

United Crusade Campaign Opens Thursday

A Penny for your Thoughts

What are the favorite books and characters of youngsters?

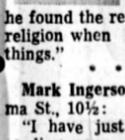
Charles Haig, 3226 Onrado St., 9:

"I have read the book 'Submarine Mystery' and I like everything about the book. I don't have a favorite character, but I do like the reading program in the Torrance libraries."



Kathy Slaven, 1308 Date Ave., 12:

"I like mysteries. I guess my favorite book is 'Baba Yaga's Secret.' It is a story about witches. My favorite person in the book is Martin Luther because I think he found the real truth about religion when he questioned things."



Mark Ingersoll, 3114 Sonoma St., 10 1/2:

"I have just started the reading room program so I haven't read very much yet. I guess my favorite is 'Treasure Island' and my favorite character is Long John Silver. I like him because he looks and acts funny a lot of the time."

Peggy Leinweber, 2713 W. 230th St., 8:

"My favorite book is 'Kate Can Skate,' and I like Kate very much because she is always playing with cats. I like cats, too. She can skate very well, too. I want to learn to skate, so that is one of the reasons I like her."



ANN LANDERS SAYS:

Don't Walk, Run From This Title-Happy Mom

"His Mother Asked About Family Tree"

Dear Ann Landers: I am dating a young man whose forbears actually came to this country on the Mayflower.

When his family gets together they talk about the Revolutionary War as if it happened last year. They have a family crest, relics, swords, framed documents and stacks of books tracing the family lineage.

His mother asked me recently about my family tree. I told her my father was born in Newark and my mother was born in Butte and beyond that I wasn't sure of anything.

She suggested I consult a genealogist in the hope he could turn up some distinguished ancestors. When I told her I was not interested in "distinguished ancestors" she froze up and had nothing to say to me for the rest of the evening.

Now that I have seen my boy friend with his family he seems very much like them. Our values are so different I doubt that we could be happy together. He says I feel inferior because his background is better than mine but I should try to "rise above it."

Any advice?—
PLAIN FOLKS

Dear Plain: Run!
In America it doesn't matter where you came from.



READY TO CAMPAIGN . . . Volunteers for the United Crusade, combining the United Way and 13 American Red Cross chapters, will begin campaigning tomorrow for some candidates of their own—the people who depend on help from the United Crusade. Shown here discussing plans for the drive are employe chairmen

for Torrance firms. They are, from left, Ray Souza, Carma Manufacturing Co.; Chuck Connors, Dow Chemical Co.; Marietta Moore, Fairmont Convalesorium; Harry Trodick, Export Packers, and Joseph Goenier, Carma Manufacturing Co.



HEAD DRIVE . . . Discussing the forthcoming United Crusade appeal are local leaders: Bruce Jones, left, Torrance commerce and industry unit chairman; Jack Mortenson, harbor area commerce and industry chairman; and James Becker, Torrance city chairman.

Combined Drive for Funds Ready to Roll

Support of the United Crusade—a combination of the two largest community-wide fund appeals, those of the United Way and the American Red Cross—will be sought in the drive opening in Torrance and throughout Los Angeles County tomorrow.

The job of the Crusade, according to James Becker, Torrance chairman, is to provide adequate support for 310 health, welfare and disaster services which formerly looked to Red Cross, United Way, community chests and other funds for support.

"By putting into one generous pledge as much as they would give to both organizations, and adding some to help meet spiraling costs and population growth, we'll be able to do our part to see that the Crusade's mission is accomplished," Becker says.

EVERY community has a share of the responsibility for raising the county-wide goal of \$20,700,000, a 9 per cent increase over Red Cross and United Way receipts in their last fund drives.

Several hundred local volunteers will be working to raise voluntary dollars for services for children in institutions, foster homes, hospitals and clinics, disaster relief, blood programs, youth activities, family welfare nursing services, mental health care and treatment, assistance to veterans and a safety training.

Heading up the small business division of solicitation in Torrance is David Tanner.

CAMPAIGNERS are already at work in the commerce and industry phase of the drive organizing solicitations among employee groups, according to Bruce Jones, commerce and industry chairman.

Residential collections are under the general chairmanship of Mrs. Kenny Uyeda with Mrs. Robert Sullivan, Mrs. Stanley Heiman and Mrs. Florence Ono heading up the door-to-door solicitation in South, Central and North Torrance, respectively.

Becker points out that solicitors will be doing two big volunteer jobs at one time when they ask for United Way agencies and Red Cross services during the United Crusade campaign.

"Advantages of this combined campaign in savings of costs, time and energy and eliminating duplication of effort should produce significantly greater results than the total of two separate campaigns," the chairman says.

BY MAKING it possible to raise more money more efficiently, Red Cross and the many agencies of United Way will be able to more adequately perform their essential services which during the past year benefited a total of 1,111,311 families and individuals in the County.

