

Mr. and Mrs. Robert Roy Wallace, of 917 Cranbrook Ave., announce the birth of a daughter, Cynthia Joyce, weighing 6 pounds and 6 ounces.

## 259th P-TA Tells 100% Membership.

The 259th Place School P-TA reported through Mrs. R. P. Boderman, chairman, that 100% was reached in the recent membership drive. The children were mainly responsible for getting their parents and friends to join, and worked hard toward the prizes offered by the P-TA.

Winners in the north building were Mrs. Gertrude Norgren, first place, and Miss Audrey Gray, second. In the south building, John Chelinger was first with 234%. Mrs. Eunice Ball and Mrs. Helen Shuler tied for second place.

Thirty-four fathers were made members by the class of Mrs. Ball and so won an ice cream treat.

## Publicity Pointers For Press Chairmen

Most local clubs, churches, P-TA's, and other groups have already begun to buzz with activity again. Many of their officers are newly installed, and this is intended to be a friendly open letter, especially to the press chairman, of our busy local groups.

These local organizations will want publicity, and the Torrance Press will be glad to give them the best possible coverage. In order to help us help you, we would like at this time to outline a few points to keep in mind when preparing your copy for publication.

1) **ABSOLUTELY MOST IMPORTANT** — this paper comes out every Thursday. The closer you get to Tuesday in submitting your material, the worse it is. The best days for sending in copy and having it processed are (in order): Thursday, Friday, Saturday, Monday.

**Page Appearance**  
2) Type your story on white paper in size 8 1/2 x 11 inches.

3) In the upper left-hand corner type your organization's full formal name. Below that type your full name, your address and telephone number. In addition, give the name, address and telephone number of the assistant press chairman. If you do not have one give that of the group's president.

4) In the upper right-hand corner give the release date, if necessary.

5) Leave four inches of space between the above information and the beginning of your story. This enables the editor to insert the head intended for the story without having to retype the page.

6) Be sure to **DOUBLE SPACE**. Leave a 1 1/2 inch margin on each side.

7) Write your story in paragraph form.

8) Include in the first paragraph the five "musts" of a news story: **WHO, WHAT, WHY, WHEN, WHERE**. (Example: Members of the executive board of the 186th Street P-TA will meet October 28 at 2 p.m. in the patio of the president, Mrs. John Jones, to discuss plans for the coming year.)

9) Give us **DATES**. Never say "next Tuesday," or "tomorrow," but name the **DATE**. . . "Tuesday, October 12," or whatever

the date is. This will insure accuracy.

10) Your story should lead off with the most important facts first and then taper down to the least important (like inverted pyramid). Printers, when they have to cut a story, start with the end and work towards the beginning.

11) If there is more than one page, write "MORE" at the bottom of each page (number your pages). Place "30" at the end of your story—the newspaper sign for "end."

**Carbon Copies**  
12) We don't mind your sending the same story to other papers. We don't mind carbon copies. But we do mind having to strain our eyes and the printer's eyes. Please submit good carbons, please!

13) Retain a carbon copy of your story and keep it close by your telephone until it appears in print. Why? So when we call you for further information, clarification, or a check of names and facts it will be at your hand.

14) We won't alter a well-written publicity release. By keeping your carbon copy you can see where your strength and weakness lie.

**Accuracy, Thoroughness**  
Be sure to give the full name of individuals **AT LEAST ONCE** in the story and be sure to **CHECK THE SPELLINGS** of all names; check addresses, dates, and facts; include the correct titles.

**OUR GOAL IS ACCURACY AND THOROUGHNESS**—please make it your goal, too.

**Photographs**  
If you are to make arrangements for us to take a picture, remember our days for taking pictures are Thursdays, Fridays, and Saturday mornings, for the following Thursday's paper or thereafter.

If you supply your own pictures, they must be brought in before Tuesday noon preceding the Thursday of publication.

## Lomita Baptist Church To Hold Revival

The Narbonne Avenue Baptist Church will begin a series of Southern Baptist Revival services October 31. Rev. John Halford, Texas pastor, will be the evangelist.

The services will begin each night at 7:30 and will continue until November 14.

The local church has just adopted their budget for 1955. The report from the past year shows that they raised over \$32,000 during the past 12 months. The new budget calls for \$33,000 from regular gifts.

## Local Army Man Spends 7-Day Rest In Japan

PFC Felix F. Ferrer, 25, whose wife, Inez, and parents, Mr. and Mrs. Francisco Ferrer, live at 907 E. 220th st., Torrance, recently spent a seven-day rest and recuperation leave

## Film Slated At Parents-To-Be

Wondering what to take to the hospital when expecting a new baby?

This information will be forthcoming in the expectant parents' class, Thursday, (Oct. 28) at 1 p.m., at the Torrance Health Center, 2300 Carson st., according to Dr. B. A. Kogan, District Health Officer.

