# Puting It Straight

Within the past three months a contemporary publica-tion twice has bragged about some dubious achievements

Within the past three months a contemporary publication twice has bragged about some dubious achievements as a weekly newspaper.

On one occasion it hawked itself as being in the "Top-Bracket" of American community newspapers, so designated by an Eastern organization that makes a business of it. THE HERALD also was given a so-called "Triple-A" designation, by the same organization at the same time but declined to make capital of it because the so-called honor had a commercial string attached. Putting it bluntly, it was about akin to a contest winner carrying off a prize because he might be willing to pay a fee to the judges.

On yet another occasion, and more recently, this same publication printed a front page story announcing its selection among a list of newspapers for largest "paid" circulations. The list, compiled by an advertising agency, was supposed to be confined to cities of 25,000 or less. We have been laboring under the delusion that Torrance has a population of more than 50,000. THE HERALD is very careful and conscientious about its paid and unpaid circulation statements. Furthermore, like others who have spent a lifetime in the newspaper business, we don't take seriously such honors and don't lay claim to being the "number one community newspaper in California."

We mention these distasteful subjects merely to set the record straight.

# Ah, The Want Ads

It is not possible to let National Newspaper Week go by without considering the classified advertising section, one of without considering the classified advertising section, one of the most important parts of a newspaper. Some readers may skip the sports, the society, the comic pages. It is even rumored that every reader does not read the editorials religiously. But the classified columns are a day in and day out "must" for most newspaper readers.

Primarily, of course, they serve as a central market place where persons with things to sell and persons with things to buy can complete their transactions. These range from lavish country estates to second-hand bicycles or outgrown high-chairs.

But classified ads serve many other purposes equally well. It is to them that the homeseeker turns to find the house

But classified ads serve many other purposes equally well. It is to them that the homeseeker turns to find the house he wants to rent or buy. It is to them that the job-seeker turns to look for the job he needs. It is through them that one can get any kind of message to another person or to the entire population of the community.

#### Schools and Your Child

Schools and Your Child

With junior, or sissy, just starting school, this is the perfect time of the year to appeal to all parents for restraint and good judgment in dealing with school teachers and administrators, No doubt junior and sissy will encounter some difficulties during their new school year, if indeed they do not encounter them at the beginning of the current term. However, the teachers and administrators who are attempting to drill a hit of information into your sweet things' heads have troubles of their own and unless there is an obvious need for a protest, parents would do well to remain in the background and see—at least, for a while—how things work out before they ask for special treatment, special care or special attention for junior.

It also will be well to remember that the nation's schools must be based upon generally accepted average standards and that special operations cannot be undertaken for you, or any small group, no matter how good the idea may be. It also should be remembered, by parents, that their support of the school, its teachers and administrators, is vitally important to the happiness and satisfaction of their children. In a surprisingly large percentage of cases, where students fail to do satisfactory work, the reasons can be traced to parental neglect, attitudes or incapacity. A helving hand for junior, a consistent policy of aiding him and requiring him to do his lessons, will pay large dividends for him in future years, even though it requires some of your time today.



# LAWIN ACTION

#### LANDLORD AND TENANT

LANDLORD AND TENANT

A lease is a contract between the landlord and his tenant to occupy real property in return for rent. If the lease is for longer than one year, it must be in writing to be legally enforceable.

Leases, like all other important contracts, should be in writing even it for a shorter time. Terms of any oral contract are harder to prove in a dispute.

Upon leasing a residence the landlord may ask a tenant to sign a lease which he prepares. As a rule, such leases provide in detail for the payment of the rent, the tenant's duty to keep the premises in repair, the landlord's right to incapit the keep the premises in repair, the landlord's right to incapit the keep the premises in repair, the landlord's right to large the remaines in repair, the landlord's right to heavy to keep the premises in repair, the landlord's right to heavy to keep the premises in repair, the landlord and tenant say nothing about it, the lease should not be signed until you read it carefully and understand it.

