

Torrance Herald

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Magic Looking Glass

NO MATTER
WHAT THE
BATHROOM
MIRROR
DOES TO A
FELLA'S IMAGE—



—IN THIS REFLECTOR HE ALWAYS LOOKS GREAT—



MOTHER'S
EYE!

SUNDAY
WILL BE
MOTHER'S
DAY

REG MANNING

Scientific Planning

Torrance came into existence for many potent reasons, and embodies in its building the experience of the great industrial cities of today and the wisdom of America's most eminent city planner, landscape architect and civic engineer—Frederick Law Olmsted.

Its founder, J. S. Torrance, in whose honor the town is named, one of the strong financial leaders of the Southland and associate industrial captains, conceived a great commercial center that would be the most modern industrial city in the world.

Torrance is to be an industrial center the most comprehensive in its plans for the building of a great modern city. Scientific planning enters into every phase of industrial civic and home life at Torrance. Good working conditions make for more and better output, and the factories, now erected and those built hereafter, are to be light, pleasant, convenient work rooms, as well as being planned for rapid, efficient, economical method and thoroughly high-class output.

For the same reason that good homes, good living conditions and good environment, make better workmen, artistic, modern bungalows with wide, pleasant lawns, paved streets, cement sidewalks, parks, playgrounds, beautiful public buildings and high-class civic improvements, have been provided for.

Civic beauty, amusement and recreation, good living conditions, and right civic environment, are today recognized as financially profitable civic investments, as well as making for better men and better citizens.

But all these big progressive features that make Torrance stand out among the new towns of the present day have been made possible because of the big, brainy, imaginative, human-hearted men back of the strong financial interests that put Torrance on the map and are making it a great, populous, prosperous, industrial city—a city of beautiful contented homes, a civic center making for better men and women, for progress and true prosperity for all its residents. Whole hearted interest in their fellow beings have actuated them, as well as commercial reasons. This is evident in every phase of the building of Torrance, "The Modern Industrial City." —From *The Torrance Herald*, Vol. 1, No. 1.

Opinions of Others

While it may come as a surprise to many, tobacco provides the livelihood of some 17 million people in various stages of production and manufacture. It's an \$8 billion a year business, which produces \$3.2 billion in federal, state, and local taxes. In leaf-producing states it is literally the economic lifeblood of many communities. Certainly, health should not be put up for barter. It makes sense, though, to try to find out and correct what ails the goods that laid the golden egg instead of killing it. —*Cuero (Tex.) Record*.

It's a good thing Rep. Kenneth Keating (R-NY) is keeping a close eye on things in Washington, D.C. He ferretted out a pending deal in which some \$2 million worth of lard would have gone to Castro's Cuba from this country and called it to the attention of the Department of Commerce. That office immediately slapped a ban on the transaction and included lard among the articles that can't be sold to Castro. Already a slippery customer, Castro would have been even more difficult to pin down with a couple million dollars worth of lard to grease his ways. —*Everett (Wash.) Herald*.

The average age of the world's great civilizations has been 200 years. These nations progressed through this sequence:

- From bondage to spiritual faith
- From spiritual faith to great courage
- From courage to liberty
- From liberty to abundance
- From abundance to selfishness
- From selfishness to complacency
- From complacency to apathy
- From apathy to dependency
- From dependency back again to bondage

In 16 years our United States will be 200 years old. This cycle is not inevitable—it depends upon YOU! —*Manage Magazine, January, 1961*.

Impatience is a common trait. We want to get places in the quickest way. One of the major causes of traffic accidents is a driver's crowding too close to the car ahead. The only reason for crowding is that the rear driver "can't wait." It is the impatient driver who endangers not only his own life but that of others. —*Star City (Ark.) Ledger*.

Control is a noun that has become probably the most feared word among Americans, as day by day we see conning means of the federal government to take hold of the reins in every phase of our daily lives. Another measure that would mean greater central power is the King-Anderson Bill, commonly called Medicare Bill, now before Congress. Control lies at the heart of this legislation, and there is no greater control than financial control. Yet, that is, in essence the meat of this bill, which we feel is undemocratic, would be a substantial tax burden and most of all, a hindrance to our fine medical system. —*Chaton (Ala.) Call-News Dispatch*.

