EDITORIALS

Signs As Hazzards

Beset with almost baffling traffic problems, Chief Haslam and his police department have a right to demand any sort of action or regulation that would eliminate potential traffic hazards. A case in point is the intersection of Crenshaw and Pacific Coast Highway.

This intersection needs traffic signals much more than do many others already so protected. But, until such signals are installed, every effort should be made to eliminate any factor contributing to the peril of motorists trying to cross or turn into fast-moving through traffic on 101.

Presently there are two billboards on either side of the approach from the north on Crenshaw. Both are located on airport property and consequently under the control of the city which, we assume, permitted their erection. Placing of the signs 50 feet further to the north would eliminate a possible interference with visibility at the intersection.

would eliminate a possible interference with visibility at the intersection.

Adoption of a policy of refusing permits for the erec-tion of any sign, even remotely affecting visibility at inter-sections, would help reduce accidents and improve the appearance of the community.

Complete Story Wanted

Every week in the United States, \$21 million is spent for newspapers, which is more than Americans spend on all other reading matter combined. Nothing could indicate more convincingly the solid positions which the daily and weekly newspapers of the country hold with the public. Whether it's a small town weekly or a metropolitan daily, the newspaper is read with much more interest than any other type of publication. And it has been repeatedly proved that, while news reports of radio and television stations have wide followings, people still look to newspapers to give them the complete story.

All this has a significance which advertisers should not overlook and, indeed, which many of them are becoming more aware of the fact that a large cigarette manufacturer recently decided to withdraw sponsorship of one of the biggest television shows and concentrate on newspaper advertising, speaks for itself. The fact, too, that California's largest bank along with most other major companies center their advertising around newspapers—including the weekly newspapers—is further evidence of the continuing effectiveness of this type of publication.

As long as people are interested in what other people are doing, or what they themselves are doing, the newspaper will be in demand.

Atomic Weather

Atomic Weather

The atomic and nuclear explosions which have been set off in recent years are often blamed for exceptionally heavy rains or strong winds or extremely dry conditions or unusually cold weather. Yet both the U. S. Weather Bureau and the Atomic Energy Commission deny any connection whatever. And they are sincere.

Experts point out that the strength of the explosions is puny indeed in comparison to the natural forces that control the weather. What's more, the belief that atomic blasts are responsible for the unusual crop of hurricanes in recent years falls flat in the face of statistics. In many a year before the first A-bomb was ever touched off, hurricanes killed more people and did more damage than in any recent year. While it is true that more hurricanes than ever before were reported in the last two years, the Weather Bureau says it was not because there were actually more, but only because of better methods of observation and reporting. Man has yet a long way to go before he produces any force which even remotely approaches the power of natural forces. With all our progress, we still can do little about the weather—except talk about it.

Herbert Hoover Retires

Herbert Hoover Retires

Herbert Clark Hoover is in the finest possible sense, a true citizen of the world, but to us he will always be a Californian. And he is a welcome visitor as he vacations in his home state following his "retirement" after 41 years in public life.

We quote the word retirement because it is difficult to believe that Herbert Hoover can ever actually divorce himself from the service of his country. He may not be acting on any commission, but his wisdom and his influence will be continuing as an active guide to those who are—and especially to those who dedicate themselves to the basic American philosophy that our whole social and economic foundation is based on private enterprise.

Mr. Hoover has tasted the bitter and the sweet in public life. It is to be hoped that the flavor of his "retirement" is as palatable and rewarding to him as his manifold contributions and services have been to his fellow man.





Glazed Glances

By BARNEY GLAZER

Insert in a Sunday newspaper's television log: "6:00—Back to God following the baseball garne"... Ever notice after mom goes away on a vacation how awfully big the house suddenly becomes?... Definition of TV trouble: Heaven-sent trouble that prevents us from watching certain sorry TV shows... People should never be ashamed of wrinkles. They're places where smiles have been ... If you're smart, mister, you'll always apologize to a man when you're right... Who remembers the good old days when you were broke and lived on hamburger for a week? Today, you live on hamburger for a week? Today, you live on hamburger for a week and you're will be about your age.

