## EDITORIALS

Downtown Face Lifting

 ers and property landlords to the desirability of giving the
business district some needed face lifting or at least a coat of new makeup.

Buildings
new fronts during the been painted or improved with what can be accomplished at surprisingly low cost. Some stores have plans for remodeling on the drawing boards and others are going ahead with paint brushes that will bring about a marked change in the general appearance
of the business section of the business section.
All of this effort is worthwhile and essential if the
advantages of trading in the Torrance shoping distiot advantages of trading in the Torrance shopping district
are to have favorable presentation. No business is more competitive today than retailing. A good retailer operates compentive today than retailing. A good retailer operates
on the premise that things don't just stand still. An old
paint job a store front that looks exactly like it on the premise that things don't just stand still. An old
paint job, a store front that looks exactly like it did 15 years ago, do
it is invited.

## Pay for Planners

 a thought to the men who serve long hours-often thank-less-THE HERALD makes a similar suggestion for members of the Planning Commission.

Being a member of a planning body in many communities is often simple stuff. It is accepted as a matter of public service with the realization that tasks for the in this city of rapid development, the men who make up in this city of rapid development, the men who make up
the Torrance commission hold numerous hearings and make hundreds of decisions requiring a tremendous amount of time, energy, and sacrifice.

We believe members of the Planning Commission should be compensated for their services. We believe only
the highest caliber of men and women should be selected for these important positions and that they should not be expected to give their time for nothing

## Kefauver's Insult

Senator Estes Kefauver, whose principle concern is his sack race for the Democratic party nomination next year, had the audacity last Sunday to tell the television audience that he was greatly concerned over the disregard of the people's rights by the Eisenhower administration. ousness of such irresponsible politicar twaddle on the part of a U.S. Senator. f a U.S. Senator.
Never have the
reater exponent and defender than in President Eisen hower. He has given more than lip service to the basic principles of our American system and can be counted upon to do so as long as he occupies the White House. Kefauver knows this as well as anyone in the United States. He talks the way he does because his general stature is no greater than the small town politician who willingly smears any opponent that might keep him from victory in an election. He is not presidential timber, coon-
skin cap not withstanding.
Despite the predictions of the Eisenhower detractors, America today is enjoying the greatest and soundest America today is enjoying the greatest and soundest
peacetime prosperity in history. The President's cabinet, made up of men and women who were outstanding successes before they ever accepted the call to office, has done a masterful job of running the nation's business. Secretary Dulles probably will go into history as one of this nation's greatest Secretaries of State. Certainly no man ever made as exhaustive an effort to preserve a peace in the face of conditions that would try the patience of a
saint. Americans as a whole appreciate sincerity and stature in their President. They can be proud of President Eisen the White House. Democrats and Republicans together would gladly give him another term tomorrow if he asked for it.


