

Torrance Man Named to AIResearch Club Post

George H. "Rocky" Hartland, of 1116 Patronella Ave., was named vice-president of the 6,000-member AIResearch Employees Club in balloting held last week.

Results of the election were announced at a dinner meeting in the Ocean House in Santa Monica Friday evening.

Summer Play Program to End At Open House

A two-phase windup for the city's summer recreation program was scheduled by the department for Tuesday, Aug. 26, and Thursday, Aug. 27, it was announced yesterday by Harry Van Bellehem, director of recreation.

The Tuesday program will be an All Torrance Sport Day, with championship matches in ping-pong, checkers, chess, caroms, hop scotch and jump rope.

The Thursday program will be an Open House for the department, with displays in the Civic Auditorium of the crafts and activities of the city's various playgrounds throughout the summer. The open house will be climaxed Thursday evening with the crowning of a Health King and Queen chosen from playground contestants.

Elimination tournaments in the various playgrounds will be started immediately to select the best in each area for the Sport Day competition in the Civic Aud. The contests will be staged from 10 a.m. until 3 p.m. Aug. 26.

Four age classifications have been set up for the sports competition, Van Bellehem reports. Bantams will be from five to nine years inclusive, Pee Wees from 10 through 12, Midgets from 13 through 15, and Juniors from 16 through 18.

The King and Queen contest, held annually, will be staged again to choose the healthiest boy and girl from among those attending Torrance playgrounds. Contestants must be between the ages of 6 and 12, must attend the playground regularly, and will be chosen on a health basis, not on appearance alone.

Also to be held at the open house will be a talent show, made up of the best entertainment available in the various areas. Rehearsals will be held on Friday, Aug. 21, and on Wednesday, Aug. 26, for the show.

Camino Instructor Attends TV Symposium

George Gerbner, 4130 W. 177th St., an instructor at El Camino College, is enrolled in a special two-week symposium on "The Role of the Film in Educational Television" at the University of Southern California.

Under the direction of SC's department of cinema, the symposium is being attended by audio-visual coordinators, school teachers, community leaders and film and TV producers. Dr. Dallas W. Smythe of the University of Illinois, and a nationally recognized leader in the field of educational TV, is leading the discussions.

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A FREE MEAL . . . Finding her Magic Key fitted the lock on the Liberty Home Appliance Co. Servel refrigerator, Mrs. Herschel F. Boynton, of 2916 Dalemead, won a complete chicken dinner for four. She received frozen chicken, peas, French fries, strawberries, and Brown 'n' Serve rolls. The keys mailed to Torrance householders may be tried in the Servel locks throughout the rest of this week.

Local Public Relation Policies Of Schools in National Magazine

(Continued from Page 1) misunderstanding alone probably account for the majority of the support which antagonists of public education can gather together.

Good community relations is based upon face-to-face, two-way communications. In fact, this is one of the factors that makes for efficient administration in any organization and the prevalence of this factor within the pattern of the school staff relations is essential, as well as between the schools and the community.

Put Children First
A good school program, one that will be accepted by the people, is one in which the board, the administration, and the teachers as well as the community are willing to speak up for children.

It is pointless for the professional personnel to work on any public relations programs which fails to place the child first. A school system can't have good, lasting public relations until it has a good program for children. The school program is the public relations program of the public schools.

A cooperative, harmonious, sincere community gets that kind of schools in spite of technical mistakes that may be made along the way, because such a community will support the things that make good schools. Administrators and teachers fortunate enough to work under these conditions produce a much higher quality educational service. However, it's the old story of the chicken or the egg. Which comes first in producing a good educational climate—the school or the community?

The attitude of administration has much to do with educational climate. "Know-it-all" attitude and the authoritarian position are to be avoided. An attitude of helpfulness, and service to teachers and children, rather than one that implies that they are serving administration, is conducive to good educational climate.

An attitude of helping the community to solve and meet its educational problems as a participant in its thinking, but not as its superior member, is one which administration does well to cultivate.

Staff morale contributes to community morale through better teaching, happier children, and satisfied parents. Staff morale is achieved, among several ways, by sound basic organization. When everyone knows to whom he is responsible and feels free to discharge that responsibility in his own way, morale goes up.

"PP" Begins at Home
Seldom does one realize to what extent the circle of people whom he sees and contacts daily make his public relations for him. It is their statements, their intimations, their eye-brow raising, voice inflection, and attitudes expressed in many ways that determine what those more distant feel and think about the administrator.

An executive can view himself as the center of a series of concentric waves of communication.

Education like those spreading from a stone dropped into quiet water. He makes his reputation and to a great extent the reputation of his organization by the way he treats the people who immediately surround him. They each in turn are centers from which the word passes along numerous grapevines.

Community participation is basic in determining needs, formulating the program, and in developing the financing. Without it the program is a pre-determined concoction super-imposed by the professional people. With participation, the program becomes the community's program, of which the citizens are proud and which they are willing to support. The fear-of-the-people bugaboo must have its source in the fact that some school people have something to hide.

Public relations is not selling education; not high pressure tactics. The same principles of learning apply to the development of community understanding of the school program as apply to the child's understanding of the Constitution of the United States.

The selling idea is out, because it implies a prepared product. Education is not that and cannot be made to conform to a standardized pattern. Selling serves business well, but it serves education poorly.

Good public relations for public education is best built through a long range program. The "pecking away" technique is far superior to the sledge hammer blow. The latter not only causes severe reaction on the part of the receiver, but causes equally violent wear and tear on the deliverer.

Emergency measures and policies of expediency seldom put the program on a sound basis. Good public relations cannot be maintained with a program that is not defined or which doesn't exist.

No single device or individual can do the public relations for the schools and no individual member of the organization can separate himself from his public relations responsibilities in the community without becoming the point of poor public relations.

