

EDITORIALS

Meeting the Challenge

To the casual Torrance visitor, the downtown shopping district may have looked inadequate for a city boasting a population of more than 50,000 persons, but all of that is changing fast during the past few months.

A modernization program now under way downtown has reached every major business block, and shows no signs of tapering off in the near future. Most recent program completed was the Emmet Building at Sartori and El Prado, which was enlarged and dressed up with new plate glass display windows. Scheduled for completion later this year is the huge California Bank building at Marcellina and Sartori, three modern store buildings have been built and occupied near the old Bank of America building at Marcellina and Sartori, and Marcellina itself has undergone a major face lifting during recent months.

And, parking in the downtown area has been increased during this modernization and building period.

Major addition to the downtown parking area was the acquisition by the city through lease of seven city lots on Sartori and Border for off-street parking, both lots within two blocks of most downtown stores. Acquisition of additional lots will be discussed at a Chamber of Commerce breakfast meeting next Tuesday morning.

Downtown Torrance has been challenged and is meeting that challenge to the benefit of merchant and shopper alike.

It is For You

The expanded program of the Torrance Chamber of Commerce cannot be carried on without immediate and increased support from the community.

Commercial and industrial interests have a direct stake in the effectiveness and prosperity of the Chamber of Commerce. Many have been doing their share and more to provide the financial support to carry on the most important work in the community. Others have given token support or none at all.

All interests in the community, professional and even householders and taxpayers can logically find sound reasons to support the Chamber of Commerce. Professional men profit by the growth of the community and every taxpayer receives direct relief from the location here of any new industry. Encouraging and guiding the growth and development of the community is a primary function of any good Chamber of Commerce. Seeking new industry to provide more jobs, more payrolls to spend in the stores and more tax revenue for the city is exactly what the Torrance Chamber is doing right now.

The City of Torrance has wisely increased its appropriation to be used by the Chamber of Commerce in promoting Torrance. It is absolutely essential that the dues for membership in the Chamber be increased and that scores of new members be added to the rolls.

President Paul D. Loranger and members of the Board already have taken action that should lead to increased financial support of the organization and are in the midst of plans for an intense membership campaign.

Whoever you are and wherever you are in Torrance you have a very vital concern in the success of your Chamber of Commerce. Membership in the Chamber should not be considered a contribution to anyone but yourself. It is a selfish investment in an organization that works every day of the year to protect the value of any investment you may have in Torrance.

Kids' Day 1955

Kivania International

Our Greatest!

THINGS TO TALK ABOUT

BY FRANKLIN J. MEINE

Editor, American People's Encyclopedia

WHICH PROPERTY OF US GOVERNMENT SHOULD NOT BE USED?

GOVERNMENT STORAGE COSTS FOR ALL PRODUCTS AMOUNT TO ABOUT \$1 MILLION DAILY. THE COST OF WAREHOUSE STORAGE ALONE RANGES TO MORE THAN \$100 MILLION ANNUALLY.

WAS OUT!

ACH! WUNDERBAR!

TRANS STEAMSHIP

WITH FOUR MILLION ALCOHOLICS, THE UNITED STATES HAS THE BIGGEST ALCOHOLIC PROBLEM IN THE WORLD. (EXCEPT FRANCE)

THE U.S. ADMITS 32,955 GERMANS AS RESIDENTS IN 1954. A LUMP FOR EUROPEAN NATIONS BY MEANS OF VISAS ARRIVES HERE TOTALS 31,454; CANADIANS 27,252.

Overshadowed



Glazed Glances

By BARNEY GLAZER

We helped initiate the new escalator at the Los Angeles Coliseum for the UCLA vs. Texas A. & M. and the USC vs. Washington State football games, which made us think of something. It has been mentioned in international circles that we Americans are going soft, it being pointed out that Europeans participate in sports whereas we are merely observers. I'm sure that our overseas scoffers will now make quite a point of the situation in Los Angeles where sports fans are not only observing, but are now being carried to do their observing.

The football announcer at the Bruin game said: "Buy a program now. You name it and the Goal Post has it," to which 40,000 male fans, both young and old, roared: "Marilyn Monroe!"

At one stage of the game, I thought I spotted a radio announcer on the field but it was only a water boy eating an ice cream cone.

