EDITORIALS

Act Like Americans

In all of the emotional furore since Sputnik there have been few comments more calmly sane and solid then those emanating from Vice President Richard Nixon, whose voice is as one crying in a wilderness din raised by a host of catcallers, professional second-guessers, and psychotic cry

The vice president pleads with us to keep the failure of our first satellite in proper perspective, reminds us that this is the United Geophysical Year when all nations agreed to exchange data on anything leading to the increase in scientific knowledge. Said he:

"Sure we failed. We have before and we will again "Sure we failed. We have before and we will again. But we need to keep our sense of proportion. We haven't overnight lost our scientific knowledge, our ability to get things done. I say we should get behind our missile people and help them. Let's get away from our weeping walls and act like Americans. We've got work to do. Let's get on with it like Americans."

That's good advice for all of us.

A, Time to Reflect

Americans in 1791 received their Christmas present early—10 days before Christmas the state of Virginia ratified the first 10 amendments to the United States Constitution—creating the Bill of Rights.

Historically, the observance of Bill of Rights Week, commemorating the signing of the final ratification act, is a recent observance, celebrated the 17th time this year.

Civic and business leaders who guide the Bill of Rights Week Commemoration Committee warn against letting the observance be dissipated by lip service.

It is, instead, a time of re-dedication to the principles embodied in the Bill of Rights, a time of concentration on how well we are discharging our personal responsibility to God and country.

It is a time for personal reflection on the greatness of our country and a pledge to uphold its traditio

FROM OUR MAILBOX By Our Readers

Airport Menace

Editor, Torrance Herald:
Last week, in a South Torrance store, I was approached by a man who wanted to start a petition against this noisy practice of flying at Torrance

practice of flying at Torrance airport.

While I am in complete sympathy with his aims, I want to point out that the people of Torrance have available a much more direct method of dealing with this dangerous nuisance. You can vote your city right out of the airport business—or you can retain the airport for whatever doubtful value it may have in the future, but stop these private planes that have found themselves a playeround in the skies over your homes. The vote on the re-

these private planes that have found themselves a play-ground in the skies over your homes. The vote on the recent bond issue shows that the majority of Torrance voters realize that the airport is definitely not an asset to the city.

This summer has seen a terrific increase in the number of planes at the field. Whenever some other city in the Los Angeles area can no longer stand their racket and gets a bit rough with the private planes, the whole noisy group takes to the air and heads for Torrance. Less than 10 per cent of the fliers at this field are residents of the Torrance-Lomita area — the others live up to 40 miles away.

The time to act is now—

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the Los Angeles airport has on any day of the week.

We either stop it now or expect more planes next year—and flying night and day. The people of Lomita will support this move as we suffer more than Torrance from these planes.

ed!"
The trouble with the emphasis on public relations is that many people and organizations which want good public relations have no idea how to go about it. This includes the federal government's recent handling of the satellite fiasco at Cape Canaveral, Fla.

is used by the PTA or by the Department of Defense, is an attempt to make the public think well of the organization. It is an attempt to "ide"

tion. It is an attempt to "edu-

floor?

He's always falling asleep with a lighted cigaret in his hand. Although I've put a large metal ash-tray by his bed, the cigaret always seems to land on the floor. Fortunately, the floors are fire-proof. He tells me not to worry, but I'm a wreck all the same.

same.

I have frequent nightmares about the house burning down and the kids and myself fleeing for our lives. It's interfering with my health because I can't get a decent might's sleet. night's sleep.

fer more than Torrance Home these planes.

I think that it will be to our mutual advantage to work together in seeking an end to the airport nuisance.

VINCENT LECHNER 2441 W. 254th St. If you can help me with this problem, I'll never be able to thank you enough.

—No-Sleep-Sal

THE FREELANCER by Tom Rische

Tell your husband to cut it out or the ashes on the floor may be his own. You can fire-proof a building, but you can't fire-proof people. If his pajamas or the bed-clothes ever caught on fire, he would not have a chance.

You Can't Fireproof People

It's Too Late To Mail Early-

-BUT PLEASE

DON'T

PUT IT OFF

REG MANNING

YOUR PROBLEMS by Ann Landers

ANY LONGER!

It's selfish and inconsiderate of your husband to put you through the torture of nightmares just because he likes to smoke in bed. If he has any respect for your mental health he'll promise to smoke his late elegate of the

light.
Suggested bedtime reading literature for this chimney is the material put out by the insurance companies telling about the number of people who went to sleep with a cigarrat and wake yn parker.

The Public Be Damned?

In this Age of Ballyhoo, everybody from the PTA to the federal government is all hepped up about public relations.

Everybody wants good public relations, in contrast with the "good old days," when one leading industrialist declared, "The public be damined!"

The trouble, with the emphasis on public relations is that many people and organizations which want good public relations have no idea how to go about it. This includes the federal government's recent handling of the safelilite flase at Care. Care.

A good public relations program seeks to put the best face possible on an organization, company, or idea. It relies on truth, not fiction.

A public relations program should explain the whole truth, as interestingly as possible.