Good public relations result from a sound organization, with a sound operating policy, sound philosophy and good communications, and not from tricks and devices.

The People's Schools
With all the foregoing in mind, the professionals still have to keep before themselves the fact that the schools are the people's schools, not "our" schools. The unconscious way in which the professionals get to talking about "their" schools reveals a vested-interest attitude that has no business in the picture. We (the professionals) are here to help the people have the kind of schools they want for their children. We are not here to tell them what kind of schools they must support for our benefit.

More power to the critics of the schools. They remind us that the schools were established to meet the purposes of American society; society does not exist to serve the schools. The schools are merely the extension of the home teaching by parents to meet the needs of a more technical social order. Let's open our eyes and indulge in a little self-criticism before we use the public relations program to defend what we are doing. Let the critics prove their points, if they can. In the process we'll all benefit.

Vegetable Center News of Few Officers Named

The zoo got a new gnu this week. Who is the new gnu at the zoo?

"Nicholas," who arrived at Griffith Park Zoo following his acquisition by the Los Angeles City Recreation Department from the San Diego Zoo. The new gnu will join the zoo's old gnu, "Natalie," and the two zoo gnus will undoubtedly raise a few more new zoo gnus.

Gnus are natives of the African Veldt, and are sometimes called the "Wildebeest," and who wouldn't be wild with a name like "Gnu"?

Apply Now, Urges LB State College

Freshmen and sophomore students who plan to attend Long Beach State College in September are urged to make application now with the college in order to take the fullest advantage of the counseling program, according to college officials.

Long Beach State College is located at 6201 E. Anaheim in Long Beach on the Orange County-Los Angeles County line.

Some of the freshmen and sophomore students from this area who have been accepted at Long Beach State are Lois Yvonne Boyles, 1608 Cabrillo Ave.; Patricia June Garrison, 2014 Martina Ave., and Nina Ruth Sullivan Lavender, 1445 W. 227th St.

HOSPITALIZED

Henry Friesen, formerly of Torrance, is confined to the Merced General Hospital, according to his niece, Mrs. N. Just.

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Last Rites for Former Local Resident Tomorrow

Funeral services will be held tomorrow for Rachel Raimey, 78, a former resident of Torrance, who died Friday at Harbor General Hospital.

Services will be conducted through the First Baptist Church of Torrance, at Niland Mortuary in Redondo Beach.

Mrs. Raimey lived with her son, Ren Fro Raimey, at 2104 Gates Ave. in Redondo Beach prior to her death. Besides her son she is survived by two brothers and a sister.

STADIUM

Sun.-Mon.-Tues.
Richard Carlson
"THE MAZE"
IN 3 DIMENSIONS
plus
Joel McCrea
Evelyn Keyes
"SHOOT FIRST"

Reflections

By J. HUGH SHERFEY, JR.
BE CAREERFUL

James (Cheerful Jim) Snow was a photographer whom children loved for his bubbling cheerfulness and adults reflected his contagiously happy smile. His work was pure artistry and his business burst its seams. It burned. He wagged his iron gray head, came up smiling, "Only material; we'll do it again." A crippling disease immobilized him; his son was killed in action; his wife ran away with a competitor. "Sure," he lied, "she's going to study photography," and squeezed out a smile. "She'll come back," he said hopefully, certainly. No word of self-pity. No word of recrimination.

The pain subsided, his cheerful smile returned; he sat up, walked. "I'll do it again," he said with the old lilt in his voice. He reopened his studio; business came in a trickle, then a flood. Faith in his God and himself was a living, swelling torrent; he taught a Sunday school class and led a Scout Troop. One of his Scouts on vacation saw and talked to his wife. Jim brought her home, happier than a man has a right to be. She had developed a new technique and while Jim works for expression she trips the shutter. A great and cheerful team.

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Scouts Rescue Drowning Man From Kern River

Four Boy Scouts of Troop 721 returned as heroes from a camping trip in Sequoia National Forest last week, after leaping into the raging Kern River and rescuing a fisherman from drowning.

The boys, Dennis Holmes, Wentzel Smith, Jon Sincok, and Michael Gibson, came to the fisherman's rescue when he was caught in an unexpected swift current and was fighting an unsuccessful battle to reach the bank.

Scoutmaster James McMillen said that the man undoubtedly would have been swept away and drowned but for the quick thinking and bravery of the Scouts.

Twenty-one boys attended the long term camp under McMillen, Albert Wickler, member of the Scout committee, and Bill Wilcox, assistant Scoutmaster. They enjoyed swimming, hiking, fishing, and took a real-life life-saving lesson.

Vegetable Center Officers Named

Nobe Nakatani and George Tameda, both of Torrance, have been elected chairman and secretary, respectively, of the South Vegetable and Flower Center of the Los Angeles County Farm Bureau, it was announced recently.

The South County Vegetable and Flower Center has more than 200 members, most of whom are small growers with problems particular to any small business, Nakatani said.

Solution to some of these problems will concern members at future meetings, the chairman pointed out. Among these are high transportation costs now paid by farmers to commercial truckers, he added.

Additional officers will be elected at future meetings, Nakatani said.

New Treatment For Arthritis And Muscle Pain

TORRANCE — If you have been suffering for years from arthritis and muscle pain, do not despair. Dr. Larson's new application of the latest in scientific therapy is promising new hope for relief of the crippling torture of arthritis and rheumatic conditions. You are invited to come in for a complete examination to discover the true cause of your condition. Price for this examination is only \$3.00. Phone FAIRfax 8-8738 before coming to offices of Dr. R. A. Larson, D. C., Ph. C., 1110 Sartori Avenue, Torrance (three doors north of Torrance Blvd.).

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