

going ahead...

Today the Torrance Press enters its seventh year of publication. These have been years of enthusiastic hard work dedicated to growing with Torrance, and helping Torrance grow from a small community into a metropolitan city of nearly 60,000.

We have grown from an 8-page tabloid with a weekly circulation of 5000 copies to a standard-size newspaper with up to 40 pages reaching 30,000 homes every week.

Our staff has grown from the two original members to a hard-working, happy team of 15 in the administrative offices alone. Our newsboys, which now number 150, are doing an outstanding job.

We have received the honor of being rated the number one community newspaper in California and among the ten top weeklies in the nation for circulation, in a survey conducted by the American Press Association.

We have received a triple-A rating—the highest—for achievements in news coverage, display advertising and classified advertising. We have also won awards for the best special edition, and color printing, from the Accredited Newspaper Association of America.

The Torrance Press, in the true newspaper tradition, has always been a crusading newspaper. We fought for the elimination of pin-ball machines; better recreation; teacher pay-hikes; a local armory and National Guard unit; the elimination of treacherous oil sumps; a well-balanced city and school board, and exposing corruption in our local city government.

Every line of news—from our front page banner to our tiniest birth announcement—is local news. We strive to present concise, accurate news coverage, and do not believe in wasting space or our readers' time with dull, lengthy "canned" news which has little if any local interest.

The Torrance Press is continuously first in display advertising. We carry consistently more local advertising than our competitor. Coupon sales have shown that response to our ads has topped others 3 to 1, which proves excellent readership.

This is our story of progress, and we thank you, our readers and advertisers, for having made it possible.

We continue to dedicate ourselves to the pleasant task of serving you well in the exciting years to come.

**The Publishers and The Staff
of the TORRANCE PRESS**

BEATING...

(Continued From Page 1)

was allegedly drunk, then started to beat her with his clenched fists, according to Mrs. Floyd. She stated that she lost consciousness. When she came to, Floyd was allegedly choking her. Cries from her three small children caused the man to desist long enough for her to scream and flee from the location, she stated. Floyd then left the location. A neighbor took Mrs. Floyd to the hospital where she was treated for her injuries. Floyd admitted drinking heavily, arguing with his wife, and striking her, according to police.

CUSTOM WORK
• WOOD FRAMES
• PAINTINGS &
• PHOTOGRAPHS
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1311 Post Ave. FA. 8-2830

POLIO SHOTS...

(Continued From Page 1)

every week's agenda will also be provided. **BARRICADE:** Controversy concerning a piece of property at 171st street and Prairie was submitted to the city attorney for an opinion. The property is claimed by Leo S. Girard, who has put up a barricade to designate what he considers to be his land. **CANCER MONTH:** The month of April was declared as Cancer Control Month in Torrance by Mayor Albert Isen. A fund-raising campaign will be held. **DAMAGES:** Grievances brought to the attention of the city regarding damage done to the home of Laurence Wing, 516 Via Monte d'Oro during the installation of sewers have been referred to the city attorney for recommendation. **MASONIC TEMPLE:** Plans for the construction of a Masonic Temple, corner of Plaza del Amo and Cabrillo were approved unanimously by the Council for the first hearing. **DOCTOR'S OFFICE:** Action on the construction of a doctor's office at 4526 West 191st street was postponed two weeks. It was expected that the Planning Commission would review the case once more. Application to build came from Dr. Robert F. Seaman.

COUNCIL BRIEFS...

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Milestone
Commenting on this historic moment, Dr. Kogan declared: "I remember many other milestones. This is definitely a great one. It's really incredible. More than \$85 million have been used to combat this disease and the remarkable thing is that so many citizens participated in this crusade."
Health officer of the Los Angeles County Health Department which is administering the program is Dr. Roy O. Gilbert. Assistant Health Officer is Dr. Kenneth Sutherland.

FACTS...

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Thirdly, to pregnant women. The purpose: inoculate those most susceptible. No particular controls have been announced in distribution. **ADULTS**
A vaccine successful in children would be successful in adults. However, by about age 18, most have been exposed to one or more of the three dangerous types of the virus and have become immune. **WHAT IT IS**
The vaccine is a red liquid containing billions of dead viruses of all three types which can cause paralysis in humans. The killed viruses cannot cause sickness, but can stimulate the receiver to make antibodies. **HOW LONG DOES IT PROTECT**
Only time will tell. There are hopes it might be for years, perhaps with occasional booster shots. **HOW EFFECTIVE**
The vaccine was officially declared this week to have proved to be 80 to 90 per cent effective in preventing paralytic polio. **POTENTIAL**
Dr. Jonas E. Salk, who developed the vaccine, declared that he is certain it can be potentially made almost 100 per cent effective. **TEST**
Only 71 of 440,000 vaccinated children were paralyzed by polio last summer. In comparison, 445 unvaccinated children were paralyzed. Only 113 cases of proven polio among the vaccinated children, many recovering with no damage. On the other hand, 750 cases of proven polio among the non-vaccinated. Not one child died of polio among vaccinated children. Fifteen died among about 1,400,000 children. **VACCINE REACTION**
It reported that there was an incredibly low incidence of either minor or severe reactions among the vaccinated.

REWARD

FOR



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Tank Force

Commander Paul W. Frazier, USN, of 5406 Sharynne Lane, Torrance, has been assigned to duty with Navy Task Force 43. The son of John W. Frazier of Odessa, Mo., Commander Frazier is married to the former Marcella A. Simmons of Higginsville, Mo.



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Edward Miller In Germany

Pfc. Edward W. Miller, 21, son of Mrs. J. W. Miller, 1424 W. 255th st., Harbor City, recently participated in a field training exercise in Germany with the 1st Infantry Division's 18th Regiment.

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