If the landlord and tenant say nothing about it, the lease term is for the same period as that for payment of the rent. If rent is paid by the week, the term is for a week. If paid by the month, the term is for a mother month's and the answers:

On the required by law.

Some of the common questions asked of lawyers and the answers:

On it is required.

When the canwers:

On the required by law.

Some of the common questions asked of lawyers and the answers:

On the canwers:

On the required by law.

Some of the common questions asked of lawyers and the answers:

On It pay my rent by the month can the landlord had me for another month's rent if I move without notice?

A yes. A written 30 days notice is required.

A yes. The landlord had me for another month's rent if I move without notice?

A yes. The landlord had me for another month's rent if I move out?

A yes. The landlord hed me for another month's rent if I move with a stw years to run. Can the rent if I move with a stw years to run. Can the rent if I move out?

### Maybe He's Learned To Read



# Criswell Predicts

An Accurate Glimpse of the Future

Criswell will answer your questions if you will write him in care of the Torrance Herald, signing your full name and address. Only initials will be used in the answers which will appear in rotation as received and as space permits. There is no charge for this service. Write Criswell Predicts today!

Criswell will answer your questions if you will write him in care of the full name and address. Only initials will be used in the answers which celeved and as space permits. There is no charge for this service. Write the world will be alarmed beyond your imagination with a terrifying outbreak of "galloping leprosy" which, quickly rots the human body and causes fingers and—toes to fall off without warning. This advanced type of leprosy will spread quickly through Northern Africa and many small islands dotting the South Facific. This scourge will be attached to make his mother's life end more happier and easier, and the prosp epidemic in this newspaper before 1864 becomes 1965.

Ruth 8t. Dennis, the first lady of the dance, will start a world-wide concert tour, for dance is an international expression and needs no language except movement!.

Mrs. Winston Churchill will write of her famous husband's private and home life for book readers next spring!.

Coming Hush Hush Events
One of our expoliticians, who rode quite high from 1932. 1962 faces the yawning gates of a Federal prison due to his now well respected by both the Democrats and the Republicans will fail from grace ovenight, and his personal dishonesty will rank with the Penocrats and the Republicans will fail from grace ovenight, and his personal dishonesty will rank with the Penocrats and the Republicans will fail from grace ovenight, and his personal dishonesty will rank with the direct inheritance from her late husband's can the fail of the firm the effects of the most famous men of the world will be constructed that an wery sensitive and can bobe heaving and an feel both beauty and evil. Somehow I know that there is an influence in mark and in the late of the most famous men of the world will be some famous men of the most famo

be your young self again.

Dear Criswell:
Did I do wrong by turning my brother-in-law over to the police? Edna 486.

My dear Edna:
You did nothing wrong when you reported your brother-in-law, and actually you benefited both him and others. He was well on the road to a life of crime, but you put a halt to this before it got too scrious. He will now have a chance to realize how wrong he was, and he is learning his lesson.

Dear Criswell:
T've gotten to the point where there are two things I just can't stand, people and places. My home is like a dirty cave, and I'm surrounded by in-laws who expect me to wait on them hand and foot, I just don't even talk to them any more. When I go anywhere, things are made miscrable for me. I'm expected to pack lunches, or help entertain when I'm supposed to be a guest, I don't know why everyone takes advantage of me.

My dear Lorna:

It's time you changed your

My dear Lorna: Lorna
It's time you changed your attitude, and practiced the law of divine selfishness. You have permitted people to take advantage of your easy nature, and they simply expect you to do exactly as they wish. Refuse to wait on them, and let them carry their own burdens, and you will earn their respect.

gest you confide in your closest friends, for they will be your eyes when you tell them what you feel. The two of you will be able to combat and handle this person who intends harm, and you will be able to combat and destroy these intentions.

destroy these intentions.

Dear Criswell:
Am I dying? My doctor says
no, but my husband says I look
like it. Ora P.
My dear Ora:
Pay no heed to your husband,
but listen to your doctor. You
have been under great strain,
and with proper rest and diet
this will soon pass, and you will
be your young self again.

