

Torrance Herald

Co-Publishers
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SUNDAY, JULY 9, 1961

This Week's Motto:

Too many wonder drugs might complicate economic, unemployment and old-age pension problems.

New City Manager

With the naming of Wade Peebles as city manager of Torrance this week—the second man to fill the job since it was authorized by the voters nearly 14 years ago—the City Council has ended a deadlock over naming a successor to George Stevens.

Appointment of Peebles was not without opposition, but was approved by a majority of the councilmen after they went over the more than 40 names of men who had applied for the position.

Mr. Peebles has an impressive background of municipal administrative experience and is no stranger to Torrance's municipal problems. He has been director of public works here since April 1959, and served as city engineer and director of public works for Inglewood for seven years prior to that. He has also spent more than seven years as a design supervisor for the State Division of Highways.

All of this, we believe, is excellent training for the important job as city manager.

The HERALD wishes Mr. Peebles every success in his new post—the most important in the city's administration. The stature of our city's government—in fact—depends on his success.

Another Beach Threat

A growing threat to the popularity of Torrance Beach as a recreational area was pointed up strongly on the afternoon of the Fourth when police were forced to break up a riotous mob of youthful pranksters who were battling with squirt bottles and eggs at somewhat less than the classic 20 paces.

In recent years, the unbridled activities of the area's young adults, who think rowdiness is a synonym for fun, has detracted much from the enjoyment of the beach for families and others who seek the sun and the surf as a leisure activity.

Today's beach bums show little concern for the wish of others to enjoy the surf, and pose as great a threat to the recreational facilities on-shore as the threat of mining operations does off-shore.

The rights of the majority to enjoy the publicly owned beach must be preserved, even at the cost of jailing the youthful offenders as was done this week. Our beaches are just not large enough for the thousands who would like to use them and the handful of foot-loose rowdies who spoil it for the rest.

It's time to get tough.

Out of the Past

From the Files of the HERALD

30 Years Ago

Five fire calls were answered by the fire department during June, Councilman R. R. Smith reported to the council Tuesday night. Total loss was set at \$50. The department traveled seven miles to the conflagrations with a total of 50 men responding to the call of duty.

DeKalb Spurlin, who owns more houses than any other individual in Torrance, was unanimously elected president of the Torrance Chamber of Commerce at the first meeting of the newly elected board of directors held Monday afternoon.

The Torrance Relief Society recognized \$15 in contributions during the preceding week. The society was

supported by voluntary gifts to aid needy individuals during the depth of the depression.

A beach club (demolished only recently) with the most modern equipment and furnishings is open to Torrance residents at a reasonable price in the Hollywood-Rivera Beach Club, located on the beach. Memberships are \$12.50 yearly with a \$7.50 locker fee.

The dollar was buying as much in staple goods in 1931 as it had 10 years previously, according to a story appearing in the HERALD quoting J. C. Penney. Compared to price in 1929, just before the great market break, the dollar had a purchasing power of \$1.72. The famous depart-

Their Propaganda Value Is Used Up—



AFTER HOURS By John Morley

Tastes of White House Occupants Under Study

"My tastes are aristocratic... my actions democratic."
—Victor Hugo

WASHINGTON, D.C.—There is another kind of new look inside the White House which probably would never make the headlines. It's the personal life of its occupants. There has never been anything like it, old-timers around here tell me.

It is more than children sliding down the halls and banisters. It's a complete transformation of social atmosphere, manner of living, entertaining, and the water pressure in the shower baths.

Even the language of the new occupants is different. Nobody uses the word, "corny," as being too corny. For corny the word "dreary" is preferred by the new first family.

There is verve and fashion in the halls of the White House today, from what Jackie Kennedy wears to the new decor she brought with her. The President makes it to his desk downstairs from his bedroom in half of the time it used to take Messrs. Roosevelt, Truman and Eisenhower.

The informal "Jack and Jackie" has a high-sounding sophistication when it refers to the President and the First Lady. The 44-year-old president and his youthful 31-year-old wife are a phenomenon any way you look at it, occupying the stately old building inside the most powerful and respected nation in the world.

These two high sophisticates have created an extraordinary contrast between the highly informal and the highly formal, all happening in one day. I heard Grace Kelly say one day that "a lady is a lady even in slacks." Jackie Kennedy never lets you forget this for a moment, even in the White House. No former First Lady in our experience around the White House has been any snootier or more pleasantly snooty.

