

# Torrance Herald

Co-Publishers  
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## Thanks, Don Reining

During his comparatively short term as manager of the Torrance Chamber of Commerce, Don Reining has established a fruitful record of service to this community. Moreover, he has been an exemplary citizen of stature any American community might well point to with pride.

Mr. Reining brought professional background rich in training and experience to Torrance when he came here two years ago. He labored diligently to bring full meaning to Chamber of Commerce work and assumed many civic tasks above and beyond the call of duty.

His recognition was accepted with regret by the Board of Directors of the Chamber and he leaves this community to continue in association work in the Pasadena area. Presently a committee is at work carefully screening candidates who would succeed him.

The HERALD bespeaks the feeling of the business and industrial community of Torrance, we are certain, in extending thanks to Don Reining and wishing him every success in his new position.

## Give to the YMCA

The Torrance Y.M.C.A. is making its annual appeal for financial support of the many services performed throughout the year by this noble organization. The 1963 campaign has had an encouraging start, reports from the advance gifts seem to indicate, and if the general public responds as well, extension of the Y's work in this community will be assured.

The Torrance Y activities have had the services of a most effective leader in the person of Secretary Joe Wilcox, who in turn has received help from many volunteer workers and a competent board of local community leaders. All are deserving of the confidence and assistance provided by contributions so necessary to carry on this most important work.

Give as much as you can to this worthy drive of the Y.M.C.A. Here is an opportunity for all to invest in future good citizenship, an opportunity to materially endorse the American way of life.

## Here's A Tax Saving

It is proposed, on the highest level, that Congress approve an all-time high budget, involving a multi-billion dollar deficit to add to an already staggering national debt and, at one and the same time, reduce taxes by \$13.5 billion over a three-year period. This tax reduction, if enacted, will also be a record.

It is only part of sanity to demand, and to achieve, every possible reduction in government spending.

To cite one practical economy measure—four major electric utilities of California have just made a proposal which will reduce Federal expenditures by \$100 to \$245 million, increase tax revenues by at least \$110 million over a 20-year period, and benefit the users of electricity as well as the taxpayers. The project involves building extra-high-voltage transmission lines which would carry power between the Pacific Northwest where surplus power from the Bonneville installation is being made available, and California. The companies' initial line would run from the Oregon border to Los Angeles.

The Bonneville Power Administration invited proposals for a coordinated plan for power interchange between the regions which would assure "the most feasible and economical plan for construction and use of intertie facilities." The utilities' proposal certainly meets that stipulation perfectly. Their lines would provide maximum efficiency and economy, and would save federal tax spending which is totally unnecessary.

Now it remains to be seen if the all-for-socialism groups will manage to block it.

## Opinions of Others

GREENSBURG, IND., TIMES: "Only 16 of the nation's 50 states have laws that guarantee all men the right to work where and when they wish. And these laws are jeopardized by whims of the courts."

## Statement of Policy

As a member of the 75-year-old California Newspaper Publishers Association, The HERALD is proud to publish below the official statement of policy of the association. A resolution at the recent San Francisco convention reaffirmed this statement, and the hundreds of member daily and weekly newspapers rededicated themselves and their staff members to the principles outlined in the statement.

The California Newspaper Publishers Association recognizes the fundamental importance of the implied trust imposed on newspapers in the dissemination of public information.

It stands for truth, fairness, accuracy and decency in the presentation of news as set forth in the Canons of Journalism.

It advocates strict ethical standards in its advertising columns.

It opposes the publication of propaganda under the guise of news.

It affirms the obligation of a newspaper to frank, honest and fearless editorial expression.

It respects equality of opinion and the right of every individual to participate in the Constitutional guarantee of Freedom of the Press.

It believes in the newspaper as a vital medium for civic, economic, social and cultural community development and progress.