Dear Criswell:

If you think the series caught you Cleveland fans a little short, how about the big advertising agencies who had all of those Sunday ads in the papers telling about this and that product illustrated by Indians and Giants. Man, were they short. And how about the big weekly magazine who listened to the pregame dopesters-who were putting Cleveland in the winners' circle . . . the editors had, a profuse of two Cleveland processors of the series. And how about all of those cartoon panels designed to hit about the middle of the series? Twas all over before they saw the light of day, of well, there is some justification for all of the misfires, It's the first such series in a long time—40 or 70 years or something.

And, speaking of the World Series, another feller got caught short, too, Glen T. Jamison, district director of Internal Revenue for San Francisco, came out with the announcement that office pools where the winner takes all are legally sound. However, Jamison asid, cigar store pools where the house takes a cut are strictly tabouluss, that is, the operator of the pool buys a \$50 cocupational stamp and pays 10 per cent tax on the amount collected. Jamison's announcement was carried in the same papers which told of the Giants wrapping up the series 4-0.

Place down the street has two signs hangling on the wall. One says: "Charge if Here." The other says: "Postitively No Credit." (It's a battery shop.)

W. R. White of Union Pacific reports on the two small boys who put their grimy hands side by side.

"Mine's didrier than yours," said one joyfully.

"Huh," said the other, You're two years older'n me."

ESTABLISHED JAN. 1, 1914 Torrance Herald

elished Semi-Weekly at Torrance, fornia, Thursday and Monday ered as second class matter Jan. 1914, at Post Office, Torrance, fornia, under act of March 3,

1619 Gramercy Ave. FA 8-4000



GLENN W. PFEIL, General Manager REID L. BUNDY, Managing Editor CLAY B. CARLEY, Plant Superintendent

Adjudicated a legal Newspaper by Superior Court, Los Angeles County. Adjudicated Decree No. 218470, March 23, 1927.

MEMBER CALIFORNIA
NEWSPAPER PUBLISHERS
ASSOCIATION
MEMBER NATIONAL
SUBSCRIPTIONAL
SUBSCRIPTION
SUBSCRIPTIONAL
SUBSCRIPTION
SUBSCRIP

YOUR MONEY GROWS FASTER

AFTER HOURS

By JOHN MORLEY

Ever since the fall of China to the Reds in 1949, Formosa and the Islands off the Chinese mainland have been of major concern to the Chinese Communists. This is understandable. It would be, for example, the same story if a group of islands, ranging from 5 to 100 miles off the U.S. coastline suddenly fell into enemy hands. In addition, Formosa today repre-

The

SQUIRREL

CAGE

By REID BUNDY

Ever notice how different people talk about rain? It's getting to be about that time of year, you know, when the rain clouds begin visiting this area. "Back home," for example, folks used to talk about "gully washers." Others talked of "cloud bursts," and it was always "raining cats and dogs." Heard a new one the other day. Feller in Illinois was quoted as referring to a "downpour" as a "goose drowner."

Heard on a police broadcast: Heard on a police broadcast:
"Car 49-A, there's a bunch of
teen-age juveniles taking toys
away from smaller kids . . ."
There are other kinds of teenagers?

denly fell mito enemy manage.

addition, Formosa today represents the only existing symbol of Free China and the beachhead from which the drive for ilberation of the mainland can come. The Reds are out to eliminate this threat.

Mao Tse-tung and Chou Enlai have repeatedly vowed to take Formosa and the adjoining islands—and in recent weeks the tension has mounted, as indications point to their serious attempt to invade Quemoy, the first large island (6 miles from Amoy) on the way to Formosa. There have been many attempts on Quemoy since 1949. Each time I have been on Formosa or Quemoy (three times since 1950) the Reds have attacked and each time were repulsed.

The Peiping radio this week announced that the Red Chinese navy will conquer Formosa. From what I've seen of the Chinese payy in recent years, I don't believe they can even find Formosa. General William Chase, chief of U.S. Military misision on Formosa, General Claire Chennault, Admiral Arthur Radford, General Douglas MacArthur have told me on various occasions that the Reds cannot take Formosa without help from the Rusian navy. Any such assistance will of course precipitate World War III.

