

PRESS ANNOUNCES FRIDAY EDITION

The Press will continue its expansion program with two significant changes next week.

Beginning with the issue of Friday, July 12, The Press will publish every Wednesday and Friday afternoon. This will give added service to both readers and advertisers.

We'll be publishing even more timely news and pictures twice a week, and will give advertisers a chance to announce weekend values at the most logical times—just before the weekend gets under way. It will also enable readers to know what's going on around town and in local stores in plenty of time to plan their weekend shopping.

In addition, The Press next week begins a series of new reader features. We'll tell you about a few of them now, to whet your appetite.

First off, we'll run a crossword puzzle every Friday. A sample of this intriguing game is on page D2 of today's paper. We'll also be running a regular cartoon feature, a puzzle game for the kids, and an information cartoon, "It's Amazing."

We'll also launch a regular Friday page of editorials and opinions of our own and others with the July 12 issue.

Our subscription rates will remain the same—but our deadlines for the Friday paper will of necessity be moved up to Thursday noon for advertisers and Wednesday noon for publicity and news copy.

COLLEGE 'POWER PLAY' RIPPED BY CITY COUNCIL

READ IT FIRST IN THE PRESS

• TORRANCE
• SOUTH BAY
• CARSON
• LOMITA
• HARBOR AREA



THE PRESS

3238 SEPULVEDA BLVD. — Phone DA 5-1515

VOLUME XV, NUMBER 22

WEDNESDAY, JULY 3, 1963

10c A COPY

New Racial Moves Planned by CORE

Another Bid Eyed For Home Here

Two new moves in the Torrance racial dispute appeared imminent today.

In the wake of Saturday's march-demonstration which brought nearly 1,000 pickets, protesters and spectators to Torrance, these were the major developments:

1. Negro attorney Odis Jackson of Los Angeles, whose \$500 deposit for a Southwood home was rejected Friday by Don Wilson salesman on technical grounds, decided he didn't want to go through with his announced plan to purchase a home here. He did say, however, that if Wilson considered him a "prospect," the developer could contact him.

2. CORE (Congress of Racial Equality) announced it planned further demonstrations in the Southwood tract, probably on either the Fourth of July (tomorrow), or the weekend, or both. These would consist of picketing and perhaps new sit-ins. The group also said it would provide additional Negro "qualified buyers" who would attempt to purchase one of the 14 or so remaining homes in the 650-home tract.

3. Another ethnic group, the Mexican-Americans, are reported to be reorganizing to correct what they consider inequities in Torrance. The League of United Latin American Citizens (LULAC), said

former Torrance Council officer Mrs. Edward Baker is on the verge of stepping up activity here.

There have been complaints that Mexican-Americans are suffering because they are officially classed as white and are losing jobs to Negroes at firms which are attempting to dispel possible discrimination charges.

One Torrance laundry reportedly is only hiring Negroes, according to Dr. George Borrell, head of the Equal Opportunities Foundation.

He charged on a local TV show that serious tensions are building between Negroes and Mexican-Americans, and that the Mexican group is being discriminated against in ways that are difficult to substantiate.

POLICE PRAISED

Meanwhile, Torrance police were being complimented on all sides for their effective control of Saturday's racial demonstration.

More than 500 demonstrators, about two-thirds Negro, representing CORE, the NAACP and the United Civil Rights Committee, drove to Torrance in a 220-car motorcade, parked their cars a few blocks from the barricades at the Southwood section, and marched and sang their way through the tract for an hour and a half, many carrying placards.

The Wilson sales office was closed for the weekend, and most residents of the tract either stayed inside or were away for the day. Most of the tension was created by curious spectators, mostly youths in beach, surfing or light summer garb.

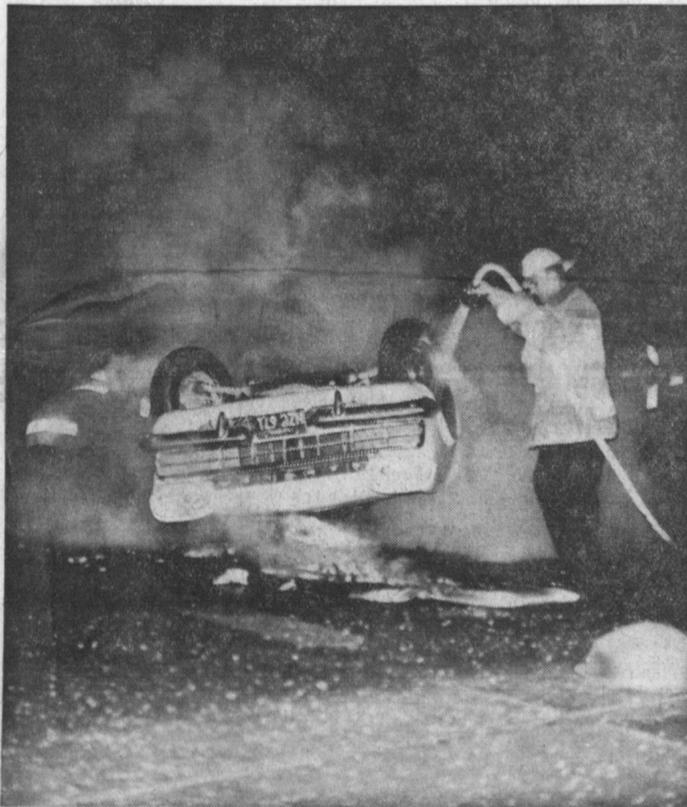
Three "American Nazis" counter-picketed, unfurling a "White Men Unite" sign that drew snickers and some encouragement. A number of spectators were arrested for heckling the demonstrators, and all but two were released without charges. The two male adults, who were particularly vociferous, were charged with disturbing the peace.

