

# EDITORIALS

## Safety for Everyone

Suppose the legal speed limit, the observation of boulevard stop signs, and the matter of mixing gasoline and alcohol were left up to the motorists' discretion. The city morgue would be doing a bigger business.

Unfortunately an adult human being often has to be forced to do what's good for him in about the same way that he puts the pressure on Junior about wearing his over-shoes when it rains. Junior doesn't see himself ending up with pneumonia, and Pop refuses to believe that he'll be on a slab if he doesn't drive carefully. There has to be an element of coercion.

Furthermore, traffic regulations aren't enough to end the day-by-day slaughter. Safety slogans are scarcely worth the paper it takes to print them. The facts of the case are that the automobile has become a frankenstein... faster, bigger and monstrously more prevalent than auto manufacturers of a decade ago ever dreamed it would be.

The human element behind the wheel is predictably unpredictable, and the only real prognostication that can be made is that "accidents will happen."

The sanest approach is to make accidents less deadly when they do occur rather than to think that clever cliches and motorcycled monitors are going to prevent them. Safety belts, padded dashboards, roll bars and crash helmets all proven to be life-saving devices of major importance, have been left up to the discretion of individual manufacturers and a skittish public.

The driver of an automobile would apparently rather end up in a basket than to look ridiculous. He'll accept a safety belt when an airplane hostess clasps one about his middle, but he figures he'll be laughed off the road if he uses this proven life-preserver in his car. And, until Lily Dache can doll up a Paris-approved crash helmet and get a picture of Margaret Rose wearing it, the lady of the family would rather be caught dead without it than alive with it!

Unless safety devices on automobiles become as compulsory as traffic laws, the gory 20th century battle of the steel monsters is going to continue.

## Your Seal of Approval

Help wanted! This is the time of year when your Los Angeles Easter Seal Society makes its annual appeal on behalf of more than 43,000 crippled children who live in Los Angeles County.

When you receive your Easter Seals, keep them, use them, and send in your contribution. The warm-colored little stickers mean aid, comfort and hope to the handicapped children.

Easter time, heralding the coming of new life, takes on poignant significance as the 23rd Easter Seal Appeal begins. Last year, because of your warmhearted response, 634 crippled kids were sent to mountain camps for two shining weeks of rest and happiness. Each year hundreds of children have to be left behind for lack of funds. This time, let's get together and send them all to the mountain camp!

Paul Dietrich, president of the Crippled Children's Society, tells us that Easter Seal services also include braces, wheelchairs and artificial limbs; city day camps and counseling; speech therapy; case work; recreation, financial assistance, vocational training and employment opportunities. Where can you get a better return for your spare dollars?

If you want to make the Easter sun seem brighter and the spring grass greener, the surest way is to invest in the future of these boys and girls. The joy will be yours that comes from sharing with others. Now is the time to bring smiles to the lips of these handicapped little people, and the light of hope to their hearts. You will marvel that such blessedness could come from such small endeavor.

The Easter Seal is your seal of approval.

## ODDLY ENOUGH by WALDMAN

NECKTIES ARE CALLED CANNIBALS AFTER THE CROAT SOLDIERS WHO IN 1660 WORE BRIGHTLY COLORED HANDKERCHIEFS AROUND THEIR NECKS WHILE MARCHING THROUGH PARIS.

IN 1886, KING JAMES II OF ENGLAND PAID 120 POUNDS (\$600) FOR THREE NECKTIES.

TODAY A LEADING AMERICAN DESIGNER, BRONZINI, SEARCHES THE WORLD FOR ARTISTIC PATTERNS. HIS LATEST TIE DESIGN IS COPIED FROM THE METAL WALL PANELS OF NEW YORK'S NEW STAINLESS STEEL SKYSCRAPER, THE SOCOBY MOBIL BUILDING—OUTSTANDING EXAMPLE OF FINE DESIGN.

## Our Own 'Oscars'



## Barney's Blarney

BY BARNEY GLAZER

"Boston Barney," complained the head of the Local Independent Cadillac Owners, (and who is more independent than a Cadillac owner, unless it's the owner of two Cadillacs), "opportunity doesn't knock any more for my teen-age daughter. He just sits out there in his car and blows his horn."

My old classmate Sprockly ran the entire gamut of fever stages during his siege of the flu. When Sprockly called out for Kim Novak, we knew he was well on the road to recovery. But when he called out for his wife, we knew he was still delirious.

My best friend Fallick says his heart really bleeds for the poor fellow who acquired ulcers WITHOUT the success.

Revealing, Kevin, my personal printer, says: "An optimist makes contributions; a pessimist makes sacrifices." As an example, Ravlin points out: "Take the case of ham and eggs. The hen makes the contribution while the poor pig makes the sacrifice."

My Uncle Shloomp has a sure-fire way to determine if he needs a vacation. Whenever he starts looking like his passport picture, Shloomp knows it's time to take that vacation.

Uncle Phil, the philosopher, states: "When you meet a bachelor, you're convinced this is the land of the free. But when you attend a marriage you're sure this is the home of the brave."

## The Freelancer

By TOM RISCHÉ

Here's a suggestion to Dr. J. H. Hull and the school board—send the youngsters up to Highland Park, my present home.

Franklin High School there is built to accommodate between 3000 and 4000 children, and has a current enrollment of about 1400 students. Elementary schools there are not troubled by double sessions as Torrance youngsters are. In fact, there's room to spare.