There is nothing at present to indicate that the Soviet Union will take the plunge. Since the U.S. Seventh fleet has been ordered to defend Formosa, we can write off the Red China threats as so much propaganda, But conquest of Quemoy is a strong possibility unless the U.S. helps in its defense. We have enough air power at Okinawa, along with the Seventh fleet, to stop it—if we plan to defend it. Thus far no clear commitment has come from Secretary Dulles since his visit to Formosa on September 9. Quemoy and Formosa

Nationalisth eld Que mo y islands (there are two: large and small Quemoy), at the mouth of Amoy harbor, are within artillery range of the Red Chinase guns and have been under constant attack for two weeks. If Mao's generals are willing to spend men, as I saw them do in the "human wave" attacks in Korea, they almost certainly could overrun Quemoy. Quemoy the

MORLEX

permit Formosa to fall to the Reds. When such bi-partisan support is reflected, it is a healthy sign that the natio; is in full agreement. It's unfortunate that the administration has not encouraged similar bi-partisan policies on other foreign issues. The president in eds a united country on foreign affairs and the Democratic party can be a great asset in closing existing gaps.

All of our military leaders, General MacArthur, Admiral Radford, the Chiefs of Staff agne that Formosa is the pivot of our defenses in the Pacific—between the Philippines and Japan. We have air and sub-parine bases on Formosa to blockade the China coast, such paralysis would contribute greatly to the defeat of China in any showdown, on the other hand, Formosa in Communish hands would provide Russia with advantages that could paralyze the whole U.S. Parific defense and bring the enemy thousands of miles closer to Hawaii and our west coast.

However, the most disastrous effect of the loss of Formosa would be in the political lineup within the United Nations, Formosa in Red Chinese hands would remove the final obstsele of Red Chinese admission to the U.N.

Formosa Appears
Safe at Present

In all my interviews with

would remove the final obstacle of Red Chinese admission to the U.N.

Formosa Appears
Safe at Present

In all my interviews with Chiang Kaishek in recent years on Formosa, he always expressed absolute confidence in the Nationalist ability to deend it against Red China, with or without the Seventh fleet. Our millitary have also assured me that he can. His navy is superior—his air force inferior to the Reds, but improving under able General Wang Shu-Min. With U.S. help nothing of any consequence can land on Formosa,

Road communications are better than the coast of China (12,000 miles of concrete highways, 3500 miles of railroads). Formosa has over 8,000,000 people dedicated to Chinag Kaishek. The Nationalist Army has increased to 700,000 recently with the arrival on Formosa of 67,000 from South Fast / sia, 22,000 from Indo-China and 13.00 Chinese POWs, who refused to go back to China after the armistice in Korea.

Formosa is economically self sufficient. The only help by the U.S. is for military purpress. Formosa exports reached \$123.000,000 and its imports \$98.200.

U.S. is for military purperses.
Formosa exports reached \$ 33,000,000 and its imports \$98,000.

- 000—a healthy trade balance,
Formosa is a bastlon of U.S. defense in the Pacific—ar1 a symbol of freedom for milions of Chinese inside and out of the Bamboo curtain. It must be held at all costs.

## THE MAIL BOX

Local Issues

Editor,
The Torrance Herald
I am happy to see the Herald
"get off the dime" and take a
stand on a local Issue even if
your endorsement of the swimming pool doesn't meet my
thinking. I think a hometown
newspaper should speak its
"me head issues."



HURRY! LOANS ON JUST YOUR PROMISE TO PAY

\$20 TO \$1,000

gle or married persons married persons married persons married endorsers needed. Many rement plans, One-day service MONEY FOR MANY PURPOSES:

To Consolidate Bills Car or Home Repairs For Any Good Reason

NO CO-SIGNERS NEEDED — QUICK LOANS ON SALARY Ioney When You Need It"

# MODEL FINANCE

(OF CALIFORNIA) Veteran Operated Open Friday Evening 'til 8 p.m. 1401 Sartori, Torrance