The whole affair, with most of the Anza-Calle Mayor sector crowded for two hours or more before the motorcade arrived, had almost a carnival flavor. It seemed as though the demonstration were being treated as a parade or show.

Without the presence of police, who quickly quieted any potential violence, the show might have turned to tragedy. Ill feeling between groups of spectators and the paraders was evident.

The paraders didn't return Sunday, except for about 20 CORE pickets, who spent some time at the closed Wilson offices, then gave up after it was apparent they weren't attracting much attention. Police remained on duty Sunday, but the crowds weren't there, and the protest ended without incident.

A Vehicle Goes to The Blazes



FLAMING FINISH to this vehicle came swiftly Saturday night in accident at 242nd and Western, despite firemen's efforts to save it. Photo by Chuck Peterson.

Beasley Hits Luckman as 'Egotistical'

Torrance city council voted 5-2 Tuesday night to combine billing for water and rubbish, and to move the water department offices into city hall. The plan would save the city an estimated \$30,000 a year, according to city manager Wade Peebles, and Councilman Ross Sciarrotta, who led the drive for the change.

The city water commission and superintendent had opposed the change, saying the savings—mostly based on reduced personnel—would not be effected, and that the move from downtown would downgrade the downtown business district.

Councilmen also passed a resolution guaranteeing widening of Sepulveda and Crenshaw Boulevards, depression of Crenshaw, and other improvements deemed necessary if the proposed state college comes to Torrance.

Mayor Albert Isen and Councilman Jay Beasley, Nick Dale expressed concern that a "power play" would put the college on the Palos Verdes Peninsula. The state college board of trustees is meeting July 11 and 12 in Los Angeles, presumably to decide the matter.

Beasley accused Charles Luckman, head of the board, of being "egotistical" and "arrogant" and charged Luckman with spearheading a move to ignore Torrance, which he said was the site 95 per cent of the people in the area wanted for the college.

Isen indicated that Assembly Speaker Jesse Unruh, in his opinion, was apparently committed to the Palos Verdes site. "I hope this isn't the case," Isen said.

Council adopted a general 2½ per cent pay raise for city employees, including police and fire departments. Police spokesman Charles Oates said this was "not satisfactory" and indicated his department would press for a 4 per cent raise and merit pay in grades.

He said the raise granted was inequitable and that Torrance police, whom he characterized as among the best in the state, were not being paid in accordance with the recommendations of a statewide study.

YOUTH BAND GETS BID BY WORLD'S FAIR

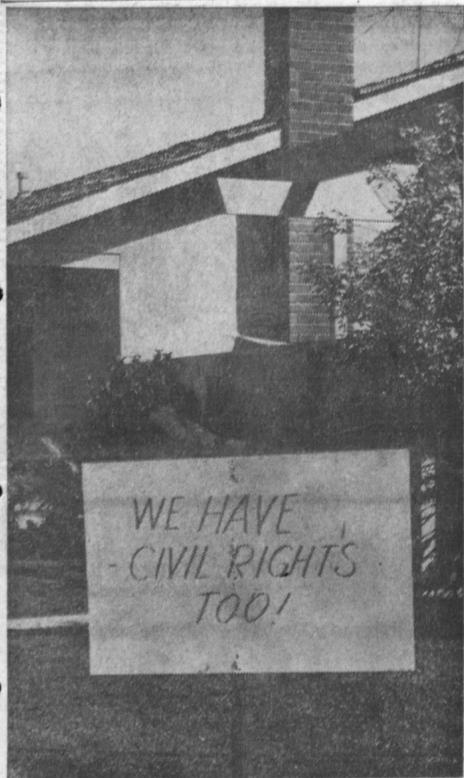
The Torrance Area Youth Band has received an official invitation to perform at the New York World's Fair in the summer of 1964. According to James Van Dyck, director of the Youth Band, the date of the band's performance is set for Aug. 7, 1964, and is part of the cultural program being sponsored by the New York World's Fair Corporation.

The band received the invitation after submitting recordings, programs of past public concerts, and recommendations from two leading music critics from universities in the Los Angeles Area.

The band will go to New York around Aug. 1, 1964, and spend two weeks there and in Washington D.C. Besides playing at the World's Fair, it will also give a concert at the Walter Damrosch Band Shell in the Lincoln Center, the world's newest and largest Cultural Center.

