

# EDITORIALS

## "Public Notice"

Reader's Digest, some years ago, reported this announcement from a country newspaper:

Anyone found near my chicken house at night will be found there next morning.

That was a public notice. Since the beginning of time, men have found it necessary to communicate to others, information of importance to all.

When America was young, life was simple. People, of necessity, lived close together. When one man had a message for several others, he usually knew where to find them. If the message must cover a wider area, the town crier was employed to inform one and all. The system was adequate.

But then America began to grow. People moved out over a wider and wider area. The spreading of vital information became more difficult. For a time the accepted means was the posting of notices in public places. If the persons concerned happened to pass the proper place, and the notice was still hanging, and they happened to read it, objective was accomplished.

But America grew more—and more—beyond its founders' wildest dreams. Problems having to do with land ownership, debts, estates, purchases, elections, improvements, began to arise, as America became big business.

Then was born the "Public Notice." As they always have, when needs regarding the public welfare have arisen, the newspapers of the country took on an added chore.

Today's newspaper is the chief medium for Public Notices of all kinds. Those notices are there for your information and protection and your guidance. They contain news—of you friends and neighbors, of public affairs that affect you as an individual and as a member of your community. They have grown out of a necessity for one man to inform others of his intentions. They are printed in the newspaper so that all men may KNOW and be able to live together in a well-ordered society.

Some such notices are now required by law. Others are published simply because one person wants his fellow citizens to know where he stands. In any case, they are there for YOUR information—and they must be read by YOU in order to serve their purpose.

## Opinions of Others

Today the trend of many, many people to assume that the federal government should furnish the money—your money and my money—for the financing of our schools, for furnishing subsidies to farmers, for building roads and in other ways supplying us with things which early citizens once considered their personal obligations is already breaking down the rights of states to maintain a normal degree of sovereignty, which was a cardinal principle among gifted men who wrote the Constitution of these United States. Too great a leaning in this direction can only bring about socialization. —Bartow (Fla.) Democrat.

Ordinarily neighbors are reluctant to protest or make trouble for their friends next door. They feel that complaining about a dog's behavior is only one notch lower than spanking a neighbor's child. In consequence, they have continued to suffer in silence while dogs destroyed their property, frightened their children, or noisily disturbed their slumbers. —Fairport (N.Y.) Herald-Mail.

The experts say that seat belts really do make driving safer. Cornell University's committee on transportation safety research has this to say: "From more than 5000 case histories of injury-producing accidents, we have reached conclusions which should remove all doubt of the effectiveness of belts in minimizing injuries in automobile accidents. In actual use, properly designed and installed belts will increase a motorist's chance of escaping injury by nearly 60 per cent." —Boone (Iowa) News-Republican.

Every government official or board that handles public money should publish at regular intervals an accounting of it, showing where and how each dollar was spent. We hold this to be a fundamental principle of democratic government. —Blair (Wis.) Press.

The government collected during just the past seven years \$27 billion more than it collected during the previous 158 years. —Sisterville (W. Va.) Journal.

Taxpayers are consistent in one respect: None ever complains about the amount being too low. —Beaver Falls (Pa.) News-Tribune.

### STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	1 Move	31 Use	61 Don't
APR 20	2 Good	32 Your	62 Music
4-7-10-23	3 Today	33 Vergh	63 Faith
37-41-74	4 Proceed	34 For	64 Luck
Taurus	5 Burden	35 Things	65 Courageously
MAY 21	6 Sincerely	36 Vitalize	66 Satisfy
31-6-8-34	7 Confidantly	37 Thrive	67 Discourage
46-73-89-90	8 Excellent	38 Keep	68 Issues
Gemini	9 Money	39 Heavily	69 Wise
JUNE 22	10 With	40 Papers	70 And
30-31-29-44	11 Gladly	41 Already	71 Determined
47-72-73	12 Renew	42 Out	72 Other
Cancer	13 Good	43 Con	73 Time
JULY 23	14 Hurts	44 Times	74 Feared
1-11-14-18-38	15 Impressions	45 Own	75 Action
42-50-55	16 Carefully	46 Vigorous	76 Perhaps
Leo	17 Of	47 Somewhat	77 To
AUG 23	18 You	48 To	78 Away
1-11-14-18-38	19 Visit	49 Be	79 Loyal
42-50-55	20 Visit	50 Of	80 Ahead
Virgo	21 Friends	51 Tackle	81 Be
SEP 23	22 People	52 Face	82 Signed
1-11-14-18-38	23 Loved	53 Judgment	83 If
42-50-55	24 Intensions	54 Times	84 Feelings
Libra	25 Are	55 If	85 Invest
OCT 23	26 Of	56 Feels	86 Money
1-11-14-18-38	27 Critical	57 Secure	87 Wings
42-50-55	28 Day	58 But	88 Mismatching
Scorpio	29 Of	59 Backing	89 Useful
NOV 23	30 And	60 With	90 Matters
1-11-14-18-38	31 Good	61 Advise	91 Neutral
42-50-55			