Space stations and moon landings—hard or soft, manned or unmanned—can wait, we think, while our top-flight scientists and engineers investigate the earth the earth shudders that menace our Pacific Coast and tell us—if and when they can—what we can do about them. There are those who see in the Good Friday cataclysm in Alaska a warning of the error of our ways. Perhaps they are right. —*Coatesville (Pa.) Record*.

TRAVEL by Stan Delaplane

Summer in Europe Is Not Best Time for Cycle Tour

Cuernavaca, Mexico

"We would like to bike through Europe but our parents think we are crazy. They would believe what you say."

You're in the right madhouse. In the summer, Europe is loaded with kids on bicycles, scooters, and motorcycles.

"Could you suggest a type of bicycle and where to buy or rent one?"

A friend of mine—a bicycle buff—is pedaling around Europe now. He said he was using a bike with a three-speed shift which made it easier to pump up hills.

I don't recall the make. But these two addresses may help you—not only with bikes but places to stay: American Youth Hostel, 14 W. 8th street, and Council on Student Travel, 179 Broadway, Both New York City.

You can do pretty well by putting yourself and the bikes on trains for long hauls. European trains are geared for this kind of transportation. Also, I saw a light folding bicycle that you can carry almost everywhere—in a catalogue by Hammacher-Schlemmer, New York City. (They also showed a folding scooter.)

"We would like to rent a house (temporarily) in Mexico with a view to making it

a permanent place of retirement. We had heard of Ajijic and Jocotepec. Have you any idea of costs?"

I have talked to people who were doing it on about \$300 per month per couple. I've only driven through Ajijic and Jocotepec. Both on Lake Chapala. Both within short drive from Guadalajara where you can get modern drug stores, magazines and supermarkets. American art colony at Ajijic and probably something the same at Jocotepec.

The farther you go from American colonies, the cheaper it gets. And the more you have to adjust to: No English or American company or magazines or newspapers; lack of refrigeration and occasional breakdowns in electricity; open markets, colorful but plenty of flies. Good fruit and vegetables but poor quality meat.

Here in Cuernavaca—the oldest and most luxurious American colony—my living costs without rent are running \$20 a day. Two children, three adults. Includes food, drink, laundry, household help, gasoline, tank gas for cooking, supermarket shopping, occasional trip to Mexico City, few dinners out.

"Are there some good guest houses at Ochos Rios or Montego Bay in Jamaica?"

I saw a couple that looked

good (from the outside) at Montego Bay. But Ochos Rios looked like a hotel-resort center. I didn't see guest houses. Lots of them around Kingston. But I think the North Shore at Montego Bay has better and more available beaches.

"You said it was more economical to ship a car home from London than Lisbon. We are planning to ship a car . . ."

That was the way it worked out for me. Because I bought a BMC Austin 7 and the shipping to the U.S. was part of the package price. There seem to be two prices for shipping autos—maybe due to freighter agreements. One is much cheaper than the other. I would consult AAA in this before you buy or go to Europe.

"Do you have any information on summer schools in Switzerland?"

Supposed to be excellent. You get a whole folder free by writing Swiss National Tourist office—New York City, 10 West 49th street.

"Is it worthwhile stopping over a few days in Ireland?"

One of the BEST countries. But try to drive on bus around the countryside if you can—not just a visit to Dublin.

BOOKS by William Hogan

Society Stripped Naked; May Be Orwellian Trend

Vance Packard's "The Naked Society," which we reviewed when it appeared last month, is a book about the rapidly disappearing right to privacy in the United States. It might be called "The Bugged Society."

Much of it explores the complicated electronic devices used freely, cynically, and often illegally in government, business, industry and elsewhere to keep us all under surveillance for one reason or another. It can happen in schools or it can happen in suburban supermarkets, where closed-circuit television watches over you and the shoplifter alike.

Visiting here the other day, Packard said he considered "The Naked Society" to be the most important job of sociological gum-shoeing he has performed. Packard is not a sociologist, but a journalist. He is amazed that so many Americans don't care about the invasion of their privacy. Or that their lives are open books to just about anyone who hires the services of these highly organized snoopers.

