

Your Right to Know
Is the Key to All Your Liberties
EDITORIALS

Four TORRANCE HERALD DECEMBER 24, 1959

Question of Values

Few people think much about it if a popular entertainer receives \$50,000 for a single performance, or if a singer signs a three-year contract for \$25 million. Yet many people are highly incensed if an industrialist—who may be responsible for the success or failure of an enterprise which employs thousands of people across the nation—is paid one-tenth as much.

This commentary on the vagaries of public opinion was made by Mr. Rudolph F. Bannow, new president of the National Association of Manufacturers, in a speech to the 64th annual Congress of American Industry early in December.

Mr. Bannow was discussing the need for a good business climate if the United States is to maintain its leadership in the world. He said business climate is created by the attitudes and actions of government and labor unions, and above all by the public opinion which prompts these attitudes and actions. Somewhere along the line of American history, Mr. Bannow implied, a great many people have lost sight of the fact that business exists and works for their benefit.

The disparity in popular attitudes toward entertainers and business leaders is only a symptom of the real problem. Lack of public concern about the welfare of the nation's business and industry leads to government and union actions which restrict industry's productivity. A hamstrung American production system cannot fight effectively in the production war which the Soviet Union has declared against us. Nor can it make its full contribution in supporting the high national living standard which enables us to be so generous to our entertainers.

Something to Think About

How do you want your next pay raise—in more money or in lower prices?

Dr. Ralph Robey, a nationally known economist, points out that since World War II almost every American worker has received a wage increase every year. The growth of output per manhour hasn't been enough to cover these increases, so business management has passed on part of the cost to the consumer in higher prices for products. Rather than continue to pay higher prices, consumers are turning to substitute products, many of them made abroad.

"In my personal judgment," says Dr. Robey, "the time has come to start using the entire growth in output per manhour for a reduction of prices. This will not undermine the welfare of workers. It would mean that their present wages would buy more and more as the cost of living declined. That certainly is better than getting slightly higher wages which buy less and less."

Such a change in wage policy could not be made overnight. But it is something for wage earners, unions, business management, the government, and all of us to think about.

From Your Editors To You



From the Mailbox

By Our Readers

Keep The Meters

Editor, Torrance Herald

Do the merchants have such short memories that they do not remember what the situation was in downtown Torrance before the meters were installed?

Well, I still remember! It was something like this:

Unless one could afford to do their shopping in the middle of the day, it was almost an impossibility to get parking space on the streets, especially if one only wanted to make a last minute purchase.

Why was this the case? Because too many people could park early in the evening and freeze all the parking spaces while they went visiting, drinking or spent 3 to 4 hours in a beauty parlor for permanents, or to the show, or window shopping, or just plain loafing. Also the merchants themselves were guilty of pulling into a parking space in front of their store the first thing in the morning

and tying up parking space all day.

They blame the meterettes for issuing 1200 tickets for overparking. That is one big argument in favor of the meters — it shows how inconsiderate the public is in regards to other motorists. It also proves that these are the same people who would park all evening if it were not for the meters.

It has been my experience that the people who spend the most money with merchants are ones who know what they want when they go into a store and either buy it or go on their way, or, if they don't buy, they still get going. The ones who wish to park all night at the front door of the stores are ones that visit every store and leave their fingerprints on every item in reach, then say "I'll be back later."

It has been said that the off-street parking lots are only half-filled. There is one

way to remedy this. Don't remove the meters yet, but pass an ordinance for 90 days for no parking on El Prado from Cravens to Sartori and no parking on Sartori from Marcelina to Post. Put a three-way light at El Prado and Sartori with one interval for north and south traffic, one interval for east and west traffic, and one interval for pedestrian scramble.

Everyone knows the most disgusting part of driving in downtown Torrance is either waiting for other drivers who are tying up traffic while waiting for someone to pull out of a parking space, or waiting for pedestrians to cross at intersections in a haphazard dribble with no control over when they can cross. The worst offenses are on El Prado and Sartori.

The off-street parking lots would automatically be filled if the parking spaces were taken from them at the locations mentioned above. And, I believe if something like this were tried, say from 1 p.m. until 9 p.m., it would change the dispositions of a lot of purchasers and they would feel more like going back to Torrance to do their shopping.

