## **ARTHUR HOPPE**

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# **Small Business** Needs War, Too

It will come as a blow to President Johnson to learn he has lost the support of the small businessman. The small businessman whose support he has lost is my friend, Mr. Harry V. Plate.

Mr. Plate (public relations & advertising) is incensed by a story in his local paper saying: "In a recent White House off-the-record briefing for members of The President's Club, whose members contribute \$1,000 or more to the Democratic Party. the promise was made the Johnson administration will push to win the South Viet Nam war. That's why various corporations are set to start operating there to get in on the ground floor to participate in a South Viet Nam postwar industrial boom.'

"Don't get me wrong." says Mr. Plate. "I think that's great. A real hypo for the old economy. But what bothers me is the President's going to win this one for big, \$1,000-type businessmen. What about us small business owners?

"I think we have a right to at least a small war of our own. Maybe in Kuwait or Upper Volta."

\* \* \* As Mr. Plate sees it, there must be some Com-

munist peasants in the small African nation of Upper Volta. "And if there's not," he says with the spirit of free enterprise that made America great, we could import half a dozen."

Once we have a few Moscow-trained natives waving their assagais and screaming their bloodcurdling chants-like "Neo-colonial imperialists go home!"-the rest will be easy. Mr. Johnson will naturally declare Upper Volta "the key to Southern Central Northwest Africa" and dispatch all-out aid to save this "bastion of democracy."

"The beauty of it," says Mr. Plate, rubbing his hands, "is that we can do the whole thing cheap. A company of Iowa National Guardsmen, a few old World War I Spads . . . I figure we could blow up 50 per cent of Upper Volta for half a mil-lion dollars. What a tremendous economy!"

But why blow it up? "Good heavens, man," cried Mr. Plate, "how else can we rebuild it? I am already set to start operating there to get in on the ground floor to participate in an Upper Volta postwar industrial boom.

"Naturally, it being a small country, it will be a small boom. What an ideal opportunity for us small businessmen. We are already looking for-ward to an outpouring of grants, technical assistance and long term loans to war-ravaged Upper Volta."

From foreign aid funds? "From the Small Business Administration. I have already taken the liberty of inviting Mr. Johnson to tell us how he will win the war in Upper Volta for the benefit of us small businessmen. We hope to have him address our next 75-cents-a-plate s m all business spaghetti dinner."

> \* 10

I said it was an eminently sensible plan, but did he feel the American public was prepared to wage war in a far-off insignificant nation like Upper Volta? "Good Lord, have you never heard of the Domino Theory?" cried Mr. Plate. "As Up-per Volta goes, so goes Lower Volta."

I checked the map and informed Mr. Plate that there was no Lower Volta.

"See?" said Mr. Plate triumphantly. "That's how fast the cancer of Communism spreads."



GREET CHAIRMAN . . . Representatives of the military services turned out to greet the new chairman of the Chamber of Commerce Military Affairs Committee during a luncheon meeting at the Indian Village. Don M. McGrath (third from left) will chair the group, which coordinates the annual Armed Forced Day celebration in addition to other responsibilities. Pictured are, from left: Cmdr. H. M. Thompson, office of the Inspector of Naval Materiel; Rear

Admiral N. W. Sprow, commander of the 11th Coast Guard Dis-trict; McGraih; Col, John R. Wright Jr., commander of the South-ern California Sector, XV U.S. Army Corps.; Col. Truman Lucas, Air Force representative to Douglas Aircraft Co., and Paul E. An-derson, program chairman for the meeting. McGrath succeeds George S. Wing, president of Hi-Shear Corp., as chairman.



AUGUST 8, 1965

Three-Year

Enlistments

To Be Taken Three year enlistments in unlimited numbers are now

being accepted for the Ma-

rines, according to Gunnery

Sgt. Chet Pavey of the Tor-

rance Marine recruiting of-

In a departure from tradi-

tion and in line with increas-

ed manpower commitments,

the recruiting program is be-

ing expanded to include more

of the shorter three year terms. Sgt. Pavey said that the three year enlistment will apply to all Marine appli-cants until further notice.