## Wherever They Send Us To School -



REYNOLDS KNIGHT

## Appliance Men Face Change

Marketing men see new distribution patterns emerging in at least two major industries confronted with saturation and the need to keep sales in step with production. The appliance industry, some believe, may have to turn to a system of exclusive retail outlets such as the automobile industry does it.

Seafood and Soft Drinks—Although overall production of metal cans during the first six months of 1957 dipped slightly, two products substantially boosted output of certain containers. Industry production of cans for soft drinks jumped 8.5 per cent to nearly 200 million containers, the American Can Company reported, and fish and seafood can output increased 18.3 per cent over the same period last year.

The brewing industry, biggest single user of cans, called for 3.2 per cent more cans and the growing pet food business used 2.3 per cent more. According to Canco, the decline of 1.7 per cent in total production was due in part to weather conditions that delayed some food packs and shifts in the packing cycle of other products normally canned in the first six months.

Million-Miler — If you're the kind of motorist who trades in the family car when the ashtrays get full, you wouldn't appreciate a vehicle that could run up a million miles without an engine change.

But if you're in the transportation industry this record would interest you. Since 1951, Bekins Van Lines has been operating a highway truck tractor on a 1190-mile round trip, mostly over desert terrain, between Hollywood, Calif., and Las Cruces, N.M. It has made the round trip 840 times for a total of 999,600 miles. Side travel from terminal points added another 400 miles to hit the million-mile mark.

Appliance industry, some believe, may have to turn to a system of exclusive retail outlets such as the automobile industry does it. For example, a major manufacturer would sell its full line in only a franchised dealer's storehouse. The inroads of the discount houses are forcing appliance marketers to pare their distribution costs.

On the other hand, the automobile industry seems headed in the opposite direction. The need for volume selling, plus the consumer's demand for a wide range of models, may bring a loosening of the traditional exclusive franchise system. One break in the franchise barrier is the move by one of the smaller manufacturers to sign up "Big Three" dealers to handle small cars in addition to their regular models. This means multi-brand selling, long popular in the appliance industry.

Cost-Cutter — Department store operators have shown increasing interest in the past 18 months in the role of good packaging as a means of cutting costs. A survey by the Folding Paper Box Assn. of America reports: "The suburban branches of the major department stores have made particularly good strides in gearing much of their operation to self-selection. And self-selection, of course, hinges on proper packaging and display."

Gustav L. Nordstrom, executive director of the FPBAA, pointed out that the suburban branches actually are running ahead of the main stores with 1956 sales in branches showing more rapid increases than the overall sales of the companies concerned. The branches' emphasis on packaging convenience has resulted in a much higher percentage of "take-with" sales with a resulting saving in delivery costs, Nordstrom said. One branch store in a New Jersey shopping center has increased its "take-withs" to 95 per cent, he added, effecting savings of as much as \$220,000 a year.

Things To Come—A high-speed dental drill requiring only one-thirtieth the manual pressure needed by conventional drills is claimed to virtually eliminate the chief causes of patient discomfort, pressure and vibration. . . . A firm by the apt name of Skull Saver Company has a liquid coating for bathtubs and shower stalls, guaranteed to make them slip-proof for weeks at a time. . . . Another manufacturer offers a new spray coating which is supposed to keep grass from sticking to the blades of your lawn mower and at the same time prevents rust and corrosion.

Bits of Business — Next time your wife complains that "nearly everybody" has an automatic dishwasher, refer her to this National Grange survey: Seven per cent of farm families and only 4 per cent of urban families own the time-saving devices. . . . Bank resources stand at a record \$249 billion, but the number of banks in the U.S. and its possessions, 14,235, is 87 fewer than a year ago. . . . The national, state and local governments in the U.S. last year spent more than \$214,000 a minute, the Tax Foundation reports, and it says the 1957 rate will be even higher.

THE FREELANCER by Tom Rische

## Shed a Tear Near the Bier for Smokey

Shed a tear for the passing of that old Southern California institution—the backyard incinerator.