Also, it wouldn't hurt to have some signs put up at strategic points advising motorists where the off-street parking lots are located.

I, for one, wouldn't mind driving up to Torrance again if something like this were put in force, but the way it now stands, I will drive to Long Beach or any other shopping district rather than fight that traffic.

I say put on more meterettes.
(Name withheld on request)

Law in Action

Law's Due Process

The Fifth Amendment states: "... nor shall any person be deprived of life, liberty or property, without due process of law."

Through the "due process" clauses, the Fifth Amendment limits the Federal power, and the Fourteenth limits each State's powers to act arbitrarily.

In our courts, "due process of law" limits the State's power to take life, liberty, or property. It guarantees your access to an impartial court which judges only after a fair trial.

Due process assures that laws will not be unreasonable, arbitrary, or capricious nor apply to you arbitrarily. It aims to keep the government from enacting or applying laws in a way that offends our sense of fair play.

Much of our law sets out your procedural rights, such as rules of evidence to get

'Year-End Tax-Selling'
An Often-Heard Phrase

By REYNOLDS KNIGHT

This is the time of year when the phrase "year-end tax selling" is often heard throughout the financial community.

It is particularly applicable this year because the generally receding market of recent months, with marked weakness in some groups, has produced losses in some holdings.

The selling is a simple, effective, common-sense way to reduce income taxes. This is an oversimplification, but if you have net capital gains to date, offset them with capital losses; if you have net capital losses, offset them with capital gains.

Brokers will advise you to base your investment decisions primarily on fundamentals and not on tax considerations alone. Consequently, the dual problem of selecting specific securities to sell and picking stocks in which to re-invest the proceeds is more important — and difficult — than the simple decision to take tax losses.

The recommended course of action for anyone having a portfolio of any size is, therefore, to make a careful review of the entire list of holdings with an eye to re-investing wisely the proceeds from stocks sold for tax-loss purposes.

Last year's hats and out-of-style dresses will never appeal to smartly dressed women. But some of today's watches are expected to be proper tomorrow and for some time to come.

It's planned that way, says R. Harvey Whidden, marketing vice president for Bulova Watch Co., Inc., in describing his firm's new line of ladies' jeweled watches which are styled so the watch becomes a harmonious part of the jewelry ensemble with the watch

case and bracelet integrated into a single unit.

"This concept is one of the most dramatic and appealing departures ever made in the styling of ladies' watches," Whidden said.

"However, because the new style is expected to retain its fashion significance for a long time, the watch has been provided with a 23-jewel movement which means that tiny synthetic jewels protect moving parts at all important points of wear — assuring a long life of accuracy and trouble-free performance," he added.

Fido's food soon will appear in frozen "TV-dinner" form, a mixture of beef, spices and charcoal in aluminum trays for easy heating and serving... There's a new use for old cranberry scoops. Made of hand-rubbed pine, they're suitable for record racks or holding magazines... A molded plastic car battery closure contains a string of six caps which can be "zipped" off to check the electrolyte level of a 12-volt battery, eliminating the need to unscrew six separate caps.

It looks as if stocks aren't the only items being sold short these days. Some short-selling is also affecting the manned airplane, with one major company calling it a "dead duck" and withdrawing from the production of airframes completely.

The aircraft pilot is not without his champions, however, and representing this group is Republic Aviation Corp., currently engaged in production of the Mach 2 F-105 fighter-bomber for the USAF. Mundy I. Peale, company president, sees the human role as an irreplaceable element, whether in piloted aircraft or piloted spacecraft.

Peale's company has a healthy missile division and is engaged in a multimillion-dollar expansion of research and development facilities geared to the astronautical age (including a \$14-million Research and Development Center), describes today's supersonic planes as "missiles with a return capability."

"We're still a long way," he says, "from designing black boxes with the vision, the judgment or the reasoning power of a skilled pilot." In the longer-range future Peale quotes Gen. Thomas D. White, chief of staff of the Air Force, who puts the whole matter this way: "The missiles that are getting the headlines today are but one step in the evolution from manned aircraft to piloted spacecraft."

Larger capital outlays by U.S. industry for new plants and equipment in 1960 should furnish some steam for a renewal of the economy's upsurge, provided the steel dispute somehow is settled.