Local sixyear-old boy: "My father's all excited. He's talk ing about the ignited nations" (and, ainf; it the truth?)... Seven-year-old local girl: "I like to drink pop, except it has too many excuse-mes in it"... Let nobody every say: "There's no use crying over spilled milli"—not at today's milk prices... We know a certain doctor who likes to visit the dairy cows every sunday just to be among a group of happy and contented females ... A young lad in uniform was about to leave a bus en route to visit his mother when he discovered that a wrapped gift for his mome as missing. He left his name and address with the bus driver and passengers. in case the missing steam iron was located. Two weeks later, after he had returned to camp, the young soldier received the following letter from is mother: "What in the world am I supposed to do with the three steam irons you sent me?"

am I supposed to us with surthree steam irons you sent
me?"

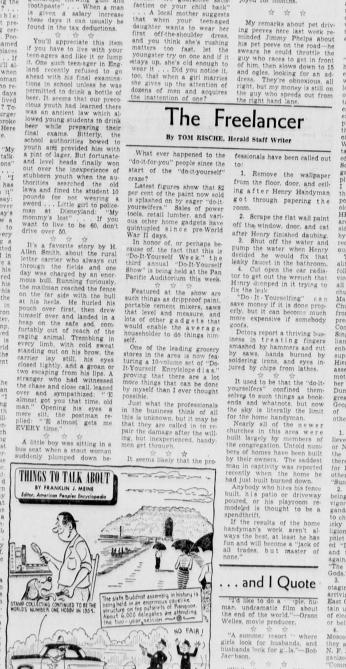
Unable to obtain a job the
usual way, a young lady ran
the following classified ad: "I
ma a 22-year-old girl looking
for a secretary's position with
an energetic boss who is willing to work hard, pay attention to his business, not watch
the clock, avoid swallowing,
his words or hurrying too fast
while he dictates, give a person an honest chance to make
good, has a sense of humor,
good background, must he attractive, married, settled
down, children, own his own
home, always put things away
carefully, listen to ideas, neat
dresser, mustn't use perfume
and above all he must be
apermanent boss in a convenient location." She got her job
and turned down 12 to thers...
These modern times. Every
time an atom bomb goes off,
it seares us silly, we think the
baby fell out of its crib.

If you men don't think a

a head of cabbage to a shopper and explains: "This cabbage contains the very same magical chlorophyll found in gundrops, chewing gum and toothpaste". When a man is given a salary increase these days it can usually be found in the tax deductions.

these days it can usually be found in the tax deductions.

You'll appreciate this item if you have to live with your teenagers and like it or lump it. One such teenager in England recently refused to go ahead with his final examinations in school unless he as permitted to drink a bottle of beer. It seems that our precoclous youth had learned there was an ancient law long the seems that our precoclous youth provided him with a lower than the seems that our precoclous youth had learned there was an ancient law ferring the seems of the



... and I Quote

The

SQUIRREL

CAGE

By REID BUNDY

Sgt. Ted Morris recalled this one this week during dicussion of the north Torrance murder-suicide which gave Torrance a moment of notice in the metropolitan papers. Several years ago fingerprints from a murder weapon were checked out locally, by state and county crime labs, and by the FBI. Could not be tied up to any suspects, however. Two or three years I a ter, a routine check of unsolved murder files by the FBI turned up the owner of the prints—one of the officers who had investigated the case at the time.

Do you think television is getting better? I do. For four whole hours the other evening, the program listing looked so lousy that I was able to turn the one-eyed monster off and read a couple of magazines. Best television evening I've enjoyed for months.

* * *

-H. G. Hutcheson

hours I went in and out of Russia, via Helsinki, without a visa, permit or any papers. I did not enter secretly. Luck and perseverance made it possible. The luck came when I learned that a busload of Communist delegates from Poland and Rumania attending the "World Assembly for Peace" at Helsinki, would be allowed to visit inside Russia. At the headquarters of the peace conference press section it was announced that two reporters could go along. When the PRAVDA correspondent in Helsinki stepped out, I followed him. Since we had the same color press cards issued by the conference, the Red officials mistook me for a Russia nour I found my self inside Soviet Russia... in the border city of Porkkola, taken from the Tinns in 1940. It happened so quickly I didn't have a chance to consider the hazards.

pened so quickly I didn't have a chance to consider the hazards.

I talked to no one in Porkkola, although the delegates did. I had a copy of PRAVDA folded in my pocket as a decoy just in case. I saw few people in the streets... some bicycles... only one or two cars... quite a few Russian soldiers. The store windows were almost empty except for false packages of food as used in the States for window display. Inside a shabby market I saw a cheap cut of beef at about \$4 a pound. oranges at \$1 each... coffee at \$12 a pound. Across the street in a shoe store the average price of shoes was \$150 a pair... some at \$250. There really was not much to see. The whole "business district" was a few blocks long and you could cover it thoroughly in less than an hour. I was glad when I saw the bus pull up at the appointed place to take us back. The fact that most delegates partook heavily of vodka and were drowsy, made the journey back a bit more endurable.

