

Ranchero Days Events Begin Wednesday



LET 'ER RIP . . . Saddle bronc riding is one of the keystones of rodeo competition, and is one of the cowboy arts brought directly to the rodeo arena. Here a cowboy rides in classic style, timing his actions to that of his sunfishing mount.

Parade, Rodeo To Highlight Five-Day Fete

One of the largest Ranchero Days celebrations ever to be held in Torrance will get under way with the opening of the carnival midway Wednesday afternoon. The annual festivities are co-sponsored by the Torrance Mounted Police and the Torrance Junior Chamber of Commerce. Lt. D. C. Cook is chairman for the Mounted Police and Robert H. Vroman heads up the Jaycee planning.

Scheduled for the five-day celebration are a carnival, a parade, and two performances of the Rodeo Cowboys Association rodeo.

BOOTHS at the carnival midway, to be located at the Del Amo Center, will be staffed by members of local service clubs, Boy Scout organizations, and other community groups.

Miss Margaret Lewis, a 20-year-old University of Nevada student, will reign over the festivities as Rodeo Queen. Three princesses who will assist Miss Lewis include Carolyn Walsh, Teresa O'Jibway, and Ginger Cushman. The Ranchero Days parade will move along the traditional Cravens Avenue-Torrance Boulevard route at 10 a.m. Saturday. The formation area is Cabrillo Avenue south of Carson Street, and the areas will be closed to traffic during the parade.

PERFORMANCES of the RCA Rodeo are slated for 2 p.m. Saturday and Sunday. Tickets are now available from all members of the Torrance Mounted Police, according to Lt. Cook.

Booths at the carnival midway will be sponsored by the Torrance Jayettes, Scout

Troop 372, Welcome Wagon, Torrance Civitans, Torrance International Order of Odd-fellows, Torrance Rebekah Lodge, Royal Neighbors of America, North Torrance Lions Club, Cub Scout Troop 706-C, Pilot Club of Torrance, West Torrance Lions Club, Scout Troop 706, and the Dancing Silhouettes.

Course in First Aid Scheduled

Standard and advanced first aid courses will be taught by the Red Cross from 7:30-10 p.m., Tuesdays and Thursdays, starting Tuesday, and running through August, at the Marineland Auditorium.

Arranged originally for the employees of Marineland, the courses have now been opened to the public.

The 10-hour standard course, conducted by Ralph Miller, a member of the Red Cross safety services staff is open to anyone at least 15 years of age, or in the 10th grade. Students for the advanced training must be at least 16 or in the 11th grade.

The course is free, but students will be asked to purchase the Red Cross First Aid textbook costing 75 cents. Registration can be made by calling the Red Cross at TE 2-8321.

Council Vacations

The Torrance City Council will not meet this week. Last Tuesday's meeting was adjourned until Aug. 4 at 5:30 p.m.

Christ the King Lutheran Church to Install Pastor

The Rev. Elmer E. Christiansen will be installed this afternoon at 4 o'clock as the new pastor of Christ the King Lutheran Church, 2706 W. 182nd St. Dr. Gaylord Falde will serve as installing officer.

The Rev. Christiansen attended schools in Texas and received his A.B. degree in philosophy at Capital University, Columbus, Ohio. He attended Evangelical Lutheran Seminary, Columbus, Ohio, and has done graduate work in adult education.

Interning at Zion Lutheran Church in Ann Arbor, Mich., the Rev. Christiansen organized the Lutheran Church of Our Savior in San Bernardino. He has served as an assistant pastor in churches in Ohio, New Mexico, and California.



Rev. Elmer Christiansen New Pastor



REIGNING BEAUTY . . . Rita Hancock (on the horse) surveys the field of candidates for the 1964 Rodeo Queen title prior to the judging Friday. Miss Hancock, last year's queen, was succeeded a few minutes later by Margaret Lewis, who is shown here standing to the right of the horse. Others (from left) are princesses Carolyn Walsh, Ginger Cushman, and Teresa O'Jibway.



NEW CLUB MEMBERS . . . Jack Schmidt (left) of Paradise Realty, 5500 Torrance members of the firm's \$100,000 Club. Blvd., hands bonus checks to three new Standing center is Harold Freudenberg, and to the right is Glenn E. Saxton. Thelma Burgess is seated. The trio recorded realty sales totaling \$661,000 for March, and were cited by Schmidt when all of the deals closed recently.