Before the end of her first month in the White House Jackie Kennedy had already picked out ten works of art from the Boston Museum of Fine Arts. Among her first guests were such cultural giants as George Balanchine, famous director of the New York City Center ballet, where three-year-old Caroline takes ballet lessons once a

week; poet Robert Frost, who recited on the "New Augustan Age"; Nobel Prize winner Alexia Leger, who spoke to their guests on the "Ramifications of the Intellectual World." I just can't imagine these kinds of goings-on around Truman or Eisenhower, Bess or Mamie.

The parties now are no simple get-togethers of the Harry-like eras, or the celebrity brawls of Perle Mesta days. Present parties have taste, decor, finesse and high fashion. There is a chic aura around the place, with the flare of being born into it. No one comes to these kinds of parties who has not been born into them.

The new look in the White House could be summed up in Jackie's hiring famous French chef Rene Verdon from his regular billet at New York's equally famous La Caravelle. No more past-trami, hamburgers, or corn beef and cabbage.

Politics is out the window. Here is the White House new look in a capsule:

Eisenhower	Kennedy
"It's Corny."	"It's Dreary."
One large dinner table	Several small dinner tables
Geriatrics	Pediatrics
Beef ste w	Lobster soup
10 p.m. bedtime	10 p.m. dances
"The Greatest."	"Terrific."
Grand Old Opry	Grand Opera
Cadillacs and martini	Lincolns and daiquiris
Jello salads, Roquefort	Tossed salads, French dressing
Three-button suits	Two-button suits, painted ties
Cabin-cruisers	Sail boats
Whistler's Mother	Boudin's Corvette
Business Week, Saturday	The Economist
Evening Post	Saturday Review
David Lawrence	Joseph Alsop
Chintz, silk, taffeta, mink	Burlap bag, cottons, casuals, monk's cloth

Lawrence Welk	Leonard Bernstein
Gunsmoke, Meet the Press	Omnibus, Open End
The Waldorf Astoria, big hat	The Carllysle, no hat
Dr. Paul Dudley White	Dr. Benjamin Spock
Landscapes, slippers	Seascapes, bare feet
French cuffs	Short sleeves
Quail shooting	Fox hunting (not advertised)
Scotch and Soda	Helmken's beer (advertised)
Purebred cattle	Thoroughbred horses
Perle Mesta	Mrs. Charles Wheeler II

Square dancing, grandchildren	Ballet; children von Clausewitz
Weimarers	Henry Kissinger
Sally Victor	Welsh terriers
Robert Service	Oleg Cassini
Shorts, (first lady)	Robert Frost
Slacks, (The President)	Shorts, (The President)
Slacks, (The President)	Slacks, (first lady)

During This Week

July 9, 1792 — America's original designated agriculture professor was appointed by Columbia College (now Columbia University, and originally King's College), New York City. Samuel Mitchell became Professor of Natural History, Chemistry, Agriculture and Related Sciences.

July 10, 1866 — Edson P. Clark, Northampton, Mass., received patent No. 56,180 for his invention of the indelible pencil. Clark's pencil contained silver, black lead, calcined gypsum and lamp-black.

July 11, 1767 — John Quincy Adams, future sixth U.S. President, was born at Braintree, now part of Quincy, Mass. Without party, or faction, this so-called political hermit became one of America's top statesmen.

July 12, 1866 — The Grand Army of the Republic, which had been organized April 6, at Decatur, Ill., held its first convention at Springfield.

July 13, 1821 — Nathan Bedford Forrest, future Confederate terror, was born in Bedford County, Tenn. He destroyed \$6 million worth of Union supplies, a gunboat fleet and captured 31,000 prisoners. Lincoln said "Lucky there aren't many Forrests."

July 14, 1868 — Patent No. 79,965 was awarded to Alvin Fellows, New Haven, Conn., for his tape measure, which was similar to modern ones enclosed in circular cases.

July 15, 1876 — Baseball's first no-hitter was pitched by George Bradley, St. Louis National League team, against Hartford, St. Louis won, 2-0.

Blood or Beethoven, TV Fan Gets What He Wants

By JAMES DORAIS

In the course of the current furor over alleged excesses in violence and lack of cultural content in American commercial television, there have been many implied threats that some form of government censorship will be invoked if the networks do not "clean house."

In rebuttal, network spokesmen claim that programming is determined by ratings which show that the public wants what it is getting.

What happens in a country where government does have the power of television censorship—a non-totalitarian country, that is?

In Great Britain television

started out as a complete monopoly of the government-owned British Broadcasting Corporation, financed from license fees paid by owners of television sets. No advertising is accepted, and under BBC's charter, a substantial amount of time must be devoted to "serious" programming. The British government has unlimited right of censorship.