Further information is available for Torrance men

from the local recruiting of-fice, 2165 Torrance Blvd. The telephone number is FA 8-

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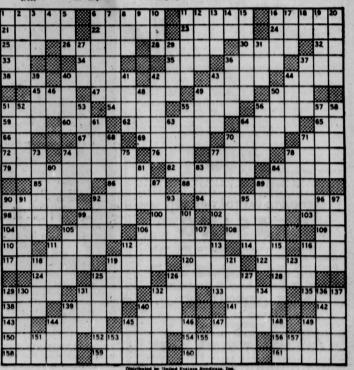
New sets of major encyclo-

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PRESS-HERALD

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**Do You Show Him You Love Him?** 

A young thing about to leave her mother exhibited to me a burning desire to suc-ceed in marriage. Her ques-tion warmed my heart, but saddened it, too. I couldn't help but be reminded of Maeterlinck's story of the children's world-wide search for the Bluebird only in the end to discover it in their own back yard.

**COUNT MARCO SAYS** 

explains it all, accurately but simply: "Do unto others as you would have them do unto you," But so many American wives prefer to do the things the hard way. Thomas Sprat said of mar-riage, "it must be watered by the showers of tender affec-tion, expanded by the cheer-ing glow of kindness, and guarded by the impregnable barrier of unshaken confi-denc."

how you look when he comes home.

home. He knows he's loved by the greeting you give him at the door. You're there when he walks in, holding the door open; you smile with your eyes and lips while holding your tongue silent. You are groomed neatly, like a sur-prise package instead of an unsightly dump pile, and you spend a few moments with him, quietly drinking him in. That's how he knows he is loved.

Dear Ann Landers: A girl I know (but have never been close to) asked me to be a bridesmaid at her wedding. I tried to refuse graciously but she was so insistent I finally accepted.

finally accepted. I spent \$40 on a dress and \$12 on shoes. I also bought her a shower gift and wed-ding gift. My parents paid for everything because I am a high school student and have no money of my own. The wedding invitations were sent out last week and I was sure my parents would receive one. They did not. The mother of the bride met my mother at a party yes-terday and told her she was sorry they could not invite them to the wedding because the church was so small.



own back yard.

But she should not have had to ask the question. Merely observing her mother and how she treated her fa-ther should have been answer

But apparently her mother But apparently her mother doesn't provide a satisfactory answer, either by personal demonstration or by verbal explanation. So here again, the responsibility must lie with me to help you who are going into marriage and wish to make a success of it, in-stead of a mess. The question put to me was

The question put to me was this: "What are some of the ways a woman shows a man this: wanted; he is needed; he is loved and respected for what he is? Maybe I should ask, how do most men like to have this shown or expressed

There is an old adage that

The first and foremost rule for showing a man he is want-ed is trusting him. As one young woman told me, "When I go to bed at night, and my husband isn't home yet, I don't lie awake worrying and wondering Knowing I am wondering. Knowing I am woman enough to please him, I consequently trust him ab-solutely."

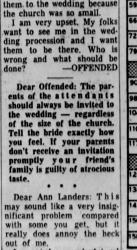
Unfortunately, after the honeymoon is over, far too many of you inadequate, in-secure young things use a cross - examining technique that would put any district at-torney to shame.

How do you show him he is loved? That's an easy one. He can tell whether he is loved, and you can tell whether you truly love him, by merely merely taking a good look at

How to show respect for him? Far too many of you wives in this country don't know the difference between respect for him and for occupation. Respect him cause he's a man, and for that reason alone. With such re-spect he rises above his oc-cupation, no matter what it is.

Remember these words of my aunt the Contessa: "No matter how humble it is, let every man feel that his home is his castle and he is its

Show that you, his true love and loyal subject, want him, need him, love him and re-spect him, and as a result he can only treat you as his



I married a wonderful gal,