or four days" to assist in bringing records of the library up to date to include the North Torrance library was granted on the recommendation of Councilman Willys G. Blount.

A request of the recreation commission to resurface 7600 square feet of parking area in front of McMaster Recreation Hall in North Torrance was approved by the council.

Mayor Asks Regulation on Pawn Shops

Mayor Bob L. Haggard might have been taking a look into the future Tuesday night when he proposed that a certain regulation be added to the city's business laws that are now being re-written.

The mayor asked the City Council to make sure that the business laws cover a provision regulating pawnshops.

At present there are no such establishments here, but Mayor Haggard was evidently thinking about the city's rapid growth.

Because of the nature of their business, many pawnshops have acted as fences for "hot" goods, and most cities give the police department the power to regulate them.



SOMETHING NEW ADDED . . . Mayor Bob L. Haggard inspects one of the two new Torrance municipal buses that were delivered here this week. They will be used on the Torrance-Los Angeles run. One of the buses has been on display in the downtown area this week. (Herald photo).

Fire Destroys Three Beach Woodwork Shops

A short circuit in an electric meter is blamed for a \$50,000 fire that razed three Redondobeach woodwork shops Tuesday.

The fire gutted the concrete buildings at 520 South Juanita avenue in the beach community, for a time peering the Harbor Homes residential area.

Only injury sustained was by Fireman Fred Carne, 24, who was treated at Harbor General Hospital for burned hands.



SHE KNOWS WHY . . . Mrs. Arline Rickabaugh, whose husband died last November of polio, signs up to work as a volunteer solicitor for the March of Dimes drive now in progress. Receiving the card is Mrs. Clara Conner, chairman of the local campaign. Watching are five of Mrs. Rickabaugh's six children, Cherie, 7; Cathrine, 8; Mrs. Conner; Mrs. Rickabaugh; Chloe, 9; holding Charlotte, 1 month, and Hugh, 3.

Times Dealer Affirms Herald Readership Poll

N. D. Smith, Los Angeles Times distributor in this area since 1929, added another bit of evidence to substantiate the readership poll published recently in the Torrance Herald when he said the figures shown for the Los Angeles Times were within one per cent of the figures on his known distribution lists.

Occasion for the remark was the visit of Smith to the Herald office to pick up 150 copies of the survey results from Publisher Grover C. Whyte for the Times. He said the paper planned to use the results of the survey in a promotion program. The survey, conducted by the California Newspaper Advertising Service, showed more people regularly read the Torrance Herald than its two nearest rivals distributed in the area.



N. D. SMITH . . . Affirms Readership Survey