EDITORIALS **A Program for Lives**

California's answer to the February White House conference on traffic safety and an at sampt to save 700 lives and prevent 22,000 in **jurious accidents in this state in 1954 is being volced in a statewide crusade to be launched**

volced in a statewide crusade to be launched next month. The California Safety council, a statewide volunteer cilizens organization interested in traffic safety, with the cooperation of The Torrance Herald will launch a traffic safety crusade June 14th by appealing to individual drivers throughout California. The Council, represented by local traffic safety crusade committees in California's cities and towns requests operators of motor vehicles to sign a safety pelage and display an strac-tive bumper sticker on their vehicles as evi-dence of their willingness to know and obey all trafic laws, maintain their vehicle in safe operating condition and drive by the "golden rule."

rule." Traffic safety authorities in the California Safety council estimate that the objective of 20 per cent reduction in traffic accidents and fatalities will be realized during the grusade. California's traffic record of more than 3,300 deaths and 110.000 injuring, accidents, rep-

resenting an economic less of more than \$320. 000.000 according to a California Safety council survey made public this week by the council's state president Raymond F. Leheney of Los Angeles.

A reduction of one fifth will mean a saving

Angeles. A reduction of one fifth will mean a saving of more than \$85,000,000 economically, but the principal objective of the council's crusade is the saving of human life and the prevention of painful and expensive injuries, council of-ficials explained. The California Safety council traffic safety crusade pledge will appear in the columns of The Torrance Herald as a public service. All operators of motor vehicles will be requested to sign the accompanying pledge and return it to The Herald. A bumper sticker bearing the legend "Safety Pledge - I've signed it. Have You?" will be given to each signer of the safety pledge. "Lefs Get Together and Stop this Needless Loss of Life and Property" is the 1954 Cali-fornia safety erusade motto. The objective for this county is 20 per cent of all autometive registrations.

The objective not time county is a performance of all automotive registrations. It is hoped that the objective may be reached during the opening week of the cru-sade which starts June 14th.



Criswell Predicts

An Accurate Glimpse of the Future

Criswell will answer your questions if you will write him in care of the Torrante Herald, signing your full name, and address. Only, initials will be used in the answer which will appear in rotation as re-ceived and as space permits. There is no charge for this arryits, write Griswell Predicts today.

an general for the first time in 1966!... Deep sleep will prove to be one of the most healing fac-tors in female diseases!... Japa-nesse women will adopt the joint-property laws of Califor-nia in their marriage -vows, making them independent for the first time since the creation of that nation!... A new way to make money at home will be to hook rag rugs in Colonial designs. These rugs are most popular and are new in great demand by in-terior decorators and houso furnishing shops! A new girdle which flatten your fig-tue both front and back will soon be introduced in your area. This is the most dyna-mic change in underforms since the laced corsel'... The la-test hostess fad will be an Oriential dimer and have guests dreas in the same fashion!

TORRANCE HERALD

Ten

AFTER HOURS By JOHN MORLEY

By JOHN FIGE THAGE SPIESE BAD SIGN FOR COMMUNISM - In the past four years this reporter has made twelve suc-essful missions behind the Iron Curtain in Europe and China, which he reported in these columns direct from Begrade and Hong Kong. We particularly stressed the ever-ing and uniformed police be-agents and police, it's a sur-agents and police, it's a sur-sing according to plan. In recent months more sig-nificant proof has appeared to reading to plan. In recent months more sig-nificant proof has appeared to reading to plan. In recent months more sig-nificant proof has appeared to reading to plan. In recent months more sig-nificant proof has appeared to reading to the Free World. What makes the escape of these Russians among the most trusted inside the scape of the Russians and ploineat, spies, escaping to the Free World. What makes the escape of these Russians among the most trusted inside the scape of these Russians among the most trusted inside the scape of these Russians and plonate, spies, escaping the scape of these Russians among the most trusted inside the scape of these Russians and plonate, spies, escaping the scape of these Russians among the most trusted inside the scape of these Russians and plonate, spies, escaping the scape of these Russians and plonate, spies, escaping the scape of these Russians and the directed by one of the Soviet Union, So when of the Soviet Union, So when and rechecked by one of the Soviet Union, So when and the recention of Lavrent the scape the of the Scape of the Russian and thumber of Russiand the scape that something the scape to the Scape the west, and trusted by one of the Soviet Union So when and the scape to the West, the the execution of Lavrent the the scape the of the Soviet Sov

