

Torrance Herald

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This Week's Motto:

Unselfishness is doing without something you need—like an increase in pay.

Emergencies Don't Wait

"Don't put off until tomorrow what you can do today" is an admonition more often honored in the breach than the observance. Such procrastination can be costly, especially when it involves neglect of sensible rules of health and safety.

That is why your local druggist, and such organizations as the Red Cross and Boy Scouts are joining forces during "Emergencies Don't Wait Week," Oct. 8 to 15. They want to impress upon all of us the need for taking prompt measures to prevent accidents—especially in the home. Highways are hazardous places these traffic-filled days, but home is the most dangerous of all, according to statistics. During 1960 there were 27,500 deaths and four million disabling injuries caused by accidents in the home. Motor vehicle accidents caused more deaths but only a third as many injuries.

The theme of "Emergencies Don't Wait Week" is three-fold: Prevent home accidents by spotlighting safety hazards; provide basic first aid information to limit the consequences of accidents; and provide a basic check list of essential medicine chest supplies. Since the annual dollar cost of accidents is estimated at \$13.5 billion, and the human cost is immeasurable, these are precautions that can pay immense dividends.

A Timely Awakening

Release last week of the long awaited report on the Southwest area by the Regional Planning Commission went a long way toward convincing any skeptics on the future role of Torrance in the area.

In section after section of the comprehensive 62-page report, the city of Torrance assumes a dominating role—living up to the title dubbed onto it recently as the "Capital City of the Southwest."

In keeping with this trend which the HERALD has long recognized, a change was effected on the HERALD's nameplate with the Thursday issue pointing out to the many thousands of people who see it each week that Torrance, indeed, is the "Capital City of the Great Southwest."

A glance at some of the facts which bear out this claim shows that Torrance is the largest city by far with more than 107,000 residents; that it will be the judicial center of the district with the Southwest District Branch of the Superior Court on its civic center; that it is nearing the point of dominance in commercial activity; and that it has long dominated industrial activity in the area.

The Southwest which is gaining prominence in Southern California affairs, embraces an area historically known as the Centinela Valley, including the cities of Inglewood, Hawthorne, Lawndale, and adjacent areas; El Segundo and the International Airport area; and the South Bay, traditionally the three beach cities of Redondo Beach, Hermosa Beach and Manhattan Beach.

Anchoring the Southwest is Torrance, the Peninsula, Harbor, and Carson including Gardena and the Los Angeles Shoestring Strip.

Long overlooked by the Los Angeles interests, the Great Southwest is coming into its proper perspective at last. The HERALD is proud to be a part of that awakening, and is proud of the role it has played in the development of the area since its first issue was published here on Jan. 1, 1914.

To a Greater Southwest, and to a Greater Torrance, its "Capital City."

Opinions of Others

If today's taxpayers had some of the gumption of their forefathers who made history with the Boston tea party, it wouldn't take long to call a halt to the wasteful and extravagant spending by governments which grow bigger and bigger and which exact more and more taxes to sustain their constantly expanding operations. — *Tonasket (Wash.) Tribune.*

LIFE'S LIKE THAT

By FRED NEHER



"It's a special breakfast edition."

Oh, Come Now, Nikita—



SIGHT and SOUND by Ernest Kreiling

TV Rolling Along With Little Public Reaction

(Ninth in a Series)

The great tragedy of radio and television today is that those who have the power to decide what goes on the air don't use that power.

I'm referring to you and to me, because it is the vast American public that all broadcasting is obligated to serve.

Radio and television stations are licensed by the Federal Communications Commission to use, free of charge, a limited natural resource, namely a broadcasting frequency.

To be granted one of these licenses stations are committed to serve in the "public interest, convenience, and necessity."

In order to have their licenses renewed every three years stations must be prepared to prove they have served the public.

Because of this single fact, broadcasters are not as calloused to our wishes as we are sometimes told. In actual fact they are especially sensitive to what we think.

But what do we do to show our approval or disapproval? Very little! One Los Angeles television station manager told me he receives only 10 letters a week. The networks receive considerably more, but very few deal with serious matters.

So in the absence of response from the viewing and listening public, the programmers must rely on the fallible ratings which attempt to measure our viewing habits, but which can't evaluate our feelings.

In short you and I can make it clear that we like TV the way it is or we want it equally clear that we want some changes made.

There are several organizations that are doing just that.

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One of the most aggressive and energetic is the National Association for Better Radio and Television (NAFBRT), which has its national headquarters in Los Angeles.

On an entirely voluntary basis NAFBRT members work toward improved radio and television.

Mrs. Clara Logan, NAFBRT's astute and dedicated president, has brought together a group of serious and hard working people who wield a stick large enough to make television flinch occasionally.

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The organization works in many ways. Mrs. Logan is frequently called upon to testify before Congressional and FCC hearings concerning broadcasting. Each year the group undertakes a survey of

children's programs and evaluates them for the guidance of parents. Periodically NAFBRT creates nation wide publicity with its reports on the excessive amounts of crime and violence on television before 9 p.m. when children are most likely to be viewing.