Since 1955, however, BBC has had a competitor, an independent commercial network authorized by Parliament. While advertisers do not sponsor nor produce programs, spot announcements are sold at high fees and are limited to an average of six minutes to the hour.

As in the case of BBC, programming on the independent network is subject to censorship. There are no restrictions, however, on "popular" programming of the type now drawing the fire of the Federal Communications Commission in the U.S.

According to the U.S. News & World Report, the latest British listenership survey shows that more than 60 per cent of British TV set owners prefer the blood and thunder commercial station to "the said BBC."

All of the top ten British programs are carried on the independent network, and include two American-made Westerns, "Wagon Train" and "Rawhide." A top British-produced program is a hospital thriller called "Emergency Ward Ten."

BBC does a superlative job of news commentary, Shakespearean theater and other "cultural" programming. But under competition from its commercial rival, and despite lack of revenue problems, it has begun to cater more to the popular taste, including Westerns during prime time. On Saturday night, when the independent network features "Gunslinger," BBC now counters with "Laramie."

The New American Dream: A Pool in Each Backyard

The American dream is apparently evolving from a chicken in every pot to a swimming pool in every backyard.

By 1970 it is estimated this dream will have become a reality for some two million homeowners. And, of that number, experts in the industry estimate that as many as 200,000 will be located in Southern California alone.

Behind this trend are several reasons other than the fact that swimming pools provide entertainment and exercise for family and friends.

For instance, pools are now less expensive to build and easier to finance than they were just a few years ago. Also, they are widely recognized as being effective additions to home property values.

Pleasant as pools are to own, however, there are several points to look at before leaping into the construction of one:

First, consult a reputable pool builder. Terms for financing can now be easily arranged through a number of banking establishments.

Check with your pool builder for the best type for your needs. His recommendations will depend upon locale, the price you want to pay and other conditions. Fortunately, there is a wide variety available including gunite, foamed concrete, vinyl, metal, fiberglass and inflatable plastics.

Don't forget optional equipment such as filter, lights, heater, cleaner, fencing and pool covers. While any or all of these add to your construction costs, they will also add to ultimate value, ease of care and comfort.

Once your pool is built and in use, remember that cool, clear water should be maintained for appearance, health and sanitation. Thanks to chemicals this is easily done. Sodium hypochlorite, often referred to in the swimming pool as "liquid chlorine" is the most popular sanitizer in the Los Angeles area. Industry experts estimate that more than 90 per cent of the pools in this area are treated with sodium hypochlorite.

A. W. Smith, a chemical engineer with the Dow Chemical Co. noted that "sodium hypochlorite when used in a regular program of periodic treatment provides the most efficient and economical method of keep the pool free of pollution and maintaining its appearance."

Of course, any effective treatment program for your pool must be geared to the size, water temperature and load, but sodium hypochlorite is virtually unequalled in simplicity of application. No special apparatus is needed. The solution is simply poured from a container into the pool. Smith estimates that under proper storage conditions in a cool, shaded area,

about three weeks supply could be kept on hand without undue deterioration.

What makes home swimming pools increasingly popular?

"You might say it's a combination of Californians, construction and chemistry," says Smith. "Californians show us that there's plenty of fun to be found in home pools. New construction methods make it possible for many more of us to afford pools. And modern chemistry has made it possible for us to enjoy pools without having to worry about any drudgery in keeping them clean."

Law in Action

Accidents Just Happen

An accident isn't one if it's sure to take place. It must be unexpected and sudden, and, generally, unintentional.

A company insured Jones from damage he might cause to others "by accident."

Jones drilled for and got oil on his land. He pumped for years, and one day when his neighbor's land began to sink, the neighbor sued Jones. The insurance firm would not defend the suit or pay the damages.

So Jones up and sued the insurance firm. The court upheld the insurance firm: The sinking land

was not an "accident." It was bound to happen and Jones and the neighbor could have foreseen it. Maybe in the first year the sinking might be an accident.

But the neighbor was suing for damage for years of pumping and drilling.

In one case, unknown to the owner some salad oil grew rancid from lack of care. He sold it to a customer who mixed it with good food products and damaged all his stock.

The court agreed that damage to the customer's stock was an accident.

Casualties and accidents must happen suddenly. Disputes arise over what an accident is, often with the tax collector. Under the taxing laws you may deduct for "casualties" or "accidents."

In income tax cases, the government will not let you deduct termite or dry rot damage caused to your home over many years. But a sudden swarm of termites damaging your house all at once would be deductible.

Note: California lawyers offer this column so you may know about our laws.

LIFE'S LIKE THAT

By FRED NEHER



"Unless I'm mistaken, Jackson, I thought your vacation started today at five o'clock!"