



LOOK OVER PLANS . . . Dr. Carroll E. Word, pastor of the Alondra Park Methodist Church, and the Rev. B. J. Usher, representing the Board of Missions of the Southern California-Arizona Conference of the Methodist Church, examine a sketch for the proposed new sanctuary at the church. A Stewardship Crusade seeking to raise \$70,000 for the building is now under way.

### Great Lakes Properties Names Gardner to Post

John F. Gardner has been appointed to the newly created position of manager of public relations for Great Lakes Properties, Inc., of Los Angeles.



JOHN F. GARDNER Gets New Job

Gardner served as vice president of public relations and advertising at The Fluor Corp., Ltd., for 10 years and most recently was a partner in the counseling firm of Walker and Gardner of Los Angeles.

He is a graduate of Santa Ana College and attended the University of Southern California. Married, he is the father of two children and lives in Newport Beach.

Great Lakes Properties, Inc., is a wholly owned international real estate investment subsidiary of Great Lakes Carbon Corp.

Among Southern California projects now under way or being planned is a 200-acre financial center in Torrance; Rancho Camarillo, a planned community of 4,600 acres in Ventura County, and development of more than 7,000 acres on the Palos Verdes Peninsula.

### Doolittle Will Address Eagle Scouts at Dinner

Invitations to the 21st annual Eagle Scout Recognition Dinner have been mailed to all eligible Eagle Scouts in the Los Angeles Area Council, according to dinner chairman Joseph E. Havenner.

"Rugged Training for Responsible Manhood" is the theme of the 1965 event. Gen. James H. Doolittle will address the 500 Eagle Scouts and their 500 business and professional men sponsors. General Doolittle is an active Scouter and was chairman of the show, "Land of Uncle Sam," in 1964.

PROVIDING entertainment for the program will be the famous Young American Singers, who were featured at the Greek Theater this fall.

Rabbi Edgar F. Magnin will deliver the invocation. The Eagle Scout Recognition Dinner will be held Wednesday, Oct. 20, at the Hollywood Palladium.

### Whale Hunting Film Planned

"Moontrap," a documentary film of a French Canadian village's revival of its ancient custom of whale hunting, will be shown Friday at the Jolly Recreation Center, 3355 Torrance Blvd. Time is 7:30 p.m. and there is no admission charge.

This is the first film in a series of seven which will be presented by the Torrance Recreation Department in cooperation with the Los Angeles County Museum.

**MARY CARTER PAINTS**  
"Where You Get Two for the Price of One"  
**MARY CARTER PAINTS**  
1801 CARRILLO  
FA 8-8640

## Assignment TV

By **TERRENCE O'FLAHERTY**

Over the weekend I received the following telegram from the director of press relations for the A. C. Nielsen Company, the outfit that turns out the TV ratings:

"We understand that you have been supplied by a Nielsen client with a 'Top Twenty' program listing composed of data contained in National Nielsen Television Index's Fast Multi-Network Area Report mailed to our clients yesterday.

"Under their agreements with us, our clients agree to treat all report information as confidential and further agree not to permit others to publish, reproduce, copy or extract any such information without our written permission.

"This release of report information by a Nielsen client is in violation of its agreement with us and publication by you will constitute unfair competition and infringement of our copyright in the report data. Therefore we request that you do not publish such information. Howard Coleman."

DEAR MR. COLEMAN:

Your telegram with its total lack of cordiality and its faintly imperious tone seems to suggest that my readers and I might have an interest in your audience estimations. Nothing could be further from the truth.

I immediately consulted my own version of your rating service — Sam, the second floor janitor. He got a big laugh out of the telegram and reminded me that the only regular contact we have ever had with you folks (Sam reads all my mail) was from your own publicity department presumably seeking publicity in the paper. Remember?

Agreements or no agreements, I think you should know that at quite regular intervals I receive a list of your Top Ten or Top Twenty All-American Favorite Programs. I also receive "Gypsy Madge's Dream Book" on a rather regular basis. For me, the difference between these two expeditions into the realm of the fanciful is that I pay the gypsy. Your audience ratings I receive free and unsolicited from your subscribers who are delighted at having them published — WHEN they are favorable to their shows.



YOU'LL ENJOY IT MORE IF YOU GIVE BLOOD BEFORE YOU GO. RED CROSS BLOOD PROGRAM.

AND AS LONG as you have brought the matter up, I believe there is entirely too much talk about all ratings — both inside the industry and out. The Nielsen audience estimates are of interest to the viewing public for one reason only: they are the little numbers which producers and sponsors use as substitutes for confidence in their own work. Your numbers are their taste. And their taste is what determines the quality of entertainment the American family is given. That includes Sam and me.

More than ten years ago your ratings began to be published by you and the wire services with the sole intent of getting into columns for the public to read, presumably with your blessings. For the TV industry to encourage this was a fatal error in judgment.

The growing criticism of television entertainment by discriminating viewers was accelerated by the knowledge of the manner in which programs were created solely for the mass taste. Even Congress became interested in the process, as you know.

AT FIRST Sam and I resented the threatening tone of your telegram. Then we got to laughing uproariously because, you see, no one yet this season has considered us important enough to send us your ultra zippy fast multi-network area report at all. So, instead, Sam wants me to pass along the programs listed in his Fast Multi-Network Area Report which he mailed to his clients yesterday. Sam does not consider the list confidential and you may reproduce, copy, or extract any such information without his permission.

