

EDITORIALS

Where Skill Counts

The skill of the men who drive our city's school buses, carrying thousands of children between their homes and the schools throughout the year, is excellently demonstrated this week with the honors won by Driver Wayne Branum.

It was Mr. Branum's proficiency in driving the huge bus through a maze of obstacles, seeing and heeding posted speed regulations, and checking his bus for safe operation which brought him the title of the Southland's best driver and the right to compete for the state title.

Mr. Branum has set a high score—483 out of a possible 500 points—and to deprive him of the state title next Saturday, some northern California driver is going to have to pile up an incredible score.

The HERALD wishes all good luck to Mr. Branum in the scoring Saturday, and commends him on his skill as a driver. We know parents of the city whose children are riding the school buses will appreciate the skill of Mr. Branum and his associates in providing safe transportation to the little ones.

Opinions of Others

Personally, we can see no reason why the post office department should be in the envelope-printing business. You probably don't sympathize with the printers a bit, but remember this—when the P.O. department goes in the hole, you dig in your pocket. And in this manner, you're helping to pay for someone else's printed envelopes, because nobody—not even Uncle Sam—can print and ship a box of envelopes for a dollar and make a profit on it, or break even either, for that matter.

And if your mail wasn't delivered Saturday, just remember that the P.O. department's loss on printed envelopes was one of the contributing factors.—*Sacred Heart (Minn.) News.*

How did you manage without your usual bunch of junk mail on Saturday? We don't like the arbitrary way in which Postmaster General Summerfield acted, but if he succeeds in calling attention of the country to the slipshod manner in which the post office has been kicked around all these years, it could result in putting this great branch of our government on a business basis—and that would be something worth while.—*Lansdale (Pa.) North Penn News.*

The U.S. post office is a \$3 billion a year business. With half a million people on the payroll, it is the nation's third largest employer, ranking after the Telephone Company and General Motors.

Through its 40,000 branch offices flow 60 per cent of the world's mail—a piece a day for every man, woman, and child in the U.S. But it flows more slowly than it did before World War II, for—although this stream has reached flood proportions—the post office “uses methods of gathering, sorting, and delivering the mail that it did 100 years ago.”—*Flat River (Mo.) Journal.*

When taxpayers pay over \$70 billions for governmental functions, there is no sane reason to curtail postal service when the amount needed is only \$47 million.

We do not favor an increase in postage rates to cover the postal deficit—let's siphon off the needed amount from the foreign aid program. What a delightful novelty it would be to actually receive services for the tax dollars we spend.—*Freeport (Ohio) Press.*

TAX FREEDOM HOLIDAY



Squeeze Is On—“Sales go up, but profits don't” is becoming a familiar business news headline. Wages and other costs keep going up without corresponding increases in productivity. Taxes stay high and competition gets keener. Result: a squeeze on profits.

One industry feeling the profit squeeze in spite of a rising sales volume is folding cartons, the most widely used of all packages. Carton makers made less money last year on \$900 million in sales than they did in 1951 on \$695 million. Net profit after taxes of \$29.3 million in 1956 was in sharp contrast to the \$35.2 million in 1951.

Says Norman F. Greenway, president of the Folding Paper Co., “I return on our invested capital generally is inadequate and has been inadequate for too many years. This is a growing industry. It requires substantial capital for new and improved equipment and increasingly skillful labor.”

Think They'll Tow Him Out?



Behind the Scenes

By REYNOLDS KNIGHT

To intervene or not to intervene. That is the question the government faces in the current housing situation. On an annual basis, housing starts continue their decline.

A quick look at the record provides plenty of evidence of government interventions during recent years. First there was public housing. Then the Federal Housing Administration and Veterans Administration programs. Public housing was inaugurated presumably to supply a market most builders didn't want to touch. The FHA and VA, providing insurance for loans on longer term and smaller interest rate than conventional mortgages, are basically designed to encourage lending institutions to loosen the strings on their purses.

Homebuilders are now asking the government to do something about providing cheap money—or at least, to help somehow to stem the decline in starts. The home buyer, if he were more vocal, would request that the government do something to cut interest rates. On the other hand, lending institutions have been intimating that an increase in VA mortgage interest rates from 4½ per cent to the FHA 5 would loosen the money supply.

There is a good chance the government will do nothing. A common opinion is the fact that the rate of total construction in the first quarter was at a record for any quarter of any year. It may be felt that homebuilders must accept fall-offs as well as enjoy booms, and that residential builders should shift their efforts to other markets.

Gene Schwam twisted his ankle. “I took a turn for the worse,” groans Gene. If you detest the noise made by certain friends when things go wrong, be thankful that we mortals don't make noise when things go right. By comparison, what a terrific din that would be.

