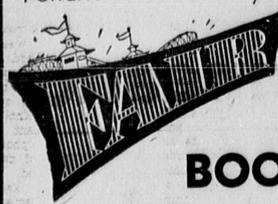


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Model Finance Co. of Chicago Buys Local Firm

The Model Finance Co., which now has branches in Illinois, Indiana, and Michigan, has purchased the Whitney Finance Co., 1401 Sartori Ave., and will assume operation of the firm on Aug. 16, it was announced here yesterday by J. D. Whitsitt, president of the Model Finance Co. and B. T. Whitney, owner of Whitney Finance. Whitney will continue to operate the Whitney Insurance Agency, he said.

The Model Finance Co. maintains executive offices at 1542 Halstead St., Chicago Heights, Ill., and are specialists in consumer financing. During the first half of 1954, the company made loans totaling \$2,000,000.

President Whitsitt revealed further plans to expand the company's California operation and open new branches in other Southern California cities.

Phil Danico, who has been with the company in the east, will be the manager here and is slated to become the general supervisor of Model Finance Co. operations in California, Whitsitt said.

Both J. D. Whitsitt and his brother B. H. Whitsitt, who is vice-president of the firm, will be in Torrance during August to supervise and organize the new company.

Dialing the Shows

Bad Faith in TV News Coverage Cited as Saddest Thing in TV

By Gabe Gabriel

The saddest thing about TV is not the ancient movies or the hammy "experts" of some of the panel shows, but the low-grade news reporting which is permitted by the broadcasters. Just about as bad is the ridiculous manner in which some outlets around the country deal with listener complaints about misinformation that is dished up on some of the national "news" broadcasts.

The circumstance is sad because TV is a miraculous medium of communication which should be honestly used by all who are permitted the great privilege. It is sad also because misuse of the medium can do—and possibly is doing—vast damage to the people of the nation.

Some of the misdirection and outright lying on TV news shows is petty, but in the aggregate it becomes important. A case in point was a recent "news" broadcast on a national network in which the commentator spoke of a dinner held in New York City where, thanks to newspapers, the public in general knew that the guest of honor was Roy Cohn, former chief counsel of the McCarthy subcommittee.

Cohn Not Mentioned

In presenting a film clip of

this event, the TV commentator gave the impression that the dinner had been held for Senator McCarthy. Cohn's name was not mentioned until suddenly he appeared on the film clip and a few of his words were heard.

Exactly what gain was intended by creating the impression that 2000 persons had gathered at a banquet in New York City for the purpose of honoring McCarthy, when the main object of the occasion was another man, is beyond normal understanding. Yet the fact was twisted. Whether the commentator or his employer could not bear the idea of a dinner having been held for Roy Cohn is anybody's guess. Even a fumbling young high school editor could hardly have made such a stupid error. It being reasonable to assume that TV commentators and managers are of a higher grade of professional skill than high school editors, one can only assume that the misdirection was committed by design rather than by accident.

A commentator's personal opinion of Roy Cohn or McCarthy should have no bearing upon the presentation of facts. If the news is going to be covered it should be covered honestly. This simple principle seems to be very hard for some TV executives to grasp. If they understood it and subscribed to that ethical standard, lying commentators and dishonest news broadcasters wouldn't get away with more than one perversion of the news. They'd land smack in the ash can where any good newspaper man knows they belong.

As for the manner in which some outlets handle complaints from listeners who are offended and aroused by lies presented as news on national shows, weakness is the softest word that can be applied. A typical response to a complaint is that the offending show originates in New York City (or some other distant point), editing of the script and film clips is done there and the local outlet can do nothing about it.

This is malarkey. The management of any outlet of a national news program can do plenty about it. The head man can get on the telephone and burn the ears off the offenders in New York, or wherever, and if he can't get complete satisfaction that way he can take other steps available to him. No television station needs to be a medium for the distribution of dishonesty.



DR. BYRON RICHARDSON ... Special Speaker at Church

Baptist Church Series Continues

Dr. Byron O. Richardson, pastor of the Park Heights Baptist Church in San Angelo, Texas, is serving as Evangelist for special services each evening at the Crenshaw Baptist Church, 18749 Crenshaw Blvd.