The Association also publishes and distributes a list of the names and addresses of national television sponsors to make it easier for us to write to the people who control the purse strings.

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These and other activities have combined to earn NAFBRT some well deserved influence.

Whereas most of us enjoy what we see and say nothing or we complain and do nothing, NAFBRT is actively doing something for us all.

So whether we individually write letters or whether we work through listener and viewer organizations such as NAFBRT, something can be done. But it's up to us, because we have a vested interest in the broadcasting industry.

A copy of the Association's interesting and useful newsletter, NAFBRT QUARTERLY, will be sent free of charge to readers who request a copy by writing to the HERALD.

Out of the Past

From the Files of the HERALD

30 Years Ago

The HERALD of Sept. 24, 1931 carried a strong appeal in a front page editorial for the passage of the Metropolitan Water District's bond issue. Mayor John Dennis, a member of the board of directors of the district, said: "Torrance is buying prosperity insurance when it votes for the issue." He went on to point out that the city most certainly was to grow and with adequate water supplies might be able to attract many new industries.

Two performances by the Torrance Bugle and Drum Corps was planned at the County Fair at Pomona on Sunday morning. The organization was to leave here at 8 a.m. and perform at 10 o'clock in front of the grandstand. The second appearance of the unit was during the course of the afternoon's program, the HERALD reported.

Four prominent Torrance merchants, their businesses vitally affected by the operation of the student store at Torrance high school, rose in emphatic objection to Principal Herbert S. Wood's contention that the high school

store did not compete with local firms. The merchants were Sam Levy, S. S. Worrell, Sam Rappaport, and C. A. Paxman. The critics claimed the student store carried the largest stock of stationery in the city.

The 1931 Ford car, offering 15 body types, was advertised in the HERALD at FOB Detroit prices from \$430 to \$640 in 1931... fur trimmed dress coats for women were selling for \$14.75 at J. C. Penney Co. ... you could buy three No. 1 cans of pink salmon for 25 cents and second hand stores were doing business at an accelerated rate due to the depression.

20 Years Ago

A hobby show, called the best in the history of the community, occupied Torrance residents' attention 20 years ago. Held in the Civic Auditorium (now the Security National Bank) the show offered many tips on "comfortable, attractive, and creative living," according to the sponsors, the Torrance Rotary club.

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High over Torrance the

AFTER HOURS By John Morley

Pleasure Can Be Bought; But You Earn Happiness

Don't compare happiness and pleasure... for pleasure you can buy.

The kind of happiness we have been writing about in the preceding columns has little to do with money, style of living, or having one's picture appear in the society column.

All these have their place, but they are a kind of fleeting and rather superficial happiness. Money is very important only when it is used intelligently.

No amount of money will ever buy happiness... but invest in the hope that it will provide the opportunity. Real happiness comes from the heart... and the heart gets along on little money... it only asks for the right atmosphere and the desire to do.

Happiness is not entirely made up of great personal events, like success, romance, marriage, travel, a home with a view... but in the anticipation that such things will assure it.

Such things by themselves seldom fulfill expectations. What makes for happiness around such important events is understanding our role in the new environment. For the greater the personal events, the greater the responsibility of being worthy, or being grateful. Happiness is in giving... not just getting and achieving.

Unquestionably, marriage should be the happiest state of life. But if marriage is considered as freedom from office work, an escape from an unpleasant parent relationship, acquisition of a maid or cook, attaining greater security—or because it satisfies the ego—mutual deception has already set in, leading to unhappiness and frustration.

Marriage is a capacity to make two or more happy through one's self... and happiness has a way of overflowing to the giver.

The pursuit of an ideal, even though it is not fully realized, makes for happiness. Life presents us with too many blanks. Ideals can fill the blanks and vaccuums. Whether you realize the ideal, or realize the real, is academic. To be true to your deepest convictions leads to a happier life.

If you were to ask an unmarried young woman what sort of man she would find acceptable as a husband, she most likely would run through the usual prerequisites outlined by a teenager recently.

"He ought to be good looking, ambitious, clever, athletic, intelligent. He would be well-dressed, witty and polite," she said. "He would come from a good family... dashing, popular and with the self-confidence of a movie star."

When we asked the teenager what she would offer this man in return, she remained speechless and then smilingly replied: "I guess that was quite a big order \$ asked for."

The pursuit of an ideal requires giving as well as getting in a fair proportion. But to have this ideal is essential—the thoughts that go into it... the dreams and plans... the inspiration that keeps it alive.

It may be an ideal love, even though you may not quite achieve it, but are always trying to. It may be an ideal job. It may be the creation of something original with your hands, your pen,

your typewriter or your voice.

It may be the friendly hand you give during an emergency... the faith and hope you may inspire in others.

The wonderful thing about the pursuit of an ideal is that while it may never reach the rainbow's end, it attains happiness somewhere along the line by carrying it in your thoughts. For having the end of the rainbow in mind in the first place provided the spark that by-passed the blanks and depressing moods.