Dad insisted that mom attend night class at the local high school. “Now why in the world would I attend a class to study domestic science?” inquired mom. “Oh, I'm sorry,” replied dad, “I thought it said it was for domestic science.”

Remember the first chemical set you owned? I'll never forget mine. That's when I first learned how to make invisible ink. I mixed one bottle of ink eradicator with one bottle of ink.

Two little girls were discussing their parents. One said: “My daddy has a den. Does your daddy have one?”

it-yourself automobile air conditioner that mounts under dash or in trunk is being introduced. . . . A new clothes hanger has been developed for those who suffer from escaping skirts and trousers. . . . And for the youngsters, colorful band-aids with picture book designs on them are being offered.

Buyer Wary—If consumers today are buying with less confidence than they did in 1955 and 1956, the reasons are almost entirely psychological, says Dr. Ernest Dichter, head of the Institute for Motivational Research. And, he indicates in the current issue of the periodical “Motivations,” manufacturers can do something about it. The institute conducted a study during the first 10 weeks of this year and compared it

GLAZED BITS by Barney Glazer

Ooodles of Poodles

Sign on pet shop: “Ooodles of Poodles.”

If this happens to you, you are ready for Alcoholics Anonymous. Friend of mine insists while watching one of those late p.m. TV commentaries he fell asleep. When he awoke the next morning, the set was still blasting away and the commentator was pleading: “Won't somebody PLEASE turn me off?”

Al Waxman knows a man who moved his house from Torrance to Los Angeles by the way of Palm Springs! He wanted a free sandblast job.

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with a similar investigation carried out a year ago. The object was “to spot-check possible danger signals pointing to a lowered economic morale as a consequence of scare talk, the gyrations of the stock market, and spotty weaknesses in industry and finance.”

It found, Dr. Dichter says, that a fraction of the public is postponing buying decisions because of anxiety stemming from recession talk. To give the consumer a psychological assist, he suggests, manufacturers should develop radical new products, adjust advertising appeals to enable rationalization of luxury purchases, hold the price line to give a sense of stability, penetrate new consumer groups with their products and re-evaluate all aspects of their products.

“No,” replied the other youngster, “my daddy grows all over the house.”

The Oscar and Emmy idea has spread to big business. Nowadays, when an executive retires, his corporation officers present him with a solid gold ulcer.

The school teacher was discussing the use of metaphors, stock phrases, idiomatic expressions, clichés, platitudes, axioms, truisms, and proverbs. The students suggested such oldies as: “Don't give up the ship.” “Don't put all your eggs in one basket.” “Look before you leap.” etc. But one lad couldn't think of one. His teacher coaxed him: “But, Harold, you certainly can mention one. You're not stupid, are you?” Quickly, the lad retorted: “I refuse to answer that one the grounds that it might incriminate me.”

Six years ago, on their wedding day, Actor Paul Douglas gifted his wife, Jan Sterling, with a gold cigarette case. The back is marked into 50 squares and on each anniversary Paul “x's” one square.

The town's local thespians decided to stage a Lady Godiva spectacular. One young cast applicant apparently was not familiar with the main character so she asked: “Who was Lady Godiva?” The director explained: “She was an air-conditioned Paul Revere.”

Trouble with most of us—we can see eye to eye with only one person—our optometrist.

YOUR PROBLEMS by Ann Landers

His Wife Beats Him Up

Dear Ann: Every now and then you have a letter in your column from a woman who gets walloped around by her husband. Well, what do you say to a husband whose wife beats up on him?

My wife has a habit of picking an argument with me over some small thing. Then she works herself into a frenzy and starts to pound on me. She tries to provoke me into hitting her, which I have done on two occasions (in self-defense). She does this so she can call the police and accuse me of beating her.

One of my friends said I ought to turn the tables, call the police and have HER locked up. But we have two small children and I'd have to stay at home and miss work if my wife was in jail. What can I do?—S.K.

Parents who drive their children unmercifully to excel do so because they want to bask in the reflected glory of the offspring. Your mother wants you to shine like the brilliant star she could never be.

Ask your favorite teacher to talk to her. Your mother probably has no idea what is driving her to push you so hard. This is a job for an adult. Good luck.

Dear Ann: I never thought I'd be asking for advice, but here I am. My younger brother married a very beautiful girl a few months ago. She's already making a play for my husband.

At first I thought it could be my imagination, but now

I'm sure my suspicions were correct. I trust my husband completely, but he IS a man, and men can be influenced. I hate to see this kind of trouble in our family. How can I avoid it?—C.C.W.