Basically "The Naked Society" is a call to learn how the citizen's rights to privacy, guaranteed by the Bill of Rights, are being undermined. Also, what the citizen can do about it. Packard found during his research that many Americans have lost interest in privacy as such. They are preoccupied with the idea of coping with criminals, subversives, political extremists, some real or imagined enemy. Illegal prying isn't anything to worry about—so why not keep well-packed dossiers on everybody for the protection of all? Packard suggests that this could be a step toward a meek acceptance of Orwell's "1984."

A copy of the Bill of Rights is superimposed on the jacket of Packard's book. A Chicago bookseller told him this was mad merchandising. Some people don't want to read about the Bill of Rights, or they assume that anything connected with the great old document is dull, or hard to read.

The Bill of Rights has become controversial; certainly

it might not pass Congressional scrutiny today. But this book is more fascinating, and more upsetting to a thoughtful reader, than Packard's previous successes. These include "The Hidden Persuaders," about motivational research in advertising; "The Status Seekers," about American snob symbolism; "The Pyramid Climbers," about the corporation man and his perilous climb toward the executive suite.

Packard became interested in the invasion of privacy while writing "The Pyramid Climbers" (this has appeared as a 75-cent Crest paperback). He saw how lie-detection, office bugging, secret health files and other surveillance stripped the jobholder naked. He feels that even tighter holds on lower-echelon government and industrial workers is more shocking because there are more of them as we move toward the Orwellian era.

Is there hope? Packard is happy that so many people are reading "The Naked Society."

Federal Agency Handouts Won't Erase All Poverty

By FRANK J. BECKER
Congressman, New York

Poverty, as I see it, is a noxious weed that flourishes in certain climates and in certain soils. It is deep-rooted in some sections of the country; in others, it may spring up briefly and die away. It is a weed that is difficult to contain. The seeds of poverty seem to be easily windborne and spread with an alarming facility.

The only answer to eradicating poverty is for the communities and states themselves to get in there and dig. Without the basis of a concerted state and local effort, poverty will never be rooted out.

Here is a figure that I think will surprise you. As of today, through Federal, State and local agencies, together with private societies and individuals, about \$30 billion dollars is being spent to alleviate poverty every year. Think of it—\$30 billion dollars a year. Yet, in spite of this, according to the President, "one-fifth of our people" are living in or on the borderline of poverty.

Obviously, then, poverty is not something that can be erased by merely creating a new Federal agency to provide hand-outs to the more indigent localities.

Now don't misunderstand me. I am not suggesting that our affluence, compared to the poverty of so much of the world, entitles us to sit back and accept the status quo. But hasty and ill-conceived efforts may do more harm than good—and may even create more poverty rather than reduce it. It is no answer to duplicate efforts that are already being made or to re-animate methods that have been tried, found wanting and discarded.

Many in Washington are dubious about the Administration's estimate that "one fifth of our people" live in poverty. The Administration says that any family that has a cash means of less than \$3,000 dollars a year lives in poverty. There is something economically naive about a flat figure like this which embraces the whole country. It throws suspicion on the whole anti-poverty campaign.

For one thing, this \$3,000 figure doesn't take into account the size of the family. For another, it ignores the

fact that living costs vary considerably in different parts of the nation. Living costs, for instance, may be twice as great in a metropolitan area as they are in a rural area. The \$3,000 dollar dividing line also ignores "income in kind." By that I mean that in rural areas, families raise much of their own food, chicken, pigs, ducks, geese, vegetables and fruits. It also ignores family assets. It ignores the fact that about 45 per cent of the families in the \$2,000-3,000 dollar income range, own their own homes and that 66 per cent of these are without mortgages of any kind.

To cap this "ignoring" of the various grades of poverty, I would like to quote from the findings of Herman P. Miller, a special assistant in the U. S. Census Bureau. He pointed out recently that "when we probe a little deeper" into the living conditions in such a severely depressed area as Harlan County, Kentucky, we find that 88 per cent of the homes have wash-

ing machines, 67 per cent have televisions, 45 per cent have telephones and 59 per cent have cars.

