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KING WILLIAMS - GLENN W. PFEIL

REID L. BUNDY - Managing Editor

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Newspaper-People Affinity

EDITOR'S NOTE: National Newspaper Week starts today with the slogan "Newspapers Make A Big Difference in People's Lives..."

More Americans are reading more thoroughly than ever before.

There must be a reason. Despite the decline in the total number of newspapers, total newspaper circulation in the United States today is at an all-time high.

The reason must have something to do with newspapers—and people.

There is a special affinity between them, between newspapers and people. People must feel a great identity of interest with their newspapers.

I do not speak disparagingly of other news media; quite the opposite. I think that radio and television reporting is a tremendous boon to our democracy.

Radio and television reporting greatly expands the surface of public knowledge.

In my judgment most newspapers greatly expand the depth of public knowledge.

The fullest, the most dramatic, the most conclusive evidence that newspapers are really crucial to the lives of most Americans—and, indeed, to their very way of life—is what happened in New York, Minneapolis and Cleveland when newspapers strikes left these cities newspaper-less for months.

Something very meaningful, something taken for granted when it was present but greatly prized when, abruptly, it was absent, went out of the lives of millions of people in these communities when there were no newspapers.

I believe the reason is that while the printed word can be supplemented by other media, it cannot be replaced as the most reliable, the most accessible, the most meaty and the most satisfying source of information and insight in this very anxious world.

During the long strikes the newspaper was grievously missed—and nothing was able to take its place. That is what I mean when I say there is a special affinity between newspapers—between the printed word and people.

Nothing could take their place and it is our duty to make newspapers continuously better so that nothing can take their place.

Help the Police

Too many are prone to blame the police department particularly during a wave of crime. Yet one of the great problems of law enforcement is found in the common failure of citizens and organizations to fully support and cooperate with the authorities.

The policemen cannot possibly be everywhere a crime is committed and often a little assist from a conscientious citizen will go far toward making the career of the lawbreaker—whether he be a sneak thief or hit and run driver—a little less easy.

In exchange for such cooperation, the citizen deserves every protection from the police department.

Remember, an indifferent public is the criminal's best friend. An alert and angry public, eager to assist the hard-pressed police and other law enforcement agencies, can be the criminal's most effective enemy.

Another Hunting Season

Another hunting season is upon the land. Millions of Americans will take to the woods this fall in quest of every form of game from cottontail rabbits to Canadian moose.

But, the American Medical Association tells us at least 200 of these hunters will not return under their own power. They'll be brought back dead—the victims of hunting accidents involving guns.

The rules of gun safety are fairly voluminous—but they're also simple, founded on the hard rock of down-to-earth common sense. Here are some of the basics:

Know what you're firing at before you pull the trigger—which means be certain that rustle in the brush was made by a deer, and not another hunter.

Never climb through or over a fence without first unloading the gun.

Never shoot at a flat, hard surface—ricochets can wound and kill.

Never look down the barrel of a gun to see if it's loaded. And keep the safety on until you're ready to shoot.

Be absolutely sure guns carried into camp or home are unloaded. Keep them cased until your hunting area is reached.

Remember that alcohol and guns can be a lethal mixture.

In sum, treat a gun with the respect it deserves. Work on the principle that it's always loaded and ready to fire, even though you know it isn't. Then all the armies of hunters—yourself included—will come home under their own power.

Guess Who We Saw--

—GOING INTO—



—KHRUSHY'S PLACE!



ROYCE BRIER

Conant Proposal Bound To Stir Controversy

Dr. James B. Conant, former president of Harvard University and a foremost critic of American education, has come up with a stunner. In a book published last month, "The Education of American Teachers," he proposes sweeping changes in education and certification of elementary school teachers...

Around the World With

DELAPLANE

"We don't know whether to drive to Mexico (via El Paso) as we have been told it is dangerous..." "Is it true you have to bargain for things you buy?" "Yes, unless you're buying in something like the Sears department store..."

"We have heard that Mexico is expensive. How is the exchange on the peso?" "The peso is 12.50 to the U.S. \$1. But it's what it buys that counts..."

"...some smaller towns that are colorful outside Mexico City." "North of Mexico City on your way down: Morilla is a very fine colonial town on Highway 15..."

scholastically to handle much of the subject matter in grade school curricula. The prevailing practice in most of the States, Dr. Conant says, permits teachers certified in one subject to teach practically everything else.

Dr. Conant calls this a "national scandal," and brands the current training and licensing process a "frightening establishment."

While the book deals with many details of training and college staffing, Dr. Conant's main advocacy is what may be called delayed-action certification. Under this, any candidate holding a bachelor's degree may teach, provided he gives evidence of successful performance as a student teacher, and has a special college document saying he is capable in one grade field.

Manifestly the proposal is highly controversial. It would require in effect a new rank of master teachers whom Dr. Conant calls "clinical professors of education." It also presumes dividing probationary teachers into "outstanding" and "average" (not to mention failures), a concept hitherto unofficial, but natural to a teacher's rating of pupils.

Some of Dr. Conant's recommendations would require legislation in the several States, and radical shifts in school board and college faculty practice. But he is prepared to defend his thesis before education authorities, and early next year will speak on it before professional audiences.

More than 141 million Americans—76 per cent of the civilian population—had some form of health insurance at the end of last year, according to the Health Insurance Council. This was a new high. So was the total of benefits paid, which came to nearly \$6.2 billion.