Pour a little oil on the troubled waters—banana oil, that is. You're in a position to give your husband a lot more attention than she is. Show him you love him, and trust him. Many a woman (propelled by her own insecurity) has accused her husband unjustly, and given him ideas he'd never have dreamed of.

(Ann Landers will be happy to help you with your problems. Send them to her in care of the HERALD and enclose a stamped, self-addressed envelope.)

THE FREELANCER by Tom Rische

Make Room for Fido

Move over on your psychiatric couch, brother. Fido wants to hop up beside you.

An article in Sunday's paper entitled “What to Do if Your Dog Is Neurotic” offers handy hints on how to keep your pet happy and contented. A maladjusted family can create a maladjusted canine companion, according to a leading veterinarian.

Anybody who has a pet monkey had better take a close look at himself, because monkeys also are susceptible to neurotic symptoms. This sounds like a lot of monkey business.

For years, we went along thinking we were happy until psychiatrists started pointing out that we really were not happy at all. We learned that we had Oedipus complexes and father fixations, which resulted in traumatic experiences until we decided that maybe we weren't as happy as we once thought we were.

So, we started going to our psychiatrists to become as happy again as we thought we were before we found out that we weren't really happy at all.

As if all this wasn't bad enough, we are now transmitting this disease to poor, unsuspecting Fido. It's a dirty trick to pull on man's best friend.

We've made this psychiatric business stylish among humans, so it follows that we might as well return the favor for the poodles which sit in our laps.

There's no doubt that psychology has done a lot of good for a lot of people, but it is good when friends get together to compare maladjustments? Understanding yourself is a fine thing, but is it good when children go around making excuses for poor behavior because of some neurosis their mother told them they had?

When it comes to the point where people become so fascinated by their quirks that the psychiatrist to find out what neuroses you have, somebody

ought to take a long, keen look at things.

To this writer, who, perhaps erroneously, believes himself to be a reasonably happy person, it looks as if a lot of people are using psychiatry as a crutch to explain their own failures.

Psychiatric treatment is good if it helps to solve the problem. If it helps only to keep unhappy childhood memories before a person and allows him to use these causes of his behavior as a crutch to explain every failure, then there's something wrong with something somewhere.

If we solve our problems by gulping down another tranquilizing pill, what have we gained? Another crutch maybe?

People have seldom looked as hard for happiness as we do, and we spend most of our time worrying about where our next TV set, Thunderbird, or electric dryer is coming from and whether we're neurotic. Most of us don't even know what happiness means.

Fido used to snooze contentedly on the rug, happy as a mongrel could be, if you tossed him a bone or filled his plate once in a while. Now, the pace of modern living has caught up with him and he, too, is worried about where his next dog collar or dog house with built-in feeder and air conditioning is coming from.

Fido used to be happier when he wasn't so smart. Maybe we would be too.



“There is little use talking about your child to anyone; other people either have one or they haven't.”—Don Herold.

“The trouble with too many church members is that they die about 25, but are not buried until they are 70.”—Rev. W. H. Russell.

“We used not to know much about world affairs back in Indiana—an international situation to us was the speed traps in Ohio!”—Herb Shriner.

LAW IN ACTION

About Jury Trials

After the clerk swears the jury in, the plaintiff's lawyer (or in criminal cases, the prosecutor) outlines his evidence in an “opening statement.”

The defendant's lawyer may also make this opening statement right afterwards or do it later when his turn comes to present evidence.

When both sides have put in their evidence, the lawyers make their “arguments” to the jury. The party having the burden of proof (as a rule, the plaintiff) opens and closes, and the defendant's lawyer comes in the middle with his argument.

Both lawyers try to win the jury over in these arguments by showing how the evidence and the law as the judge will explain it favor their clients.

As a rule, the judge “instructs” the jurors on the law and their duties after the arguments on both sides are in.

As a juror, observe these rules: 1. Be on time for court. Each juror must hear all the evidence, so nothing can start until you show up.

2. For easy identification, take the same seat each time you come in.

3. Listen to each question and answer. If you do not hear, ask to have it repeated.

4. Don't talk, or allow anyone to talk to you, about the case. Report anyone who does to the judge at once. Better not even talk to lawyers, witnesses, or parties about anything. Someone may get the idea that you are talking about the case.

5. Don't snoop. Consider only what you see and hear in court under the control of the judge. Do not, for example, visit any of the places mentioned unless the judge orders you to do so with the rest of the jury.

6. Do not show your feelings in court.

7. Let the lawyers present their evidence without interference. Your chance to comment will come later in the jury room where it will count.

8. When in doubt ask the judge about your work as a juror.

Note: California lawyers offer this column for you to know about our laws.

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