Services begin each evening at 8 o'clock and will last until Aug. 15. Special music is being provided by the Victoryaires group, from the well-known Victory Baptist Church, which presents a choir of 180 voices on television Sunday and Thursday.

A group of 15 members of the Victory choir will sing at the local church.

The Rev. Harvey A. Hobbs, Pastor, is stressing tonight and next Sunday's services, which will be devoted to family night; Friday evening—ladies' night; and Saturday evening, which will be men's night.

Tor-Nido Tidbit

Jack Peron Celebrates Eleventh Birthday with Park Festivities

By VERA C. WRIGHT
FR 2-2288

No, that blue truck seen en route to Torrance Park on Saturday, July 31, did not contain a Peron. It was Jack Peron, 1835 Roslin Ave., and the many little guests who had grouped together to celebrate joyfully his 11th birthday.

Mr. and Mrs. J. Westmoreland, of 18395 Roslin Ave., are the folks to see if you doubt that you can lose your shirt without going to Las Vegas! Vacation time proved to be quite trying for this popular couple who not only was caught in the midst of a storm shower on their way to visit relatives in Texas but also lost their luggage containing many lovely summer fashions. Mrs. Westmoreland had just spent weeks fashioning and sewing them so that they could have a complete new vacation wardrobe. They returned just in time to welcome Mr. and Mrs. Edward Hamilton and Mr. and Mrs. R. Crabtree, from Cleburne, Texas, who are vacationing in the Southland and are in Catalina at this precise moment.

The city of Denver and Yellowstone National Park are the two points of interest which were selected by the K. Yokoyama family for their vacation. Starting out at 3:01 W. 182nd St., Ken and Miyeko were accompanied by their four children, Glenn, Naomi, Allene, and Anne who claim notoring as their favorite sport.

When R. C. Norton, 4171 W. 190th St. tells a fish story, it's a true one. Did I have you thoroughly confused? Well, so did R. C. when he went deep sea fishing and came back with seventy-seven bass and mackerel. It would take 20 people to keep up with the energetic, popular Nortons. They were treated to a special birthday party being held for their Uncle Anthony Bullaire who is a member of the "Troupers Club" in Hollywood. Little Gary and Ronnie captured several prizes at the El Nido School Hobby show but even that does not complete their activities for one week! Naomi and Virgil English from Ontario and Mrs. Aphonsine Giarratano will be entertained by the party-conscious family for the next two weeks.

Lucky Eagle Scout Harold Pugh from Rosedale, Kans., is being treated to a week vacation in Southern California and is accompanied by C. C. Sprinkle, Scout Troop Leader of Troop 36, Post 2030 from Kansas City. This fine gentleman, who is the explorer adviser for the Eagle Scout Troop, is Dorothy Simpson's brother. Mr. and Mrs. C. J. Simpson, of 4024 W. 176th St., are their hosts.

Nothing intrigues us so much as the betting that is taking place in our community. Bets are on that housework will stand idle for a whole week when Mrs. R. W. Nelson and Mrs. Woodrow Scott discover that they are both from Massachusetts.

Mr. and Mrs. A. Rosa of 18386 Roslin Ave., entertained three-year-old Ronnie Lawrence and seven-year-old Bobby Lawrence for an entire week filled with surprises and good food. Even though they do not live far away, in Santa Monica, they would like to come back soon.

Mr. and Mrs. Paul Herring, of 18312 Roslin Ave., are entertaining their lifelong friend, Miss Joyce Anderson of Michigan, Ill., who has decided much to the delight of her hosts to make it an extended visit.

Mr. and Mrs. Albert E. Booth of Cincinnati, O., are spending a two-week vacation at the home of Mr. and Mrs. Albert C. Booth, of 3833 176th St., and they feel very badly that although the stork was hovering over the 176th St. mansion, it would not stop and probably won't till the visiting Booths get back to Ohio.

Out-of-town guests, Mrs. A. E. Booth and Mrs. B. Horowitz, were guests of honor at a special "Coffee Hour," held so they could meet their daughter's friends within the community. Mrs. Kenneth McVey, of 3825 176th St., is dead, poisoned by unknown per the ambitious gal who got the sons.

group together and they consisted of Mrs. James R. Nichols, Mrs. Willard A. Waddell, Mrs. Albert C. Booth, Mrs. Albert E. Booth, Mrs. Glen Runsted, Mrs. Al MacGee, Mrs. Delmer Kern, Mrs. William Wright, Miss Rita Kay Willey, Mrs. Wilson Willey, Mrs. R. F. Dohner, Mrs. Eugene Phillips, Mrs. B. Horowitz, Mrs. Stanley Hoffman, and Miss Deborah Ann Hoffman. For some unknown reason, Mr. Albert E. Booth dropped in for one minute—sixty seconds—only!