Happiness is not a reward for a good life... but the natural result of it. Happiness is positive thinking... creative living. If you think back on your life, you will prove to yourself right now that your happiest hours involved something you personally wanted to do, something of your own creation and initiative.

The happier life calls for desire and ability to make independent critical judgments. To judge ourselves as we really are... not as we act towards others... nor as we are influenced by outside events. For it is not events that matter as much as our own judgment about them. They are what we think they are.

A happier life consists of a well-balanced tranquil mind. Even though you cannot escape misery and disappointment, you cultivate a will that recognizes at what point you must stop feeling miserable.

It is impossible to be happy through another person's eyes alone. There is no lasting happiness if the other fellow is allowed to pave the way for you always. For happiness is something you originate, you cultivate and you share.

McCarthyism Didn't Die With Senator; It Lives

By JAMES DORAIS

One of the charges most frequently leveled against the late Senator Joe McCarthy was that the investigations he headed were conducted not so much to ascertain facts as to make headlines.

The essence of "McCarthyism," it was alleged, was the badgering of witnesses, of establishing their guilt in the public mind by means of wild, sensational charges difficult to refute.

Though his name became permanently associated with it, McCarthy did not originate this technique. It was common practice of the Congressional committees investigating business practices during the free-wheeling New Deal days long before Senator McCarthy was ever heard of.

McCarthyism certainly did not die with the Senator. For many years its most flamboyant practitioner has been Tennessee's Senator Estes Kefauver.

Senator Kefauver has conducted sensational investigations in recent years of the steel industry, of automobiles, farm implements, bread, insurance, oil, baseball, football, and in this session of Congress, of the drug industry.

All these investigations have been handled by Kefauver as a one-man publicity show. Orderly inquiry of the practices of the industries in question and objective assessment of possible abuses would not make headlines, of course. And headline-hunting has been the overriding motivation of the Kefauver hearings.

The legitimate purpose of the current drug industry investigation would be to determine whether or not the public is forced to pay excessive prices for prescription drugs because of monopoly practices and collusion among drug manufacturers.

By pillorying the presidents of the drug companies before his committee, leveling loaded questions and sensational charges against them, and playing down rebuttal testimony, Senator Kefauver has undoubtedly created the impression among a large per-

cent of the public that such, indeed, is the case.

But despite the deliberate efforts of the Kefauver committee to slant the publicity surrounding its hearings, and the lurid tone of the committee's majority report, nothing was developed that would bear out the charges.

In no cases were the companies found to have conspired to fix prices. The profits of the various companies have been generally no higher nor

lower than the profits of companies in other fields.

Despite the tumult and the shouting, the entire basis for Senator Kefauver's McCarthy-type publicity show seems to rest on the fact that in a competitive industry, prices for similar products tend to reach a common level, just as most brands of cigarettes sell for the same price and both The Daily Worker and The Wall Street Journal sell for 10 cents a copy.

During This Week

Sept. 24, 1845 — Father Pierre Jean De Smet established St. Mary's Mission in Western Montana, near the Idaho border. It still stands as a monument to one of America's foremost educators of Western Indians.

Sept. 25, 1753 — The original steam engine in America was delivered to Col. John Schuyler's copper mine in what is today North Arlington, N.J. Josiah Hornblower, generally recognized as America's first steam engineer, brought it from Britain. It was a forerunner of modern pulsometers. Steam from wood-heated water turned a paddle-wheel for power.

Sept. 26, 966 BC — Solomon, then 20, introduced the forerunner of modern sales taxes and made a tariff stick. After enticing other rulers to trade with him, Solomon placed a 20 per cent tariff on incoming goods at the same time he introduced the sales tax. The trade pacts were binding, so the others couldn't back out.

Sept. 27, 1937 — The world's initial school for Santas opened in Albion, N.Y., with six men students. Department stores sponsored the week-long course.

Sept. 28, 1808 — James Buchanan, who became the 15th U.S. President, stood before Dickinson College's president, awaiting expulsion for misbehavior. Buchanan angrily informed the proxy that his family tree was great. "Perhaps" replied the offi-

cial, "but the crop is a failure." Comedians now use the remark in various ways, for wisecracks.

Sept. 29, 1789 — Congress authorized the Army Medical Corps, following disbandment of the Revolution's Hospital Department. Dr. Richard Allison, a famous Pennsylvania surgeon, was named first surgeon of the new corps.

Sept. 30, 1641 — The New Netherlands Council authorized America's original fair, to be held annually at Fort Amsterdam. A Cattle Fair was held Oct. 15, and a Hog Fair, Nov. 1.

Gains and Brains

"Thoughts rule the world." —Ralph Waldo Emerson. People who read much often find an idea which they think is modern, or perhaps get one they think is original with themselves. Then, they discover that the same thought was expressed, although perhaps differently, by some prophet, sage or philosopher in ancient times. This discovery often brings about a feeling of kinship. Man progresses in his relationship with his fellows when the thoughts of the gifted, far-sighted persons become the commonly accepted thoughts of the masses.