In short, it is becoming more and more obvious that any "war" on poverty cannot be fought with a blanket program which does not take into account specific problems in specific areas. Some of my colleagues on the Joint Economic Committee of the Congress some weeks ago outlined a two-fold approach in combating poverty. First, they suggested that it is necessary to promote the general economy through sound fiscal and tax policies and then focus efforts where the poverty problem is most stubborn. And, secondly, they noted that motivation must be provided to the underprivileged to improve themselves. Only then can they be trained in the skills needed to enable them to take an active role in our economy.

This, as I see it, is the soundest start toward solving the poverty problem.

OUR MAN by Arthur Hoppe

'Suffragents' On the March

Call me odd if you will, but I like ladies. I love ladies. Old ladies, young ladies, plain ladies, fancy ladies—I worship the ground they walk on. And today I'm particularly in love with Miss Mercedes McCambridge. Because she wants to take away their right to vote.

Miss McCambridge is not only a beautiful actress, but she's got a rare feminine perception about politics: She doesn't want anything to do with it. Indeed, she says of her fellow ladies: "They exercise their rights as citizens, but when do they exercise their rights as women? They never know what it's like to be held, tolerated, coddled or loved for their inadequacies."

Exactly. For years our more militant ladies marched around in bloomers to prove they were just like men. So they won absolute equality. And today, as our co-equal partners in life, they get very sore if we don't stand up for them on the bus, light their cigarettes, and let them speak first at political rallies. It's very frustrating for all concerned.

Thus, in a desperate effort to preserve our bisexual way of life, we lady lovers are forming "The League for Feminine Inequality." Under the appealing slogan of "Ladies First!" Or, perhaps, "Take a Lady to Lunch."

Unquestionably, we Suffragents (cq) will be scorned by feminists everywhere. You know how it is with radical notions. "Your place is in the office!" they'll shout as we march past. And the more indignant will cry: "Why aren't you home taking care of your children?"

But we'll persevere. We'll hold big rallies (men only) where we'll smoke smelly cigars and spit into cuspidors. And we'll have a lot of fight talk, like: "Lady politicians are okay, but would you want your brother to marry one?"

We'll stage sit-ins at sexually desegregated saloons. We'll picket the League of Women Voters. And whenever the Democratic or Republican women hold a convention, they'll find us lying in the hotel lobby, singing, "We Shall Overcome."

And we shall. Some day, thanks to our sacrifices, we shall achieve a new era of human brotherhood. And the ladies can have their own human sisterhood. In our new-found maleness, we men will not only tolerate and coddle the ladies, but cherish, protect and cuddle them. And they, in their new femininity, will blossom like the flowers they are.

For I say there's one drive in human nature that's more basic than the drive for political equality. And with ladies, the two don't mix. Have you ever met a politician you wanted to protect and cherish? An alderman you wanted to cuddle? Nonsense.

But fear not. We hairy-chested knights of The League for Feminine Inequality are mounting our white chargers. Oh, it's good to see our dominant males once again engaged in the role Nature intended: sallying fearlessly forth to rescue the fair sex from the consequences of its own sweet folly.

And we will, too. Just as soon as we find enough members who can get out of the house nights.

Morning Report:

No matter what happens at the Republican convention in July, some lucky fellow will be able to write, "As I said last spring . . ."

That's why I'm putting my money on Miss Fujita, the Japanese fortune-teller who goes into a trance and writes after dipping her fingers in ink. "There will be a big surprise for Nixon, President Johnson and Governor Rockefeller," she foretells. And I'll bet she knows too.

Actually the trouble with the Republicans is that they're too democratic. Nobody is in charge. And Ike, who could be, is too busy polishing his putting game at Palm Springs.

Abe Mellinkoff

Quote

"There wouldn't be any wars if nations involved had to pay in advance and could see what they were to get." —John Maverick, Cherryvale (Kan.) Republican.

"Conscience gets a lot of credit that should really belong to cold feet." —Charles Cunningham — Natchitoches (La.) Times.

"An ignorant adult is more dangerous than an ignorant child because the ignorance level of the adult rises as his knowledge gap grows wider and wider." —Wilber V. Bell, Michigan Educational Journal.

Strength for These Days (From The Bible)

I have learned, in whatever state I am, therein to be content.—(Phil. 4:11).

Contentedness is a precious gift that God holds out to us all. Through prayer and dedication to His teachings we can not only become content, but we can also find peace, satisfaction, success and happiness.

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