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There are a number of pitfalls to public relations programs, generally overlooked by too many people who try to practice it:

1. Some people labor under the misconception that getting their name in print is the only thing needed for public relations. They don't consider that they must be doing something worth while and that their story must be told in a way that will interest other people. The wastebaskets of newspapers are filled with stories about people and events that nobody cares about.

2. There are those who feel they can give out with only favorable news and ignore unpleasant facts. This is done on the theory that if unpleasant news is ignored, it will vanish and be forgotten. However, as Abraham- Lincoln noted, "You can fool all of the people some of the time. But you can't fool

all of the people all of the time."

3. Some people, particularly in government, think bad news should be stamped "secret" and hidden. Their only public remarks are generally unimportant and in general, they adopt a "public be damned" attitude.

4. Others believe that public relations involves telling everything, presenting such a hopeless jumble of facts that nobody could possibly sort out the important from the trivia. Facts need interpretation. If they are not interpreted, the only thing that will result is confusion.

5. Once they have adopted a pattern, some people never vary their public relations presentations. They don't realize that the fickle public always is more interested in something different. To a point, the more different the presentation, the better the public likes it.

Public relations has become an art—a skilled craft—but too many people fail to realize it.

Big companies are spending millions of dollars to find

realize it.

Big companies are spending millions of dollars to find out what makes people think, and behave the way they do. It takes somebody who knows what he is doing to interpret the results and influence the people he is supposed to influence.

Dear Ann: I have a problem that may not sound serious to you, but it's making a
nervous wreck out of me.
I'm a girl 18 and have been
going with a swell fellow for
several months. At first
everything was fine and we
got along well together. Then,
when we became better acquainted (romantically speaking) I began to be terribly
afraid of him whenever he
came near me. I don't know
why.

came near me. I don't why.

He sensed something was wrong and accused me of not caring for him. I want to make it plain that he did NOT try to get out of line. He was perfectly willing to settle for kisses and this is the God's truth.

After several weeks of becoming petrified when he wanted to kiss me goodnight he announced he was going to date other girls.

date other girls.

I'm sure he still loves me, but he HAS been dating others. I'm really in love with him and want him back. I have a terrible fear that I may lose not only HIM, but the next fellow that I might get interested in. Can you tell me, Ann, why am I afraid of this perfectly fine boy?

—Nervous.

You aren't afraid of HIM—you're afraid of yourself.

The guilt feelings that you have been nurturing since childhood are cripolling you motionally. See a doctor.

If you can't get straightened around in time to get this fellow back, you may at least be able to cope with your next romance in a healthy, normal fashion.

ally revived in 1933 with our help. When the Communists can to prove the providing the to prove the providing the pr

Dear Ann: Please help me with a serious problem! I'm a girl 15 and our home is sort of the headquarters for our crowd. We have a large rec room in the basement and the kids like to come over because there's always something to do.

Most of my friends are well

cause there's always something to do.

Most of my friends are well behaved, but two fellows who have been hanging around a lot lately have created a problem for everybody. They are piggish about food.

Last Sunday they helped themselves to a casserole that Mom had prepared for dinner. Mom got mad and said couldn't have any more kids over because my friends are "wild and unmannerly" and don't know how to conduct themselves in a nice home. I am heartistick. Please tell me what to do. She means business.

—Bonnie

Ivan and Sputniks I and II

Russia on our 21st trip in and out of the Iron Curton since 1931. We were present at the last press conference in Moscow just prior to the launching of the first satellite. We interviewed the 18 top Russian scientist responsible for this extraordinary achievement in a three-hour press conference. We also talked with scientists all over Russia, who openly discussed their progress in missiles, rockets, etc., obviously for propaganda.

For themost part, our conclusions on why Russia alaunched a satellite ahead of the U. S. are in disagreement with most political spokesmen and observers here, who blame Washington, the colleges, for their failure to keep pace. In our opinion none of these is responsible for our present secondary position in this spectacular challenge of outer space. If the public were sincerely anxious oplace the blame where it belongs, all they have to do is to look in the mirror. For we the people created the atmosphere in the U. S. which temporarily lost us our previous superior scientific position.

The Russiam government and the Russian people acclaim and reward science. We don't. The press, the radio, the publicity. . . all news media glorify the scientist, like we glorify, the scientist, like we glorify the scientist, like we glorify the scientist.

runs, who makes love on the screen and who beats Oklahoma. The success of Sputnik is sumply the pay-off on the popular acclaim of science. This is the underlying reason for Russia's success and it will be in the future, no matter what crash programs we may instigate.

Science is not something that we can run hot and cold on. You cannot develop science by appointing a "science czar." You can only develop it by recognizing its serious implications to our future security and start from the bottom. And the bottom is to tell the American people the truth of the disease, and that doesn't include the prescription of aspirin or sedatives to calm down the present hysteria with presidential fireside assurances. We are having a "ball" in an Elvis Presely world, while Ivan is building Sputniks.

ing Sputniks.

*** * *

If only half of the scientists we graduate would stay in science, we would actually have twice as many scientists as Russia today. For science has been in business in the U. S. for over 100 years . . . while in Russia it was actually revived in 1933 with our help. When the Communists came to power in 1917, they

nal by our yardstick of indiference to the college
"brain."