I talked to a tiny Chinese boy who was selling newspapers. "How old are you, son?" I inquired. "11," he replied seriously. "Golly me," I commented, "but you don't look a day over 8." Then I asked him: "How come you're out so late at night?" "The newspaper man makes me come," he said, and then as an after-

The Freelancer

By TOM RISCHE, Herald Staff Writer

Albert Isen, who may go down in history as Torrance's letter-writtingest mayor, has done it again. This time he has written a letter to the Los Angeles Times and to U.S. News and World Report, disputing Los Angeles Mayor Norris Poulson's contention that the city of the Angels may one day embrace all cities, including Torrance, from Santa Barbara to San Diego.

He argues that Torrance is an incorporated entity and is doing quite well that way, thank you. This city, he says, has no desire to become a small forgotten suburb of giant sprawling Los Angeles. His honor has written several other letters previously, upholding the city's honor and pointing out its attributes.

If he has done nothing else, he has helped to make the city better known and to put an end to queries, "Where's that?" when Torrance is mentioned.

The city has grown from a sleepy little town of 12,000 in 1946 to a bigger, bustling town of 65,000 today and the end isn't in sight. The city has grown fast, but it has grown very quietly and in some ways, almost furtively.

Only shortly before I came to Torrance, I had never heard of the town, and even now, when I talk to persons from other areas of Los Angeles County, I am likely to be met with one inevitable question: "You work in Torrance? Where's that?"

Although Torrance is by far the biggest city in this area, it was certainly not the best known. The three beach cities are well-known for their beaches. Gardens is famous for its major parlors. Inland Empire is famous for its free-loading championship but they also gave the two bucks to a passing and highly pleased bus boy.

The SQUIRREL CAGE

By REID BUNDY

I was subjected to the perfect squelch this week by Herb Clark, salesman at Oscar Clark Ford. Talking to Clark over a chicken dinner Monday evening, I brought up the fact that I had seen the 1956 Ford. His eyes brightened, and he was all set to agree with my enthusiasm when I added, "I wasn't impressed." Meant it for a jest, of course.

"Say, Reid," Herb answered, "I read your column today..." I hastily changed the subject.

We're a little surprised that the Los Angeles Chamber of Commerce would admit having a part of it, but a new booklet published with their cooperation last week by the Pacific Automotive Corp. is entitled "Flyers' Guide to Greater Los Angeles" and tells pilots how to fly "blind" into dark, hazy pollution mass or smog. According to the new booklet, all a pilot has to do is "select a series of landmarks to fly over, ... spiral down over open country to check visibility at lower levels ... make full use of radio aids as a cross check on your pilotage." Now if somebody would just come out with something like that for motorists who have to drive in to the Los Angeles area from smog-free Torrance.

We weren't able to confirm this, but we heard there was a "barbershop" convention in one of the pubs here the other evening. The boys even got around to demonstrating their skills—or lack of it—on their beards, we heard.

Everybody's making guesses about the Census outcome except Elijah B. Lewis, the man who is taking the census. He told us yesterday he had no idea how many people he would find—been too busy to do any tabulating on the books yet. City Clerk A. H. Barlett, however, is holding out for 88,000. City Manager George Stevens (now on vacation) has said several times that the city should now have 65,000 persons, which just about agrees with the Chamber of Commerce estimates.

"We'll bet a nickel cigar that M. Lewis will find about 67,363 persons here. Any takers? (Be careful, that phrase "about 67,363" is subject to my personal interpretation.)

If you want to see a man in the throes of withdrawal, take a look at Tom Watson, manager of the Chamber of Commerce. After smoking cigarettes for "about 30 years," he has been told to give 'em up. Coffee, too.

is effectively solving the personal problems of his daughter's desire to stay on the phone so often and so long. He's getting her a job at the telephone company ... So Phil Moody, of the song-writing team of Sherrill and Moody, alone the United States from England to become Americanized. So the team's first three song-writing assignments here: were for the films, "So This is Paris," "Paris Follies of 1956" and the Greek story, "Lysistrata," which proves that sometimes it doesn't pay to get out of an English bed.