Windarity escapes to the vers, ti's accussion to the something citcal is brevious behind no. **Fall of Berla Significan** Wirkers Andrew Statistics they men in the MVD, the Son of Dictaro Malenkov to eliminate they men in the MVD has not eliminate the help of Marshan purple of Berla and his top hundre of the Soviet Union, the some statistic statistics to berla splans for ultimate to be for the Soviet Union that the some statistic splans and the so-hated the theous and so f secret so the source statistic splans and the Soviet Union, the so-tistic statistic splans for ultimate to be for the Soviet Union that the source splans of the Red sples are source splans of the Red sples are how the scape of such in for the source splans of the Soviet Union, the splans the forces being the the splans for the source splans for the MVD the scape of the Red sples are how the scape of such in the splans the forces being the the splans for the Soviet Union, the the splans the forces being the the splans for the Soviet Union the Soviet Union, the the splans for the Soviet Union for the Soviet Union, the the splans for the Soviet Union for the Soviet Union, the the splans for the Soviet to point information of the splans for the Soviet Union for the Soviet Union, the the splans for the Soviet Union for the Sov

MOBLEY overthrow of the present ruth-less Communist regime. For those two key agents of the MVD, and including such oth-ers as Nicolai Khokhlov, who was sent to West Géronany to murder a former Beria leader who had escaped, had in theis possession infinitely important filés, names and data which can serve the cause of free-dom against the athelst con-spiracy.

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possession infinitely important filles, names and data which can serve the cause of free-dom against the atheist con-spiracy. Malenkov's Days Are Numbered Georgi Malenkov has moved feverishly since he took over after Staln's death to plug the cracks in the Kremlin. As Stalin did in 1936, Malenkov prged his suspected, and known enemies from top 'to bottom. Beria and the MYD were the greatest challenge to his jower, He got rid of Bs-ria and hundreds of his fol-lowers. But he could not and did not eliminate the "Beria-organization," which was build-ing up a counter-revolution against the Malenkov regime. Today Malenkov is without the loyal services of a secret or-ganization like the MVD, but worse for him, what remains of the MVD is secretly trying to purge him. Stalin's success in controlling revolt inside Rus-sia was due in large measure to Beria's MVD, which was si loyal to stalin. Stalin led with an fron hand also because the Red Army supports Malenkov to-day. If the reports of the Red Army supports Malenkov to-day. If the reports of the Red Army supports Malenkov to-day. If the reports of the Red Army supports Malenkov to-day. If the reports of the Red Army supports of the Red Frashorbov told U. S. Intelli-gence in Tokio, "It's only a matter of time."

of important Reds to the Free World would encourage others to follow suit. The confusion Inside the Kremlin must be enormous for fear that others may take with them top-secret information, which could col-lapse the Communist empire. In this confusion and dilemma, posed powerfully on the side-lines, stand the Soviet Armics and their hero. Marshall Gre gory Zhukov who, with Kru-shev, is the most powerful personality in the Soviet Union today. The fear-infested 'ure-spect'' that Stalin commanded does not exist toward Malen-kov. Stalln's death left a speci" that Stalln commanded does not exist toward Malen-kov. Stalln'g death left a vacuum inside Communist Rus-sla that Malenkov has not been able to fill. The Red Ar-my, or the MVD, or böth, may fill it. Zhukov or Krushev may fill it. Zhukov or Krushev may hold the key to the collapse of the present Communist regime. as Red spies continue to de-sert the crumbling empire.