After tomorrow, that old family friend will no longer cast its friendly glow or scatter ashes throughout the neighborhood. So long a repository for trash, it will itself be relegated to the trash heap, convicted of a heinous crime—adding to the smog problem.

No longer will residents be able to empty their papers into the waiting jaws of their incinerator and watch in fascination as the flames blacken and pulverize the refuse.

Fire lovers, as a last resort, will be forced to build themselves a fireplace to burn their trash in it. That sturdy friend who served his master so well will be replaced by a cold gleaming, steel trash can which will become the repository for papers until they can be poured into the waiting mouth of that huge mechanical monster, the refuse collection truck.

The old incinerator has had to give way to progress. Of course, if you're sentimental you could keep your incinerator, maybe to plant flowers in or to use it as a strawberry barrel-type of affair. It also has possibilities as a compost pile holder. A third possibility is reworking it to make a barbecue pit.

Of course, if you're of the hard-hearted variety you may merely set your old servant out on the curb with the rest of the rubbish to go off to ignominious burial in the dump. Sadder mourners of all, however, will be the men who sold incinerators. by this time, however, they probably are extolling the virtues of vacuum cleaners, girdles, or maybe even trash cans.

Anyhow, the incinerator has gone the way of the PE car, the horse and buggy, and the kerosene lamp, all of which gave way to progress.

But it is progress when residential streets are decorated with trash cans two or three days a week?

Maybe some day, inventors will invent a garbage disposal which will also get rid of papers and cans right in the home. That'll be real progress. In the meantime, however, we have witnessed the end of an era. It's a comforting thought to know that before long, friend incinerator will be resting in peace.

### ALERT TODAY ALIVE TOMORROW

For any emergency, keep a 7-day food supply handy

## YOUR PROBLEMS by Ann Landers

### Beltin' the Mrs. Ain't Jake

Dear Ann: That letter criticizing your "Anti-Hitting-Women" campaign was a real block-buster. It brought back some memories I'd like to share with the big bully, and anyone else who thinks it's perfectly jake to belt the little woman across the mouth if she gets out of line.

On our honeymoon my husband and I had an argument and he cracked me in the jaw. I told him since he was bigger than I was, a baseball bat in my hand would just about make us even. I never had to use the bat because he knew I meant business.

Maybe it was a crude way for me to handle it, but I decided if I was good enough for him to marry I ought to be able to speak my mind without getting a fat lip.

Some men are a strange breed, Ann. They'd scream "Fou!" if the Boxing Commission matched a lightweight against a heavy-weight in the ring, but they think nothing of slugging it out with a 98 pound female.

Any man who would hit a woman is a coward. If it takes a baseball bat to keep him in line girls, have one handy.

—V. O. EXPERIENCE

Dear Ann: I'm a girl 15 who suffers from hay fever. My mother insists on having fresh-cut flowers and growing plants in the house. She says she loves them and they are a part of gracious living. When I complain she accuses me of trying to be "different."

Recently she bought a five-foot begonia tree. It

stands in the picture window of our living room. Whenever I go near it I sneeze my head off and my eyes itch. Anyone who doesn't have hay fever can't imagine how I suffer. Please, Mrs. Landers, will you say something in your column? I can't make a dent. —RAGWEED RUTH

Take your problem to your family physician. He'll have more clout than anyone. If HE suggests that Mother clear away the jungle, she'll probably listen. At the same time, he may prescribe a palliative for you.

Perhaps you're allergic not only to ragweed and begonia trees, but your mother as well. And if you think people can't be allergic to one another, ask your doctor about this. It could open an entirely new field of education for both of you. Good luck.

Dear Ann: I don't know if you can help me or not but it's at least worth a 3c stamp, so here goes:

I'm 24, have been married two and a half years and have a 7-month-old son. I also have a daughter, 3, born out of wedlock. The man who married me knew of my condition and the circumstances. I was completely honest with him.

After three months of marriage I discovered he was living with a woman right in this town. I threw him out. In a month he was on his knees begging me to take him back, so like a fool I did.

In less than three weeks he was up to his old tricks again, but before I could throw him out, he left, bag and baggage.

It's been 7 months and I've received no money from him. I do ironing and typing at night and am getting along OK. I've started divorce proceedings and will be happy if he'll just leave me alone. He phoned from Fairbanks, Alaska, last week and said, "Ha, Ha, I'm here. What are you going to do about it?" This ought to give an idea of what a jerk he is.

The question I want to ask is this: I know a wonderful childless couple who would love to adopt my out-of-wedlock daughter. They could give her many advantages that she'll never have with me. She's young enough so she could make the adjustment easily. Time is short. What do you say? —NADINE

No one can or should attempt to make this decision for you. You alone know whether or not you're capable of giving your child away—forever. Adoption is final and would mean that you must withdraw from her life permanently.