If you are very fond of birthday cake and all the trimmings and you walk straight to George Phillips home, of 3805 176th St., I'm sure you will be in for a very pleasant surprise as it is his birthday today and he is having a Sunday birthday party. He is one of Northwest Torrance's handsomest six-year-old men.

The Alpha Society held a special July meeting at 17802 Crenshaw Blvd. to surprise Jeanne Brooks, who is now Mrs. Richard Campbell, and Myrtle Dyer, who is moving to Lancaster. Both lovely ladies received many fine gifts at this double duty shower. Jeanne and Richard Campbell are making Avalon Village their home while Myrtle and Dave will feather their nest cross country. They will sorely be missed by the many friends acquired. Good luck and much happiness to both couples.

169th Pl. and Thornburgh Ave. held their August fun session at the 3904 W. 169th Pl. G. P. Martin home amidst lighted flowers beds. Interesting games developed while swimming, splashing and dare I say-yelling. Centerpieces at three tables produced quite an interesting conversation item. There were large watermelon halves filled with fruit salad containing melon balls which helped to give it a very colorful effect. I would love to eat! The salad was presented to the Martins in appreciation for their many kind deeds and their generosity in allowing all the neighborhood youngsters to use their swimming pool throughout the week. The salad consisted of dollar bills cleverly concealed among lettuce leaves so that it looked like part of the salad itself.

Neighbors who gathered together and enjoyed Mr. and Mrs. G. P. Martin's hospitality were: Mr. and Mrs. P. D. Brooks, Mr. and Mrs. M. W. Love, Mr. and Mrs. T. G. Groat, Mr. and Mrs. G. H. Blake, Mr. and Mrs. H. A. Wagner, Mr. and Mrs. S. A. Karr, Mr. and Mrs. E. Dinklemann, Mr. and Mrs. F. M. Pearmann, Mrs. L. A. Holt, Mr. and Mrs. J. A. De La Haye, Mr. and Mrs. P. D. Marks and Mr. J. C. Mauerhan from Anaheim who is Mrs. Brooks' brother. Those potluck steak dinners with everyone bringing his own steaks are getting to be the rage. It's a versatile way for neighbors to get together for a popular gab fest.

Mrs. Corinne Forgues of Seattle, Wash., was feted with a "Coffee Hour" held at the home of her sister, Mrs. H. E. Lattin, 16830 Thornburgh Ave., Aug. 3, so that all the neighbors could meet her and her adorable 15-month-old twins, Celeste and Joey before they flew back to Washington, Thursday evening. On hand to greet the distinguished guests were: Mrs. L. W. Smelser, Mrs. G. P. Martin, Mrs. B. L. Hofer, Mrs. J. A. De La Haye, Mrs. F. M. Pearman, Mrs. A. S. Karr, Mrs. E. Dinklemann, Mrs. G. H. Blake, Mrs. H. A. Wagner, Mrs. T. C. Groat, Mrs. M. W. Love, and Mrs. P. D. Brooks.

This Canine Deserved Better Than He Got

Mrs. Evelyn Ide, 22504 Ocean Ave., thinks there is no justice for dogs, but hopes that her dog will go to dog heaven anyhow. She reported to Torrance police that her faithful friend had chased off provokers several times recently. This week, she told people that she had found her dog dead, poisoned by unknown per the ambitious gal who got the sons.

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Plymouth .. 12,577	De Soto .. 2,901
Pontiac .. 11,203	Lincoln .. 2,289
Cadillac .. 6,329	Packard .. 1,452
Dodge .. 5,146	Hudson .. 987

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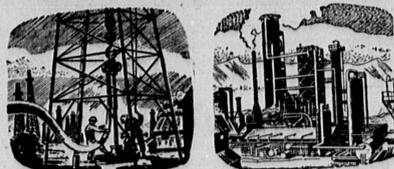
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