A recent McGraw-Hill survey of capital expenditure plans for the coming year finds that business will lay out an estimated \$37.3 billion on expansion in 1960, compared with \$33.9 billion this year. Steelmakers, forced to postpone 1959 building projects because of the strike, will increase their capital outlays by 76 per cent next year. Paper producers plan a 35 per cent hike. The rubber industry will lift spending by 31 per cent.

The chemical industry appears to be headed for a record \$24 billion sales year in 1960, topping the previous high set in 1957 of \$23.4 billion... Small investors start more than 25,000 purchase plans for mutual funds each month... Hide costs have dropped, suggesting lower shoe prices in the months ahead.

Subliminal Advertising
Under Study by Senators

By RICHARD RICHARDS
State Senator

Testimony on the subject of subliminal advertising was heard by an interim committee of the Assembly at a meeting here in Los Angeles at the end of the past week.

The hearing was in reference to legislation which I introduced at the 1959 Regular Session and which was referred to interim study after it had passed the Senate.

The original legislation was introduced in the form of two bills forbidding the broadcasting of any message perceptible only to the subconscious mind, or as to which the normal viewer or listener would be unaware except below the unconscious level.

A THIRD MEASURE, which was adopted, was a Senate joint resolution memorializing Congress to consider the feasibility of enacting such legislation on the national level.

At the time this legislation was introduced, and for some period before, many people had been disturbed at reports of experiments in the field of subliminal communication in

motion picture theaters and on television broadcasts.

Legislation similar to mine was also introduced in the state legislatures of New York and New Jersey, and a legislative committee of the latter body held a thorough hearing on the subject.

THE REPORT of the New Jersey committee, which was made available to us during the past summer, brought out a great deal of interesting information on a troublesome subject, and I am sure our hearings here in California will increase our knowledge still further.

The problem is still far from clear at the present time, since we do not know with any certainty the extent of the potential application of this means of communication. For that reason I was perfectly willing that the legislation which I put forward in the 1959 session should be referred to the appropriate body for further study.

ONE OF MY objects in introducing the legislation which

I did was the hope that it might smoke out any groups or individuals that might be planning to make use of subliminal techniques and find out from them what effects they hoped to obtain.

Although objections to the legislation were raised from various quarters, nobody was willing to admit that he might be planning to experiment with these techniques in actual practice.

UP TO NOW, most of the qualified psychologists who have been heard from do not attach too much importance to the subliminal approach as a persuasive device of any mass appeal. On the other hand, others have pointed out that the technique is still in the early stages of development, and that greater refinements in its application might well warrant some form of official scrutiny and control.

As I say, we still have a lot to learn about it, and I believe the present study will be of great value to the legislature in any action it may decide to take on this subject.

STAR GAZER
By CLAY R. POLLAN
Your Daily Activity Guide According to the Stars.
To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

ANNE MAR 22	★	LIBRA	SEPT. 23
APR. 20	★	OCT. 23	★
20-32-40-51	★	1-6-13-15	★
67-73-85-88	★	33-36-54	★
TAURUS	★	SCORPIO	★
APR. 21	★	OCT. 24	★
MAY 21	★	NOV. 22	★
14-16-19-28	★	23-37-46-58	★
45-48-56	★	72-80-89	★
GEMINI	★	SAGITTARIUS	★
MAY 22	★	NOV. 23	★
5-22-35	★	DEC. 22	★
50-52-66	★	9-17-25-49	★
CANCER	★	72-78-82-84	★
JUNE 23	★	CAPRICORN	★
12-19	★	DEC. 23	★
13-14	★	JAN. 20	★
15-16-17-21	★	21-22	★
18-26-34-41	★	23-24	★
57-65-79-87	★	25-26	★
LEO	★	AQUARIUS	★
JULY 24	★	JAN. 21	★
21-22	★	FEB. 19	★
23-24-25-29	★	7-8-38-39	★
42-43-55-59	★	64-68-81-86	★
VIRGO	★	PISCES	★
AUG. 25	★	FEB. 20	★
1-10-11-12	★	MAR. 21	★
13-14-15-16	★	3-10-12-24	★
17-18-19-20	★	31-60-75	★
21-22-23-24	★		
25-26-27-28	★		
29-30-31	★		
32-33-34	★		
35-36-37	★		
38-39-40	★		
41-42-43	★		
44-45-46	★		
47-48-49	★		
50-51-52	★		
53-54-55	★		
56-57-58	★		
59-60-61	★		
62-63-64	★		
65-66-67	★		
68-69-70	★		
71-72-73	★		
74-75-76	★		
77-78-79	★		
80-81-82	★		
83-84-85	★		
86-87-88	★		
89-90-91	★		
92-93-94	★		
95-96-97	★		
98-99-100	★		