9,000 'Hometown' Papers Are Community Leaders

By J. KAY ALDOUS American Newspaper Representatives, Inc.

Newspapers have long been regarded as sovereign influences in their communities, even to the extent that a town without a newspaper withers on the vine. This is true in thousands of small, "hometown" cities throughout the country supported in numerous ways by the weekly and small daily press.

By definition, "Hometown America" is the vast network of rural, urban and suburban U.S. communities of 25,000 population or less. These citizens have an annual income well over \$157 billion, or 47 per cent of the total national income, and they account for more than 40 per cent of the country's retail sales.

So vital to everyday living are Hometown newspapers that they have become a part of the family. Virtually every household in "Hometown America" subscribes to and thoroughly digests their contents. To preserve this loyal readership the weekly and small daily newspaper must offer more than capsule-form treatment of current news.

Quote

"A tactful way to accept an insult is to ignore it. If you can't ignore it, top it. If you can't top it, laugh it off. If you can't laugh it off, it's probably deserved." — Fred W. Grown, Edgewater (N.J.) Bergen Citizen.

"Some women prefer to marry a man with a strong will—made out to them." — S. E. Mekeel, Ovid (N.Y.) Gazette and Independent.

"I rather think most Americans are conservatives, and that they oppose the shenanigans of the intellectual dreamers." — John Mavrick, Cherryvale (Kans.) Republican.

"Teenage boys are amazing. The same ones who are too tired to walk two blocks to school fight for the chance to run 100 yards on a football field." — Ron L. Coffman, Grove City (O.) Record.

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community rights; aggressive sponsors of civic progress. Their editorials frankly reflect the role of the newspaper as a community guardian. They aggressively endorse issues in the best interest of the citizens and combat those which would be detrimental to their town's well-being.

Because of their dedication, newspapers earn a respected influence in grassroots government and leadership in community affairs. They are responsible for much legislation at local, state and federal levels. But always, they recognize the events of less far-reaching significance. Events that cannot be otherwise placed effectively before the public eye. This is important to dwellers of the small com-

munity, who thrive on news of a "little" club meeting, a neighborhood wedding, the activities of town merchants.

All the phenomenal growth of Hometown newspapers during the past decade is evidence of the vitality of today's community press and its universal acceptance. The very presence of weekly and small daily Hometown newspapers makes a big difference in people's lives. It would cause a much bigger difference—a severely negative one—if they ever cease to exist.

Our Man Hoppe

Senators Solving All

Art Hoppe

That's a great television show our Senators have got going: Cosa Nostra! Starring square-jawed Joe (The Mobster) Valachi. Dramatic, suspenseful, revealing! Only I'm a little worried whether the Senators can keep up the pace.

You know the way television eats up good material. And I can't help thinking the way this series is going to sound along about the 18th week.

Q — WELL, FINE. Mr. Valachi, that takes care of every major unsolved crime in the Western Hemisphere in the last 42 years. Now, what've we got left? Oh, how about the pilfering of the poor box in Pomona Paradise Church of \$3.42 on May 13, 1922?

A — You got me cold, Senator. I done it. Me and Bugeyes Bianci. I drove the getaway car.

Q — Fine, fine, Mr. Valachi. You are to be commended for your owning up manfully to your horrible deeds and helping the forces of law and order. Now, what about...

A — Oh, I pulled that job, too, Senator. It was me and...

Q — Just a minute, Mr. Valachi. Please wait until I have named the crime before you confess to it. We must proceed in an orderly manner.

A — I was just trying to co-operate, Sir.

Q — Yes and I must say you are a most co-operative witness. I trust the two reporters who are still left at the press table will note my remarks. If all witnesses before Congressional committees were as co-operative as you, this Nation would have nothing to fear. As somebody once said, "The truth will set you free." Was it Abraham Lincoln?

A — I done it. You got me dead to rights. Q — Done... Did what?

A — The Abe Lincoln job. It was me and John Wilkes (Will the Weasle) Booth. I cased it, but he was trigger man. He give me the kiss of death. Oh, I am doomed!

Q — Just a minute, Mr. Valachi. I don't see that one on the list here. Jumping Judas, you're confessing everything.

A — Yeah and I done that one, too. It was me and Judas (The Stoolie) Iscariot, one of the Gallee Mob. He was finger man and I...

Q — I think that's enough of this line of questioning. Perhaps we should turn to something else. Before the last reporter leaves. Oh, yes. Are you now or have you ever been a Communist?

A — I decline to answer that on the grounds it may tend to incriminate or degrade me.

WELL, it's a seapsational show. So far. And Mr. Valachi makes a fine hero, I'm sure. For it's always heart-warming to see a hoodlum or a Communist or whatever abandon his evil ways and come over to the side of us respectable, law-abiding citizens.

Naturally, he wishes to inform on all his old pals. It's the respectable, law-abiding thing to do. After all, he turned informer for the benefit of us respectable, law-abiding citizens everywhere. And we should pay tribute to his new-found sense of decency and justice.

The rat fink.

Morning Report:

A lot of Republicans are worried. But they're not so much worried about losing to Kennedy as they are trying to win with Goldwater.

The Republicans know that the Arizona Senator is popular. But if he gets the nomination they are not quite sure where that will leave the rest of the party.

Abe Mellinkoff