It's the old story of having too many buildings in the wrong places and not enough in the right places. Even the Los Angeles city schools in this area have too many youngsters to put in their classrooms.

Highland Park has declared a moratorium on babies. Torrance should do the same if it wants a real solution to its school problem.

Another major difference between the two areas is between the old and the new. Highland Park is one of the oldest areas in the county, as its stately Victorian houses and older buildings testify. Torrance is a comparatively new area, boasting acres of tract housing, shining new store fronts, and hassles over whether a park should be put on industrial property.

A walk down the street quickly shows that Highland Park is an old area. The aver-

Hamburger Hackle scoffs: "A married man isn't entitled to any applause. He probably got married because he learned he was unattractive to a lot of women."

My 5-year-old nephew, Pinty Pim, smiled at me: "I am too a gentleman. I never hit a girl. I kick them."

My brother Yorke and 15 of his friends all say they aren't afraid of Rocky Marciano, the heavyweight boxing champion. "We'll fight him anytime the Boxing Commission is willing to let all 15 of us into the ring with him at the same time," assures Yorke.

Kuba, my milkman, wrote the following to his favorite magazine: "Gentlemen, you say my subscription is about to expire. How wrong you are. It is about to be renewed. Enclosed is my check."

I offer the world no wisdom, I offer the world no sin, I only beat a rhythm for man to look within. —Pearl G. Gross

I wish I had said it but Mark Twain said it first: "December is one of the peculiarly dangerous months to speculate in stocks. The other months are October, May, July, September, February, April, January, November, March, June and August."

Maestro Blunk, my French horn instructor, always reminds his students: "Remember, gentlemen, it's no disgrace to be poor. You just FEEL disgraced."

age of the population is much older than Torrance's. The number of funerals in the paper is much greater than in Torrance, and the number of births much smaller. There are much fewer young people, with the result that there are many less births. Octogenarians are news in Highland Park. The result is a much more conservative, traditional approach to problems.

"We've never done it that way," is some that any older area will offer in rebuttal to new ideas.

Torrance, on the other hand, is suffering growing pains and is trying all kinds of experiments as it develops into a full-sized city. Its residents will try almost anything once in an effort to meet problems.

Torrance is what most people think of when they think of a rapidly expanding California. Highland Park in many ways is almost midwestern in appearance.

A look at some of the older areas in the county might well give today's Torrance citizen an idea of what lies in store for this city in 40 or 50 years. Things naturally change and mature as they get older—in-cluding both people and towns. There's certain advantages to both youthful enthusiasm and mature experience and tradition.

## REYNOLDS KNIGHT

## Projected Industrial Expansion Setting Record

Every three months the Commerce Department and the Securities and Exchange Commission question industrial companies on their plans for expanding plant and equipment. Through the eight quarters of 1934 and 1935 every return was higher than the preceding one. Experts at the two agencies were convinced the peak had been reached when the projection of last fall showed an investment rate of \$31.5 billion for 1936. Figures projected from the current quarter are now being compiled. To the amazement of those gathering them, they promise to be even higher.

This is good news for the rest of 1936. For some companies it will be bad news in 1937 and thereafter. With the huge total of producing plants being built, backlogs of demand must disappear. Price competition will return in force. Price rises—at least those used to cover up defects of management—will stop down or stop. Technical difference between old plants and new will widen.

Prosperous times like these are the hardest in which to keep up a drive for great care at every level to protect profit margins. Yet in such periods watchfulness is most vital in enterprises of every size. When the downturn comes, it may be too late to change slack ways.

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NATIONAL EDITORIAL ASSOCIATION

## The Squirrel Cage

By REID BUNDY

You never know what you might run into when you sit down with a newspaper published by grade school students. I have been favored with a copy of the Riviera News, written and edited by students (morning session) at Riviera Elementary School.

As an example, I noticed in the personal column that "Donald played with his dog three days ago and he got a shik." That's reporting at the grass-roots level, something some of us oldsters are prone to overlook too often.

And, thanks to Teacher Barbara Covey who sent the edition along to me, I learned that Mary Ellen got new shoes and a haircut Monday.

And that "Linda C. is back in school after having the chickenpox." We were very happy to see her. We are learning to work with inside blocks. Sounds like something Football Coach Don Foster and Cliff Graybell may be working out for the future.

And, I noticed that Mrs. Loftus has picked "On Top of Old Sneaky" as their favorite song, and that they have a picture of George Washington and Lagoon.

One thing we noticed, there is none of the overworked

## CLEAN-UP -- DON'T BURN UP



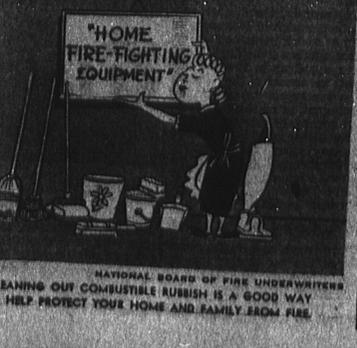
COMBUSTIBLE TRASH IS A FIRE HAZARD -- BUT REMEMBER BURNING IT ON A WINDY DAY IS EVEN MORE DANGEROUS!

## CROSSWORD PUZZLE

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CLEANING UP COMBUSTIBLE RUBBISH IS A GOOD WAY TO HELP PROTECT YOUR HOME AND FAMILY FROM FIRE.