Here are Sam's Selections — not of what's best but what the audience is watching: Gomer Pyle, Green Acres, Bonanza, Dick Van Dyke, Beverly Hillbillies, Bewitched, Hogan's Heroes, Lucy, Peyton Place, Red Skelton, Dean Martin, Andy Griffith, Ed Sullivan, Man from U.N.C.L.E., Shenandoah, Please Don't Eat the Daisies, The Fugitive, My Three Sons, and The Smithers Brothers.

Cordially — Sam and Terry.

### Press-Herald

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## Linda Who? Asks Yearbook Staff

Eight "Lindas" are complicating Mrs. Sue Yawn's job at North High School this fall.

Mrs. Yawn is advisor to the school's yearbook staff and along with the largest staff in the yearbook's history, Mrs. Yawn came up with a bumper crop of "Lindas."

"There are more 'Lindas' than there are boys," Mrs. Yawn said. Her staff, headed by Linda Clark as editor-in-chief, includes 22 girls and 7 boys.

When Miss Clark yells "Linda," she isn't talking to herself. She could want to speak with Linda Barrett, Linda Cobb, Linda Patty, Linda Schwartz, Linda Wil-

son, or Linda Brady. Miss Brady is senior section editor, and the other half dozen Lindas are reporters on the yearbook staff.

Other section editors on the staff are Janice Cohn, who is in charge of clubs; Carol Perkins, activities section, and Steve Schmitz, sports editor.

In addition to putting together the "Valiant" for North High students, the Saxon staff is responsible for composing ads for the South, Torrance, and West annuals this year. Mrs. Angela Soss, North High work experience coordinator, is directing the sales staff for advertising.

Those outnumbered boys include sports editor Schmitz,

Steven Doten, Bruce Flanary, Theodore Litvin, Steven Mankoski, Daniel Rothstein, and Patrick Jones.

The remaining girls are Barbara Chavez, Claire Grace, Cynthia Leonard, Julie Marasse, Bettina Nicasio, Synthia Sellers, Jane Sexton, Deborah Sherwood, Jacqueline Wegelin, Gloria Williams, Duley Bradford, and Patricia Mawhinney.

For the record, there are two C(S)ynthias: Miss Leonard and Miss Sellers.

Mrs. Yawn and her staff have promised, however, not to let possible confusion of names impede the work of putting together the biggest and best yearbook yet issued at North High.

# Newberrys

ROLLING HILLS PLAZA

SUNDAY  
MONDAY  
TUESDAY

# FABRIC SALE



## PRINTED FLANNEL

Stripes and various prints. Excellent for night wear. 36 inches wide, lengths to 10 yards. Machine washable.

4 YDS. \$

Regularly 37c yd.

### BONDED KNITS

Beautiful new fashion tones. Your choice of assorted weaves, 60" to 66" wide. Lengths to 10 yards. Jersey and fancies with laminated tricot lining.

2 YDS \$3

### WOOL AND WOOL BLENDS

A whole table full of gorgeous colors, textures and patterns. 54" to 60" wide, lengths to 10 yds. High style fashions start here!

2 YDS \$3

### CURTAIN & FASHION FABRICS

36" to 44" wide, lengths to 10 yds. Everything on one table! Assorted blends and cottons in hundreds of patterns and color combinations! Out it goes at a new low sale price.

43c yd

"IT'S SO EASY TO CHARGE IT AT NEWBERRY'S"

# Newberrys

SALE DAYS  
SUNDAY  
OCTOBER 17th  
THROUGH TUESDAY  
OCTOBER 19th

OPEN SUNDAY 10 A.M. TO 5:30 P.M.  
MON. THRU SAT., 10 A.M. TO 9:00 P.M.

CORNER CRENSHAW & PACIFIC COAST HWY.  
— Acres of Free Store-Side Parking —  
SHOP IN AIR CONDITIONED COMFORT

ROLLING HILLS PLAZA

## Why You Can Afford New Translucent\* Dentures at Dr. Campbell's

\*Made with translucent teeth and translucent denture material the kind which do not have the telltale hard brilliance formerly characteristic of artificial teeth . . . accepted by dentists as the finest for making dentures, the closest imitation of natural teeth.

Dr. F. E. Campbell, dentist, says— I SAVE YOU MONEY IN THESE TWO WAYS:

1. I buy supplies and equipment at volume prices for 12 dental offices.
2. I save in making each denture because I make so many of all types each day.

MADE IN MY OWN LABORATORY Each of my 12 offices has its own dental laboratory . . . on its own premises. This works for close professional supervision and for efficiency and economy.

Save Even More With Rebuilt Dentures For a new fit with your old teeth, have them reset in new translucent material. You save a considerable part of the cost of entirely new dental plates.

EXAMINATION WITHOUT APPOINTMENT THE PHONE THAT TELLS SAVINGS IN ADVANCE

FA 0-1471 for EXACT PRICES—not estimates



### Fantastic Credit Terms With No Money Down

Wait 45 days for 1st small payment I carry my own credit, not having strict finance company regulations. My easiness rewards me with word-of-mouth advertising. As a result, I prefer serving you on easiest terms. Easy-to-get-approval of credit.

### FAST PLATE REPAIRS DR. CAMPBELL'S

—DOWNTOWN TORRANCE—

Sartori at El Prado (ground floor) Phone FA 0-1471 No extra charge for difficult cases YOUR DENTURES COME FIRST . . . THE MONEY IS SECONDARY CLOSED ALL DAY SATURDAY

PENSIONERS: Bring ID card. We do the rest.