The high school teacher in
Moscow is paid three times
more than a carpenter or a
painter... while here it is
the other way around. The
football (soccer) coach in Russia receives about \$200 a
month... while the football
coach here is paid up to \$25000 a year. In Russia a student must take four years of
science in college... while
here he is allowed to choose,
and many of them take the
road of least resistance, for
their main objective is to garner a degree... any degree
which will look good on the
job application blank.

In Russia a student goes to
school six days a week, from
8 a.m. to 8 p.m. with no emphasis whatever on competitive sports or other extra-curricular activities. When we
asked a Kiev high school
principal why they had no
home economics course, his
reply was that they expected
the girls to learn how to cook
at home.

destroyed not only science but industrial development in Russia. We actually put them back on their feet.

Then they stole our secrets with coles and kidnayed are related to the secrets. Russia. We actually put them back on their feet,
Then they stole our secrets with spies and kidnapped our scientists. But once they got them in Russia, they created an atmosphere for the scientists that paid off. They gave them prestige and the highest compensation in the world. Upon graduation they found themselves, for example, teaching science for a salary lower than that of a good car or real estate salesman, or a painter. While the love of science and research prevailed in many cases, it evidently has not prevailed in suffici-

est compensation in the world.

A A A THY Boss Nikita Khrush-chev earns a salary of \$25,000 a year ... while the top Russian scientist earns \$150,000 and the salary range averages over \$75,000 for top scientists. The dean of the School of Science at the University of Moscow is 'paid \$75,000 a year and the average professor of science would fall in the \$25,000 to \$35,000 bracket. But this isn't all. The prestige and acclaim which goes with it phenomenal by our yardstick of indifference to the college "brain."

The high school teacher in the state of \$100 to \$100 ans.
☆ ☆ ☆
Public demand for certain frills and services of their government keeps taxes on the increase. Then public dethe increase. Then punic uemembly ment for social security, unemployment compens at ion, health and welfare services, etc., add to the cost of government. When the tax bills come around and the shock hits home, the clamor starts for economy. But the economy must be in an area far removed from the frills and services. So the men we elect to public office look around for areas of economy which will not directly affect their constituents. The result is cutbacks on research, on scientific development, etc. For the pressure groups in any given community in the nation are much more concerned with a Federal road or a stop light in an intersection than they are with what happens to research on satellites in Washington.

The same Russia which beat us on the satellite does not have a phone book for Moscow's 6,000,000 people... and only operates six gas stations in the same area. Match that against our abundance. It appears, however, that we cannot afford both "lavender cars" every year and research to our outer space. A satellite "czar" does not appear to be the answer. The answer is only in "we the people." When we acclaim the football star as the hero of the hour in college and call the "brain" and egg-head, we create an atmosphere which football plays in the world. Of course, it then depends on what kind of game you plan to play with the Russians.

PROGRAM · NOTES ·

Selecting Your Physician

Unfortunately many persons wait until illness strikes before seeking a physician. This is a sad reflection on modern, living, for seldom does anyone move into a new neighborhood, for example, without checking all facilities for shopping, transportation, schools and churches.

for shopping, transportation, schools and churches.

How about you? Who is your physician? Do you have someone to summon in case of sickness or accident? Do you have his name and where he can be reached near your telephone? Oh, it's easy, you think, to locate a doctor should the need arise, but why wait for an emergency to find out?

A doctor of medicine is a busy person. Not only does he keep office hours, but he spends hours making hospital rounds, providing free service in clinics, and teaching in medical schools. To keep abreast of the new developments in medicine, he must attend meetings frequently, not only of his hospital staff, but those of medical groups. This is part of the road to being a good physician. Ilt does not end with graduation from medical school, service as an intern in a hospital and subsequently a residency in a specific field of medicine should he decide to specialize. The approximate total of 11 years of preparation to earn his degree of medicine

does not entitle him to prac-tice, for there is is the ardous examination by a state licens-ing board. This must be pass-ed to be an ethical practicing

physician.

Becaus of a citizenship stipulation, there are some thical physicions who are not yet eligible for membership in their county medical societies; but these are known to heir colleagues. And when the citizenship requirements have been complied with, they too will be welcomed into the county medical groups.

they too will be welcomed into the county medical groups.

Should you need a physician, call your ceunty medical society, or call the hospital nearest you. You will be given the names of several doctors from whom you can make your own choice. Then don't wait for illness, but make an appointment to see that you like the person you have chosen.

Not all personalities take to one another, and physicians differ just as you and your friends do. Some openly display their warm-heatern datures, while 'others show reserve. Their individual make-up does not reflect on their ability as a physician, but you must choose the one in whom you can place your trust.

Choosing your physician is important, because he must be one in whom you can confide; to tell the truth to, so

that he can be helped to make an accurate diagnosis. And then you must trust him, knowing t hat he will keep your confidence.

your confidence.

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Once you have found your physician, stand by him as he will stand by you. Don't hest-tate todiscuss fees, any more than you would the price of a suit. A physician must earn a living to maintain himself and his family, just as you do, and he will expect and appreciate a frank discussion of the cost of medical service.

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