CROSSWORD PUZZLE

- ACROSS
- Burnish
 - demolish
 - Engine
 - Attempt
 - Residue
 - Positive pole
 - Hairston
 - Chastise
 - Musical drama
 - Be in debt
 - Rugged mountain crest
 - Peruse
 - Part of "to be"
 - Capital of Tibet
 - Unit of Latvian currency
 - Chills and fever
 - Prepare for print
 - Pronoun
 - Pertaining to the stars
 - Latin conjunction
 - Pleth
 - Secluded valley
 - Girl's name
 - Fungus disease of trees
 - Symbol for tantalum
 - Dock
 - Rabbit
 - Small rug
 - Janson
 - Preferably
 - Bitter veal
 - Document
 - Period of time
 - Pondie
 - Tanned skin
 - Shaving nap
 - Infant
- DOWN
- Smash (colloq.)
 - Peer Gyn's mother
 - Part of neck
 - Partner
 - Unit
 - Proposition
 - Aroma
 - Repute
 - Wind one's way
 - Inlet
 - Admirative
 - Beard of grain
 - Chemical compound
 - Charms
 - Mist, earth
 - Provide food and service
 - Matured
 - Strainer
 - Essence
 - Proposition
 - Girl's name
 - European grime
 - Man's nickname
 - Terrified
 - One of two
 - Stares
 - Stroke
 - Brother of Jacob
 - Female horse
 - Corded cloth
 - Anger
 - Crimson
 - Period of time
 - Infant
 - Hebrew letter

GAD WATER COP
GAR WITTE ONA
PRO INLET NET
GOT EMEND
HORN TRI BELLY
ERASHIS POSIT
ASHIMEN ANCHER
ALTA BEN ERNE
HERI MOW ANSA
NEVER PAD
STIA EDWAMA ITS
HAY TIRIS NEE
WEAT OASIS GET

1	2	3	4	5	6	7	8	9	10	11
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
32										
33										
34										
35										
36										
37										
38										
39										
40										
41										
42										
43										
44										
45										
46										
47										
48										
49										
50										
51										
52										
53										
54										
55										

Age is more or less an individual problem just as it is a normal growth pattern. Many persons at 30 suggest physical and mental characteristics of aging. Others at 70 may reveal a wrinkled skin which is offset by a sprightly walk and a mental agility.

Preventive medicine, through its control of many diseases that formerly took lives, is responsible for extending the life span. Today there are more than 19 million people over 55 years of age. With a greater aging population, new factors develop for their care because this group faces such degenerative diseases as high blood pressure, arteriosclerosis, cancer and arthritis.

Just as the speciality of pediatrics developed for the care of the growing child, so the speciality of geriatrics

(Presented as a public service by the Southwest Branch of the Los Angeles County Medical Assn.)

KNOW YOUR NAVY
U.S. CONSTITUTION

"OLD IRONSIDES" WON HER NICK-NAME IN HER FAMOUS BATTLE WITH THE BRITISH FRIGATE GUERRIERE IN THE WAR OF 1812. SHOTS FROM THE GUERRIERE MERELY BOUNCED OFF THE HEAVY SIDELANKING OF THE AMERICAN VESSEL, CAUSING THE OLD WORLD SEAMEN TO EXCLAIM, "HUZZA, HER SIDES ARE MADE OF IRON!" LAUNCHED IN 1797 CONSTITUTION DISTINGUISHED HERSELF FIGHTING THE BARBARY COAST PIRATES AND DURING THE WAR OF 1812. SHE NOW RESTS IN THE BOSTON NAVAL YARD, SERVING AS A NATIONAL NAVAL SHRINE.