Mrs. Klea Voges, of Encino, swats her two highly activated and errant sons with a ping pong paddle. Says it improves her stroke. . . In a Fairfax Ave. religious store there is a miniature model of a rabbi complete with black gown, talls, and prayer book. But instead of the traditional yamalka, there is a tiny Davy Crockett hat!

Meyers B. Katz, the dentist,

THE MAIL BOX

The Torrance Herald welcomes expressions from its readers which can be published on this page. The editor retains the right to edit the copy for matters of libel and good taste. Letters should be kept brief and must be signed. The writer's name will be withheld if requested. Opinions expressed in letters here published represent those of the writer and not necessarily those of The Torrance Herald.

Those Crosswalks

Editor, Torrance Herald: Once again I have read your paper's story on our crossing fight, and may I say "Thank You" for your paper's interest and the wonderful editorials.

I have talked with the women involved and was a little alarmed to discover that the drivers have been most rude, indifferent, and have ignored the line and tried to drive through. To me this is gross stupidity! Those children might have been their own.

I have also found our immediate school officials to be a little bored rather than inflamed over the whole situation. I have, in indirect terms, been told that we must await the death or deaths of one or more of our children before action will be taken.

Now I ask you, for what reason is this attitude necessary? These kids are in fact our citizens of tomorrow who will make the laws and set the examples. Our officials might dwell upon this thought in their conduct and attitude. This week I am going to try and start forming an organization in our tract and also get our men up in arms so to speak, for it seems we women don't count for much these days. I for one do not intend to see any of our children run down for the sheer sake of a few dollars and a mess of red tape.

To me, this fight represents more than one school crossing, it means the speed up and better efficiency in our officials for the schools to come, needless to say there will be many more.

Thank you for publishing my last letter. It helps so much to have at least one public spirited friend.

DIXIE LEA SMITH

Kindness Helpful

Editor, Torrance Herald: May we express our thanks to the HERALD staff and to all in Torrance and surrounding communities for their many kindnesses, during the

recent illness and death of our dear husband and father, Herbert C. Allen. All the personal calls, cards, letters, flowers and the barbershoppers of the SPBBQBA stopping in to sing for him made him very happy. The many messages of sympathy and condolence have been indeed a comfort—deeply appreciated and gratefully acknowledged.

MRS. INEZ J ALLEN
MR. MRS. HUGH C. ALLEN
MR. MRS. W. L. COLEMAN

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IT'S A FACT! by JERRY CAHILL

RUNNY BUGS...

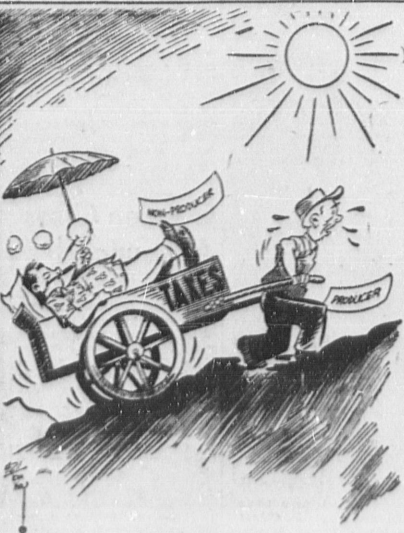
AIR CHIEF MARSHAL LONG MORE--
R.A.F. Commander in the Middle East holds the OLDEST PILOT LICENSE IN THE R.A.F. (Dated April 15, 1911) IN 1912 HE TOOK WINSTON CHURCHILL FOR A RIDE

THE FEMALE EUROPEAN FIELD CRICKET BREAKS OFF HER MATE'S WINGS SO HE CAN 'SERKANE ANOTHER FEMALE'

THE PORT BOW OAR
IN LEWIS'S FAMOUS PAINTING-- "WASHINGTON CROSSING THE DELAWARE" IS NONE OTHER THAN JOHN STAFFORD TERPINE, GREAT-GRANDFATHER OF THE NOTED AUTHOR, ALBERT TERPINE TERPINE! (Incidentally, Lewis included a flag that DID NOT EXIST when the boat was first painted)

NEXT ISSUE HOW DO NAZI AIR RAIDS OVER ENGLAND HELP NEW YORK CITY?

THE AMERICAN WAY



The Moocher

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