While in Washington D.C., the band hopes to be able to take part in the President's "Concerts for Youths" on the White House lawn.

The band will fly via Jet Airliner from Los Angeles to New York and return. Band members will pay their own transportation and the youth band organization will furnish food and lodging for the two weeks jaunt.



WE HAVE CIVIL RIGHTS, too, says sign on home of Southwood resident during march Saturday by racial demonstrators. PRESS photo

\$500,000 Shopping Center Set for Sepulveda-Cabrillo

A new \$500,000 shopping center to be known as Sepulveda Plaza is under way at Cabrillo and Sepulveda.

A project of the Kergan Development Co., the ultra modern center will feature a large, air-conditioned Alpha Beta supermarket as its primary structure.

The center, which is being built by Ernest W. Hahn, Inc., general contractors, of Hawthorne, features 27,500 sq. ft. of stores in its initial increment on a 3½-acre site.

Located in a burgeoning residential area, the center is designed to serve the neighborhood shopping needs of more than 25,000 people.

The Alpha Beta market will be a full-service store featuring convenient shoulder-height merchandise counters, wide aisles, extensive frozen food cases and complete delicatessen and meat departments.

Hugh Gibbs, A.I.A., of Long Beach is the architect of the project which will feature use of textured block architectural panels for design accents plus reinforced concrete block in secondary uses.

An unusual decorative design innovation for the Alpha Beta will be turquoise tile lower panels at the main entrance featuring the stores initials in deep brown.

Both the store and shop entrances will be canopied. All units will be completely air-conditioned and integrated in design and construction.

Provisions are also being made at the site for future commercial additions. A drug store and coffee shop are being contemplated for the second construction unit.

North High Duo Takes National Debate Honors

Two North High debaters who recently captured the California state championship won new honors this week when they placed fourth in the U.S. national finals at Houston.

Elias Baumgarten and Mike Jones, seniors, debating both sides of the topic "Resolved, the U.S. Should Promote a Common Market for the Western Hemisphere," just returned from the National Forensics League finals in Texas, where Baumgarten also finished fourth in the national extemporaneous speech contest.

Another North High senior, Peter Gregora, was a delegate to the National Student Congress, held in conjunction with the debate and speech event. Lehr Mushmush, the North High coach, accompanied the three students.

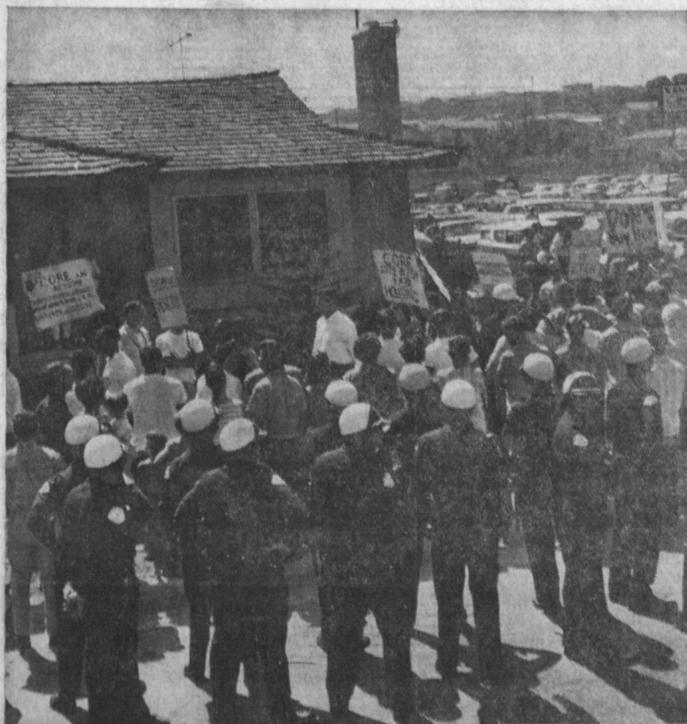
COACHES' BID FOR EXTRA PAY TURNED DOWN

Torrance board of education this week turned down a bid by major sports coaches at the four local high schools for \$400 a year extra for each sport coached. The coaches said the district could save at least \$23,000 by accepting the proposal.

Coaches are allowed one free period a day to make up for coaching time. This period costs about \$1,500 a year per coach, for a total of \$54,000 annually, the coaches said. They would give up their free period for the increment, which would cost the district approximately \$31,000 annually.

District trustees indicated they didn't want to set a precedent for other specialists, such as debate coaches, drama and journalism instructor, etc., who don't get either periods off or extra money for their work.

Alward Fuller, purchasing agent for the district, resigned to enter private industry. The board decided not to fill his post, but to divide the work between Robert Cosby, director of operations, and Leroy Aldershot, superintendent of maintenance.



ON THE PORCH of home at Anza-Calle Mayor entrance to Southwood tract, CORE demonstrators hold up signs to tell local residents, police and spectators of their protests against alleged discrimination. PRESS photo