RECEIVE PINS . . . Proving that steel needs a woman's touch too, Ida De Maxwell, Torrance, heads a group of 23 employees from U.S. Steel's Torrance Works honored for long on the job service records. Others saluted for 35 year service are, from left, Marion W. Freeman, Frank G. Fernandez, Robert D. Wilson, Carl C. Benner and Gabriel Sullivan. (U.S. Steel Photo)



JUNIOR WRESTLERS . . . Holding certificates and ribbons won in El Camino's summer recreation wrestling program are the McGiffin brothers, Peter, 5, and Mike, 9, sons of Mr. and Mrs. Art McGiffin, 1707 W. 242nd Place. Both boys attend Harbor City Elementary School and have been participating in the El Camino College program during school vacation.

'Centuries of Service' Noted By Employes of Steel Company

Thirty-three U. S. Steel Corporation employes are sporting shiny, new service award pins—badges of steel-making "know-how"—this week at the firm's Torrance Works. Boasting a combined total of more than six centuries of on-the-job service, the veteran employes were honored at a special service awards luncheon at the Palms Restaurant.

William G. Davis, general superintendent, hosted the special luncheon saluting the

of Torrance hold key posts in the plant's accounting department. Other local award winners were: Carl C. Benner, 1424 Post Ave.; Gabriel Sullivan, 23701 S. Western Ave.; Frank G. Fernandez, 25037 Oak St., Lomita, each 35 years; and Robert Figueredo, 1775 Calamar St.; Russell L. Swigart, 3030 Merrill Drive; Andrew C. Meyer, 4347 W. 177th St.; Harry D. Gray, 1583 W. 221st St.; Max G. Coast, 26003 Crest Rd.; and Milan Micanovich, 215 W. Carson St., 25 years each.



TROOP RECOGNIZED . . . Members of the Kennedy Memorial Troop 706, chartered the day funeral services were held for President Kennedy, listen as Ricky Griffith reads letter from Mrs. Kennedy to the troop. The troop, authorized as the only memorial troop wears a white "K" on a black bandana as a distinguishing mark. Leaders with the troop on the left are Everett Quackenbush, assistant Scoutmaster; Doyle Wood, Scoutmaster; and on the right, George Fisher, advancements chairman.

Tired of Television? There's Always Ceylon

Want to get away from TV? You can do it only by going to far-off Burma, Ceylon, or Nepal, according to Dr. Henry R. Cassirer, visiting professor of telecommunications at USC this summer. Those three nations not only don't have TV, Dr. Cassirer said. They don't want it both for economical and geographical reasons. The people can't afford it, and Burma is too swampy and Nepal too mountainous to make TV practical.

The U.S. has about 60 or 65-million TV sets, but no longer more than the rest of the world combined. For the first time last year the number of TV receivers outside this country became greater than the American total.

UNESCO believes that five radio sets for every 100 persons is a minimum standard, but India has only one receiver for every 200 people. Most of Africa south of the Sahara desert is well below the minimum standard, he said. Radio is just getting started in Gambia and Bechuanaland, and is the main medium of communication in Pakistan and Afghanistan. As for TV's impact on children with scenes of violence, Dr. Cassirer thinks one solution may lie in school classes in screen education such as practiced by a number of European countries.

JAPAN, ENGLAND, Germany, and the Soviet Union have the next largest numbers of TV sets. India has only a small experimental station, and Pakistan is mere thinking about starting TV. Latin America is way ahead of many other less-developed parts of the world in TV, although most of the

Dr. Cassirer's job is to help nations develop their communications media and make the best use of radio and TV for educational purposes. "BROADCASTING is the nerve center of a country," he said. "When a nation becomes independent overnight, it often needs help in finding trained people who can carry on."

"IT SEEMS strange to me that schools will educate children in appreciation of art, music, painting, literature, and the theater but not in the medium with which they have the most contact—films and TV. These are valid expressions of art and communications and should be discussed to build discriminating audiences. This would help both the children and their parents and the broadcaster of the future."