Here, as in all parts of the county, 78.5 per cent of every United Crusade dollar will go to United Way agencies. Red Cross services offered through the 13 chapters will receive 21.5 per cent of each dollar contributed.

"Working together, givers, services and communities will make the joint United Way and Red Cross United Crusade campaign the successful partnership so long hoped for

Your Second Front Page

Press-Herald

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TELEVISION
SACRAMENTO
REPORT

SEPTEMBER 30, 1964

Pay Television Subject Of Fifth Forum Meeting

"The Pay TV Controversy," fifth in a series of debates sponsored by the South Bay Forum, will match Robert MacLeod against Burt Leiper tomorrow evening at the Torrance Recreation Center.

Mayor Robert Beverly of Manhattan Beach will moderate the debate, which begins at 8 o'clock.

MacLeod is vice president, marketing, for Subscription Television, Inc., the firm which now operates a pay television system in Los Angeles.

Leiper is a member of the Citizens Committee for Free TV, an organization which is sponsoring Proposition 15. The measure would outlaw pay television in California.

Both members of the panel have had extensive experience in the publishing and broadcasting industries. Leiper is a member of the Public Relations Society of America and a former journalist. MacLeod, also a former journalist, has served as publisher for two national magazines.



YOLANDA HENSEN
Concert Soloist

Symphony Sets Pop Concert

Youthful Torrance flutist Yolanda Hensen will be one of the featured soloists for a pop concert of the South Bay Civic Symphony at Torrance High School Sunday afternoon.

The concert will be given at 2:30 in the auditorium on the Torrance High campus.

Conductor Elyse Aehle has selected a program of "Music of the Mississippi" for the concert. The 70-piece professional orchestra will play selections from "Show Boat," Grofe's "Mississippi Suite," and three movements from the "New World Symphony" by Dvorak.

Many of the Torrance orchestra players have been on leave of absence to tour with various television and symphonic groups. All have returned for the concert.

Florence Lahmeyer will be the cello soloist for the program. She will play "Granadina by Nim." Folk music will be presented by the Girlfolk under the direction of Carol McDougall.

Sunday's concert is free to the public and is part of the project designed to bring the finest of music to the city. The project has the support of the Board of Supervisors, the Los Angeles County Music Commission, and the Musician's Union. The concert is under the auspices of the Torrance Recreation Department.

COUNT MARCO ASKS:

Are Children Really Needed?

Are children necessary? One mother is beginning to think not. She feels she has been replaced in her husband's life, and resents it.

This I call a case history, because she is not alone. So many left-out women experience the same feelings of guilt and regret.

Others of you have done something about it. So to you I send her appeal. What can or should this woman do?

She writes: "I seem to be the sole rebel, feeling at times almost guilty, to persist in boldly proclaiming that now as ever my husband—NOT our kids—is the most interesting, the most loved person in my life."

That her husband is not a slob, as so many American women complain, is apparent by her glowing description of him.

"He is one of the very few men I know who manages to look entirely masculine in an ornately ruffled tuxedo shirt, in no-lapel Italian suits or the taniest beach outfit, reducing most other guys to the look of lost little boys.

"His I. Q. is astronomical, his manner so decisive and authoritative that he can scare heck out of everyone by just raising one marvelous eyebrow.

"He is widely traveled and a successful businessman, and I find him now more fascinating and charming than when I met him 20 years ago. It is a pleasure and challenge to be 20 different women rolled into one for such a man."

All this adds up to a prelude of complaint: "But what does this paragon of manhood enjoy more than anything else? Our kids!"

Her lament includes that he is always checking on them, taking them wherever he goes, listening to their problems, having fun with them—and being entirely too pre-occupied with them to suit her.

She wants time alone with him; she wants dinner conversation to be as intimate and interesting as it used to be. She wants the return of love without the limitations motherhood has brought.

My personal reaction to this is that with so much interest in the children displayed by the father, so much concern in their welfare it is quite likely that there will be no juvenile delinquents in that family, or unwed teen mothers, for that matter. He is making the children feel wanted and understood.

Perhaps the reason the father does spend so much time with the children is that he and they sense that the mother doesn't care to assume her responsibilities.

Perhaps she should make a full-scale effort to participate in all the activities to give him confidence that mother can assume her rightful responsibilities.

Maybe he'll then relax enough to court her all over again. What do you think?



TO SHOW WORK . . . An exhibition of paintings by the Czech-born painter Lecoque will be held at the Pied Piper Interiors, 23252 Hawthorne Ave., according to Joe Carrier, owner and president of the firm. The exhibition will open Friday and continue through Monday. Lecoque will be at the store from 5 to 9 p.m. each day to autograph copies of his brochure.