Marjory Douglas, curator, "Cavalcade of Fashion": "Today's girls all have bigger hands and feet than their mothers. Maybe that's because they got all their vitamins."

Herm

an L. Shibler, Indiana educator: rer 50 per cent of all students men do not remain to graduate. who enter high school as fres

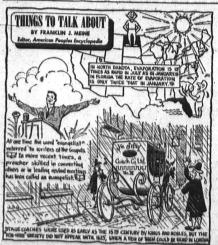
Ramon Magsaysay, Philippine President, deploring "Asia for the Asians" slogan:

"We must not try to fit many and changing needs of national welfare into a straightjacket of a slogan."

Konrad Adenauer, Chancellor of West Germany: "Sovietization of Europe is still the supreme goal of Russian policy."

Herbert Hoover, ex-President: "You can have high confidence that this (recession) is only a passing dip."

Dr. Marshall T. Steel, Dallas (Tex.) Methodist pastori "Too many preachers are interested in getting a better oppor-tunity in another church instead of developing the opportunity they now have in the church they are serving."



President's Load Heavy tory of the Army Robert Stevens, Eisenhower backed up both men solidly. He said, he thought Foster Dulles was due the gratitude of all Americans, and that Stevens had done nothing to alter his high regard and support for him. In President Dwight D. Eisenhower's first

press conference in Washington this month. attended by a representative of The Herald, It was obvious that the burdens of the Presi-dent of the country are getting heavier day by day. Beset by heavy criticism of Secretary of State John Foster Dulles' policies in recent weeks, the McCarthy-Army hearing, various predictions about business conditions, the hot controversy over possible use of U.S. troops in Indochina, and other critical issues, the President seemed heavily burdened with prob-lems

President seemed heavily burdened who poor lems. It was obvious in the conference the Presi-dent had reached a point in withholding an-swers to vital questions he had not been forced into since his inauguration last year. Concerning criticism of Secretary Dulles' policies in Europe at the Geneva conference, the President read a prepared statement and told reporters he would not answer further questions on it. Nevertheless, when a reporter asked him about Dulles, and also about Secre-

r him. Although the President was good-natured proughout the conference, and although he Although the President was good-natured throughout the conference, and although he appeared fit and in good health, it is obvious that Mr. Elsenhower is burdened very heavily with the duties of his high office at the pres-ent time. Not the least of his concerns is the trend of business, and in the conference men-tioned above, the President said he thought favorable indicators of late outweighed un-favorable ones, although he was still watching the connecting indicators carefully. This combined

favorable ones, although he was still watching the economic picture carefully. This, combined with all the other problems of the day, exerts a constant strain on the Chief Executive. It is also no secret that Senafor McCarthy's conduct is another problem giving the Presi-dent concern. All of which leads one to wonder whether Mr. Eisenhower will be eager for a second term in 1956.

Crazy Driver' Examined When a chronic case, or "screwball" driver is found to be mentally off, his driving privileges will be suspended. The suspended mortorist's psychiatrist will then take over and seek to

A novel solution to the problem caused by ronic "screwball" motorists is being tried Chicago. A psychiatric laboratory is being set up to examine "crazy" drivers.

idea is to find out whether the mental The idea is to find out whether the mental condition of such drivers is normal. Chief Jus-tice Edward S. Scheffler, of the Chicago Mun-leibal Court, said recently psychiatrists could diagnose the mental condition of drivers by a laboratory examination with a high degree of accuracy.

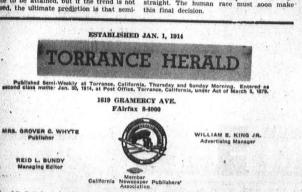
psychiatrist will then take over and seek to cure the condition. We will be interested to see how this experi-by other traffic enforcement agencies all over ment works out. It will be eagerly watched the country, no doubt, and should it prove suc-cessful, it may well be that psychiatric tests for "crazy" drivers will become standard pro-cedure.