The 3000 delegates for the "Wasta Accomble for Peace,"

The 3000 delegates for the "World Assembly for Peace." headed by Communist Frederic Joliot-Curie, Nobel prize winner from France, and other leading Communists from all over the world, were the most talkative Reds I have ever encountered in my journalistic experience. Maybe it was planned that way as a part of the Moscow peace technique of recent months to hull the West. But maybe it was spontaneous ... the result of years of fear and regimentation. Some of the answers the y gave me were far from compilmentary of Russian policy. I was able to verify some of them with anti-Communist reporters in Helsinki, like my old friend Arvo Aari of the HELSINGIN SANOMAT. Here are the latest facts from inside Russia as revealed to me by those who live there, or recently returned, from various walks of life.

The most important personalities I interviewed are as follows: Nicolai Koldmenski, vice-patriarch (metropolite) of all the Russian Orthodox churches from Moscow: Bela Mag, bishop. Roman Catholic Church of Hungary, just back from Leningrad. M. Nesterov, president, USSR. Chamber of Commence; Jang B ah ad or Singh, member of Indian parliament, New Delhit; liya Ehrenberg, writer, deputy to the supreme Soviet; Duong Due Hien, member of Communist Assembly, Indo-China; Matsumoto Jlichiro, Socialist member of Japanese senate; Mao Dun, member, National Congress of Communist China; Geogi Zhukov, assistant editor of PRAVDA, Moscow, and others.

of PRAVDA, Moscow, and others.

1. Most of the Russians believe that Marshall Bulganin or Nikita Khrushchev are not the "summit" in Russia and there is no one who can speak for Russia with the heads of other governments at the "Summit".

2. The Russian people are being subjected to the most vigorous anti-religious propaganda, but are permitted to go to church. The Reds are panicky about the growth of religion. The latest Soviet pamphiet against the Pope is called "In Satan's Service"... and the current smear-sheet against all religion is labeled "The Twilight of Foreign Gods."

3. Russian miners are sabotaging production. Coal cars arriving in Czechoslova kia, East Germany and Poland contain under the coal thousands of electric drills, tools, conveyor belts, chains, hooks, etc.

4. Flights to West worry Moscow to the extent that they appointed Major General N. F. Mikhailov to a newly organized department called "Committee for Return to the Homeland." with headquarters

HELSINKI—(Special to the HERALD)—Dring the past 48 hours I went in and out of Russia, via Helsinki, without visa permit or any papers.

By JOHN MORLEY

has nothing to fear."

5. U. S. food packages behind the Iron Certain are having their effect against Communism. "Seeing the light of the appears in the face of

On a later date I will report in more complete detail.

Finland has some 4.000.000 inhabitants . . . about the size of San Diego and Chicago. It covers as much area as Vermont and New Mexico, after losing some 50.000 squaremiles to Russia in 1940. The Finns share a 775-mile uneasy border with Russia. They gave up the rich agricultural Karelia in the Southeast to Russia, along with the ice-free Arctic port of Persamo. To the Reds also went 10 per cent of the country's industrial potential . . . plus \$600.000.000 in goods for reparations. While this was paid off in 1962, it left Finland hopelessly tied up to Communist markets.

Finland is a republic; its maturing president Juho K. Paasikivi is retiring next January. The monetary unit is the "mark" worth 350 to the dollar officially. This gives the visitor quite an advantage. A large twin-bedroom with bath at a first class hetel is only \$6.50 . . . a seven-course dinner, \$2. Finland is almost 100 per cent Lutheran. The climate is about the same as New England. The Sauna, famous Finnish bath, is a must to a visitor. The time here is seven hours later than U. S. Eastern Standard.

ESTABLISHED JAN. 1, 1914 Torrance Herald



1619 Gramercy Ave. FA 8-4000

KING WILLIAMS, Publisher GLENN W. PFEIL, General Mgr. REID L. BUNDY, Managing Editor 4000

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

MEMBER CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION MEMBER NATIONAL

EDITORIAL ASSOCIATION

Subscription Rates: By Carrier, 30c a Month. Mail Subscriptions \$3.60 per year, Circulation office FAir-fax 8-4004.

ASSOCIATION AFFILIATE MEMBER

riage Olme be so Churc uates

Be

Da toda