"Labor and Childbirth," a film which shows preparations for the trip to the hospital, on through to the delivery of the new baby, has been booked for the session. Prospective parents are invited to the classes which meet Thursday afternoon under the sponsorship of the County Health Department.

at Camp Koge, Japan, from his unit in Korea. Sight-seeing and entertainment facilities at Camp Koge provided Ferrer with a welcome break in the task of maintaining security in Korea, where he is a member of I Corps.

## Walteria Scout Attends Northern Girl Scout Meet

Last Monday morning Carolyn Welch, a Senior Girl Scout of Troop 398 sponsored by Walteria P-TA, event by car to "Asilomar," the site of a Senior Girl and Adult Scout Conference in Monterey Grove County near Palo Alto. She returned home Wednesday after lunch. The entire trip was financed

## J. A. McDonalds Welcome Baby Girl

Mr. and Mrs. J. A. McDonald of 3434 224th street, Torrance, are the proud parents of tiny black-haired Jennifer Ann, who arrived at Torrance Memorial Hospital on October 10, weighing 6 lbs. 15 1/2 oz.

by the Walteria Business Men's Club. Miss Welch is the only Senior Scout representative from the Harbor area. Her leader is Mrs. Robert Waegner.

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## Halloween Festivities Scheduled At Normdale

Ghosts, witches, hob-goblins, and other scary spirits will reign on Saturday, October 30, when Normandale Playground, 22400 South Halldale ave., stages its gala 1954 community Halloween carnival, beginning at 7 p.m., according to Miss A. M. Dunbar, recreation director at the municipal play center.

Y. F. Hammat, director, reported that there will be fun for every member of the family at Normandale Playground's carnival, and Halloween festivities will swing into high gear with the lighting of a mammoth bonfire at dusk and the start of the colorful costume parade for tiny tots.

Youngsters will serpentine around the bonfire and before the eyes of judges who will make awards to those sporting the "scariest," most original, funniest, and prettiest Halloween getups, Miss Dunbar said.

Activities scheduled throughout the evening include carnival games and contests at gaily decorated booths, variety acts on an outdoor stage, trips through an eerie haunted house, music, and dancing.

Harold Unander of the Advisory Committee is chairman of the committee which is working with recreation directors Miss Dunbar, Hammat, and Christensen in staging the Normandale Playground Halloween Carnival. He is being assisted by the Halloween Committee.

## First Meeting Of P-TA Held At 232nd Pl.

A Halloween theme ushered in the first P-TA meeting at the 232nd Place School recently under the direction of hospitality chairman, Mrs. Glenn Meyers.

Miss Ethel Bromley, principal, introduced the members of the faculty, and following was the introduction of the board members by Mrs. Fred Bassett, president, serving the school and P-TA.

Following the Community Chest film, "The Endless Day," was a speech given by Mrs. Eric Heitzman, secondary chairman and speaker with youth services.

A report on the membership drive was given by Mrs. Paul Whipp, who advised that the film "Scottie Finds a Home" will be the prize for the two highest percentages in the upper and lower grades.

Popcorn will be sold at dismissal time each Wednesday at the school. Some of the proceeds will go to P-TA current fund.

Ralph Muldoon was pitcher on the softball team at Seaside. The team is a member of the Junior Boys Softball League.

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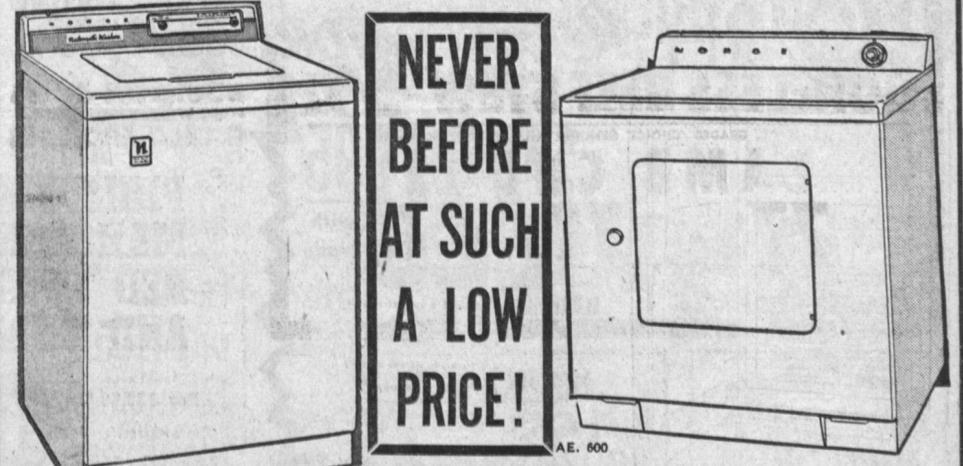
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