World Temperature Rising

Dr. Hans Ahlmann, director of the Swedish tropical and tropical weather will extend all Geographical Institute, says the earth's cli-the way up to New York and New England, and that paim trees and coccanut could be grown in those regions. have caused significant developments in all parts of the world and that the warming-up process has been accelerated in recent years. Other weather experts agree that average temperatures are now about two degrees higher in winter and about one degree higher year-around than they were in 1885. The warming up process has melted major glacters and has thawed out areas in Siberia, Canada, Alaska, and Northern Scandanavia which were hitherto uninhabitable and treeless. Long-term predictions indicate that if the

present trend continues, the United States years such as that experienced in the 1930's. Many experience a dust-bowl situation in a few years such as that experienced in the 1930's. Many experts also believe that temperatures will continue to warm up and that, in the nottoo distant future, semi-tropical weather will extend into the middle regions of the United

too custom the middle regions of the sector of the condition would require centuries of time to be attained, but if the trend is not reversed, the ultimate prediction is that semi-



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Bombs and Peace

Bombs and Peace Sit Winston Churchill, speaking in London recently, reminded a dinner audience that the very dangers which now threaten the human recently, reminded a dinner audience that the very dangers which now threaten the human recently reminded and hydrogen bombs—may prove the salvation of the human race. The sevently hope new unconventional weapons will not be used in warfare. Churchill solid his listeners that the routine veryday life, the ceremonies, and so forth of the daily grind, should not be discarded weapons. In fact, he said, the human mind about be euriched and occupied, and through dedication and application, the chances that unconventional weapons will not be used will the sevent.

Increase. Churchill believes the world's "perils" may prove its salvation, but he warns that this will depend upon "a new elevation of the mind of man, which will render him worldy of the secrets he has wrested from nature." The elderly Prime Minister puts the challenge straight. The human race must soon make' this final decision.

FOR PEOPLE AND FLACES:
With some of the same cast Senator Joseph McCarthy:
Your next move will be to serve a warrant for question in an end of the same cast sorve a warrant for question in your statel . . . Rene Coty:
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He journey before!... Halo Meadows: Your new play, "Three Flames," will be made into a motion picture



TRADEMARKS Our government has tried to encourage enterprise by reward-ing good work. It does this by protecting a good name through our trademark laws. From the time the clock starts your radio until night when you switch off the electric tight, you would be also and the electric tight, you would be also also also also be also also also also also had also also had also also had also also had also ha

them. In a market, a trademark sets off one maker or seller's goods from those of others.

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You may be the first to "think the solution of the solution of the solution bedges of using a given poold. But finst alone does not give you a property right in the trademark or make you its own-er. For example, whoever first got the idea of selling tape un-der the name "Socith" has no rights in the mark. Yet, the maker or seller who first adopts and actually uses a trademark on a line of goods, becomes its sola Mining nrst used the term "Socith" on tape, it owns this trademark.

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The law protects ownership or rademarks. In doing so, courts vill order a late-comer to stop ising anothers trademark. If will award damages if the owner ownership of the owner The law

too much like any other trade-mark. When you have chosen a word or symbol, you must then use it properly with the goods for it to become valid. Once in use, guard it. For a trademark may lose its legal safeguard. If you orly a state of the same state of the public do not use it prop-rob evailed a trademark meet not be registered in any state or tederal agence. But registration makes protection easier to en-dered agence.

has suffered. Why does the law do this? First, to keep the buyer from being deceived and to make sure that we, the public, get what we

deceived and to make sur-we, the public, get what w Second, to prevent piracy trademark and the good which its owner has built u e mark through making g, and advertising such

goods. A trademark may be a firm's most valuable anset. It stands for the firm's good-will and good name. So choose a trade-mark with care. It must not be too much like any other trade-mark.

NOTE: The State Bar of California offers this column for your information so that you may know more about how to act under our laws.