## Good News, Old Girl!



## AFTER HOURS By John Morley

# Reds in Cuba Principal Concern of Americans

DALLAS — In the last few weeks our current-affairs lectures have taken us from Los Angeles to Washington, D.C., to Seattle, to San Francisco, to Houston, and in between.

This is a typical schedule in a typical month. It includes conventions, colleges, clubs. It includes literally thousands of Americans, young and adult, in every conceivable walk of life.

Why bring this up? Because this is an accurate pulse of the national temper... and from our vantage point the nation is still worried, confused and disgusted about our policy on Cuba.

The dramatic TV photographic disclosures of Secretary of Defense McNamara and his intelligence analyst, John T. Hughes, did provide some encouragement, but they did not reduce national fears that our present policy on Cuba is not providing adequate security for the U.S. and hemisphere.

Those of us who write and speak on current affairs have a much more accurate pulse of the national temper than the politicians or polesters.

That temper today is national fear that the administration's foreign policy, for a variety of reasons, on Cuba and elsewhere is less than decisive, less than candid to the American people.

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President Kennedy was forced by national clamor to give evidence that the Soviet missiles were actually removed from Cuba. He was faced with editorial criticism across the country that either the administration was inexcusably ignorant, or unwilling to give the nation the facts.

The political risks were great. The administration reluctantly concluded that disclosure of our intelligence reports was a lesser risk than that of mounting national opposition.

So the President ordered Secretary McNamara to put on an unprecedented, elaborate, two-and-a-half hour performance on all the networks, costing millions of dollars in contributed time, to allay the fears of the nation, about the Soviet build-up in Cuba.

For the sake of this analysis let's assume that the McNamara report did show that Khrushchev removed the 42 big rockets and the 25 IL-28 bombers which he claimed were there.

We would now like to propose the important unanswered questions remaining:

Question No. 1... How does the administration know that the Khrushchev figure of "42 big rockets" is accurate... when considered in the light of his denial that any Soviet rockets were in Cuba last fall?

He lied to us then... how can we be sure now that he originally brought only 42 rockets?

Why not 142... with 100 still dismantled and hidden in the Cuban hills?

And what about the big rockets which operate from mobile units, which do not require concrete bunkers?

We had no on-site inspection of the number of Soviet rockets originally in Cuba... and no on-site inspection of the number dismantled. We just don't know the actual score, do we?

Question No. 2... In the agreement to remove the quarantine the President was assured by Khrushchev that the Soviet military build-up would be removed "in due time"... which included the 22,000 Soviet troops.

We were told by Secretary McNamara that "about 5,000" were removed, which is only a guess, because there was no way to count them.

Isn't it possible that only 500, or 50 may have been removed?

At any rate, what are the remaining 17,000 Soviet troops doing in Cuba? Or are they now "technicians"?

And what are "17,000 technicians" doing in Cuba? Question No. 3... Why did President Kennedy retreat from his original insistence of on-site inspection, which was his "sine qua non" condition against military attack

on Cuba and removing the quarantine?

Question No. 4... Why did the administration abandon the Oct. 22 position, which President Kennedy called "unconditional"... that "a Communist power in the western hemisphere was not negotiable"?

The President assured the country that "I support the Monroe doctrine." But in this week's press conference the President left the impression that he is now "negotiating" the extent of Communist power in the western hemisphere.

Question No. 5... Assuming that the Soviet rockets were removed... and the purpose of the 22,000 troops, as Secretary McNamara said, "was to protect them"... why did thousands of these troops remain?

Is this Soviet cadre there for the purpose of subversion elsewhere in the hemisphere... or for equally sinister reasons against the U.S.?

Among the mysteries still unsolved in Cuba... and the

questions still unanswered by the administration... are what constitutes the real threat of Castro and Cuba.

In our opinion, more so than rockets, it is Soviet subversion in this hemisphere.

If subversion of Latin America is not Khrushchev's Communist timetable, why did he commit... and now maintains... such an enormous financial and military investment in Cuba?