If you honestly feel that your child would have a better chance in life with another family, and you're Spartan enough to make this enormous sacrifice for her welfare—go ahead. But be prepared to have some dark moments.

(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.) (C) 1957, Field Enterprises, Inc.

## THE SQUIRREL CAGE By Reid Bundy

### Tiny Angler Hits Big Time

Pictures taken here last spring by Mary Seeman showing the HERALD'S Donna Barkdull with a pair of huge black sea bass, establishing her as a world record holder in the fishing business, keep popping up all over.

Latest notice came from former HERALD Editor Jack Baldwin, now in New York, who sent along a copy of a Canadian newspaper which printed a huge reproduction of the picture. Donna, who has to put on an iron hat to tip the scales at 100 pounds, landed more than 600 pounds of sea food with the two catches.

We passed Baldwin's contribution on to Donna's growing scrapbook on the achievement.

Efforts of the "northern" schools to vote SC and UCLA out of big-time football may not have been entirely successful, judging on the young season's results. UCLA, with two tough games under their belts, have won both, beating a fabled "Big Ten" giant in their Friday night triumph. The northerners can vote to make drastic cuts in the "southern schools" power

by declaring whole classes ineligible to play the game, but they haven't found a way to legislate against spirit and determination. Must be frustrating.

Tuesday night's city council meeting here could set some kind of a record. It's a busy time of the year, and with the councilmen all out of town last week, they have two week's work to do.

Instead of counting the agenda for Tuesday's meeting, we weighed it—nearly two pounds.

A new mothers' march against traffic hazards is developing in the area around 234th St. and Figueroa where the speed limit is posted at 50 miles per hour, and the children trying to cross Figueroa without benefit of signals under "open highway" conditions are in constant danger of being hit.

The situation is reminiscent of one here earlier where mothers formed a daisy chain across Hawthorne Ave. at 230th St. There, mothers formed a daisy chain across busy Hawthorne Ave.—sometimes to the vocal consternation

of motorists who were a minute or two late on their way to work—but they got their traffic signals.

The state's answer in both cases pointed out that the crossing involved was not adjacent to school property. It was nearly 10 yards away in case of the 230th St. crossing, and is a couple of blocks away on Figueroa.

We think it is asking too much, though, to ask children to cross a highway where motorists can legally zoom around a curve at 50 miles per hour and crash into a crosswalk full of kids. Someone should read between the lines now and then on some of those highway codes. It should never be "according to the book" to let children be so periled each day. Let mothers be forced to form barricades to get them to school.

Now, if Torrance could paint some "STOP AHEAD" signs on the streets more than 10 yards away from the intersection, dispose of the "Chinese Lantern" signals which are causing scores of accidents by their inadequacy, and do a few more progressive things to handle its growing traffic problems, everything could be sweetness and light.

## My Neighbors



"Counterfeiting is too slow. Let's take over a union!"

## ... and I Quote

I've never any pity for conceited people, because I think they carry their comfort about with them. —George Eliot.

Americans are more preoccupied with sex, and more frightened by it, than any others. We are just an obscene people. —Philip Wylie.

From the days of the first grandfather, everybody has remembered a golden age behind him!

—James Russell Lowell.

An old-timer remembers when you could go barefoot without going to bed. —Charles Rufing.

People today are chiefly concerned about the higher things of life—like prices. —Ken Shively.

I really believe if a person turns his mind to something else and quits pitying himself about it, he won't find it nearly as hard to quit smoking as he thinks it is. —President Eisenhower.

PICTURE TUBE TROUBLE

SEE "DEPENDABLE TV" AD ON PAGE 4

16523 S. Western DA 3-6780

## Torrance Herald

Established Jan. 1, 1914

Member of National Editorial Association, California Newspaper Publishers Association

Publication office and plant at 1619 Broadway Ave., Torrance, Calif.

Published Semi-Weekly, Thursday and Sunday. Entered as second class matter January 30, 1914, at Post Office Torrance, California, under act of March 3, 1879.

KENN WILLIAMS, Publisher

GLENN W. FEEL, General Manager

REID L. BUNDY, Managing Editor

Adjudicated a legal Newspaper by Superior Court, Los Angeles County, Adjudicator's Decree No. 218470, March 30, 1957.

SUBSCRIPTION RATES: By carrier, 45c a month. Mail subscription \$3.00 a year. Circulation office FA 8-4000.