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Glazed Glances


AFTER HOURS
By JOHN MORLEY

| OSLO (Special to the HER. the secret NATO headquarters some 15 miles out of Oslo, which I saw started back in 1953, and which has grow n into one of the foremost defense bases of Nato in Europe. It is absolutely hush. out as milltary personnel or types of equipment buried in the hills and forests all around the base. I got inside all right, but no one would say much more than the weather and the time of day. This I can re. time of day. This I can re- port ... the Free World is setting up a military defense barrier in the far corners of the world bordering Russia that most certainly is having a bearing on russias more neighbors and the West. <br> Without question Denmark, Norway and Sweden are on our side, especially Norway. Swedish talk of "neutrality" is more diplomatic than actual. Swed- ish officials I talked with from top to bottom are on the side of the U.S. in case of trouble. They realize that if war should come, Sweden can not remain neutral as she did in World Wars I and II. Scandinavia is militarily united ... . although the bitterness of World War II has not subsided in the least. Swedes visiting Norway and Denmark are not exactly welcomed with open arms. People openly resent Sweden for its neutrality in World War II . . . its profits and prosperity by doing busi- ness with both sides .., while Norway and Denmark were under Nazi occupation. But from a defense military point of view I heard nothing but the fullest cooperation between these nations. <br> Of the three Scandinavian worst financial crisis in 50 years. I talked with old my fourth trip in five years and I began coming here in 1931) and their examples of iness and capital is hardly rec ognized in the U.S. Of course Norwandinavia is socialist, but extremists that business is be. g hampered and unemployrofits run as much as $70 \%$ $\$ 50,000$ business with a net most taxed out of reach of even the upper milddle class. A car that costs $\$ 3,000$ in Swe- | $\$ 4,700$ in Norway, plus a "lux ury (ax" of about $\$ 1$ a day for operating the car. A HUMBERT, which is in the Ford and Chevrolet price class sells for $\$ 5,000$ in Oslo. <br> Automobiles, appliances, household gods, etc., are pricas U.S. ... but in Norway and Denmark they are consider. ably higher. The import duty on a car in Denmark is $145 \%$ which includes such terms as $80 \%$ tax $\ldots 50 \%$ "turn over duty" (whatever that means) . . and $15 \%$ duty. On top of to buy a car and prove that you need it for business or professional use. If you own a car you can not trade it unless the government "con- demns" it . . which means that if your car runs you can a car to be "condemned" by the authorities it must be practically beyond repair <br> Norway and Sweden are as different as Alaska and New York: Norway is a large rangy unexplored country with terrific distances, rugged mounSweden for the most part is modern with buildings and in. dustry and population scatter- ed all over the country. Norway is about the size of New Mexice ( 125,000 square miles) but it's shaped like a spoon of California ( 170,000 square miles) and resembles its shape. Norway has a bo ut $3.200,000$. Sweden a bout $7,000,000$. Both countries have Socialist governments . . . . . are ch arsti'utional monarchies with a king and parliament "Storthing" and 't he swedes "Riksdag." There is no night in Norway from April to Sep. tember - . about the same in the north of Sweden. Norway Sweden mild . . . Winters in both countries are ahout the same as in Detroit. The mon- etary unit in Norway is the krone, worth seven to the U.S. Dollar. Dinner in Norway is apt to be at $4: 30$ p.m. . . . tea and sandwiches at 9 p.m. Food in Sweden with its fam. ous Smorgasbord is a mong the finest in the world. In Lutheran . . . in Norway while most of the population is Lu- theran it is not a state religion | expensive in Europe . . . $\$ 2.50$ per suit, $\$ 3.50$ in hotels and takes a week to get it back. Cigarettes 65c a pack. Good hotels charge from $\$ 10$ to $\$ 20$ per day for two. There is no "cocktail hour" (thank goodness for that) in Sweden. Dinners are formal with much toasting around the table, except no one toasts the hostess. The time in Norway and Swe New York. <br> ... and I Quote <br> "A speaker should remem. ber that the mind can absorb only what the seat can en-dure."-Irene Reuter. <br> "What this country needs is a good five seat bike."-L. R. P. Schoonheim. <br> "Our idea of a good fob would be one where we could work eight - preferably the same eight!"-J. O. Jewett. <br>  <br> Torrance Herald <br> Published Semi.Weekly at Torrance, California. Thursday and Monday, Entered as second class matter Jan, 30 , 1914 , at Post Office. Torrance, Caitiornia, under act of March 3 , 1879. <br> 1619 Gramercy Ave. FA 84000 KING WILLIAMS, Pubilsher GLENN W. PFEIL, Genoral Mgr GLENN W. PFEIL Genaral Mgr: REIDL. BUNDY, Managing Editor Adjudicated a legal Newspaper by <br>  <br> MEMBER CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION <br> MEMBER NATIONAL EDITORIAL ASSOCIATION Subscription Rates: <br> By Carrier, 300 a Month. Mail Subscriptions $\$ 3.60$ per year. Circulation office FAirfax 8-4004. |
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## A WORD FROM THE TORRANOE MUNIOIPAL BUS LINES:

WE ARE IMPROVING OUR EQUIPMENT!

To better serve the community of Torrance we are improving our equipment!
On Nov. Ist, 1955, we are pleased to announce, we are placing on our transporta tion system four new General Motors AIR RIDE buses. These new buses are outstanding in every detail! From the quietness with which they perform on the city streets to the comfort with which they seat forty-five people.

WE ARE PROUD
to make this addition to our transportation system, which has served Torrance since 1941. As a consequence it is necessary to increase our rates on July 31st, 1955 to 15 c for one zone, and 5 c in addition for each zone line crossed, with the exception of north of Manchester and Hoover, which is 10 c . Our fares have not been increased since April, 1950.

We will continue to serve, as in the past, the people of Torrance with courtesy and pride.

PUBLIC SERVIGE IS OUR BUSINESS
torrange municipal bus lines
1730 Torrance Blvd.
Torrance