While the Soviet rockets posed a serious military threat, their introduction was more psychological propaganda to frighten or impress shaky Latin American governments.

The U.S. could wipe them out in two days. But the most dangerous threat... which we appear helpless to wipe out... is that Cuba has become a major base of Soviet subversion in the western hemisphere.

This is what worries the nation... this is the major unanswered question which will plague the White House until something is done.

## Our Man Hoppe

# 'Second-Bestism' Worries Writer

—Art Hoppe

I am deeply disturbed by this frightening trend in American advertising. And I'm sure you are, too. You just don't know it yet. I'm referring, of course, to creeping, insidious Second-Bestism.

It started, my research shows, with those seemingly innocuous beer ads: "One of America's two great beers!" No harm there you say? But soon the country was being swept by products labeled, "Brand X." And now the inevitable has happened. Leading reputable business firms are actually vying to be second.

"Since everyone else is 'first,'" shouts *Women's Day Magazine* in a full-page ad, "we'll be second, okay?" Okay? It's awful. "Avis is only No. 2 in rent a cars," cries *Avis* proudly in another full-page ad. "So why go with us?" Why? "Because we can't afford to take you for granted," says *Avis*. And, besides, "the line at our counter is shorter."

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There you have it. Madison Avenue has discovered the biggest and the best isn't the most loved. And, oh, you can just see the revolution now taking place in Madison Avenue board rooms. Like at Button, Button & Brusting.

Mr. Burton Button: All right, who thought up this new slogan for our client? "Coffinnails' Torque-Type Tip Tops Them All." It's the best slogan ever.

Aide (proudly): I did, Chief. Right off the top of my head.

Mr. Burton Button: You're fired.

Second Aide: Right Chief. First-Bestism's got to go. No consumer empathy. What schlamiel in Decatur identifies with the First Best anything?

Third Aide: How's this, Chief? "Independent research studies show that Coffinnails' new Torque-Type Tip gives you bronchitis, asthma, German measles and creeping coreopsis. We're going into bankruptcy. Help us out. Buy Coffinnails. Before it's too late."

Mr. Burton Button: That's the lousiest commercial I ever heard. Consider yourself promoted to a vice presidency. You've got a future in advertising, boy. And as for the rest of you men: Get out there and unsell!

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Now as Madison Avenue molds our thinking more than anything, creeping Second-Bestism is obviously going to affect our role in world affairs. Already, I've noted our leaders referring to us as "One of the world's two great nations." And it won't be long, I'm sure, before they're telling the U. N. how broke and backward we are.

Well, I'm for that. For 20 years we've been telling the world we're the biggest and best. And all the poor, little nations naturally hate us. Besides, I think we worry too much about the biggest and best. And not enough about being good.

So what's frightening about this new trend? The effect on Mr. Edward R. Murrow, that's what. Take my word for it: He'll smoke himself to death.

## Morning Report:

Cuba is either a mighty missile camp or a run-down tobacco plantation armed with fly swatters. It all depends on what military experts happen to be talking. Or writing articles.

As long as experts were only discussing weapons ON Cuba, the Administration could refute the charges with aerial photographs. But now experts have come up with weapons UNDER Cuba—in caves. That makes it a little tougher for Air Force cameramen.

Military intelligence being such a hush-hush business, the experts naturally can't reveal their sources. It seems safe to say that there are more experts on Cuba than under it.

Abe Mellinkoff

## ROYCE BRIER

# Foreign Aid will Take Spotlight After Taxes

Though the tax question is uppermost in the new Congress, the big show after April 15 will be foreign aid.

Since the war the United States has dispensed scores of billions in loans and grants to rehabilitate war-torn nations, support the economies of backward nations, and thwart the inroads of communism. In recent years the bill has run from \$4 to \$7 billion.

But a large part of this money has always been thrown away, not necessarily by corruption or even inefficiency, but by the operation of certain political, social and economic factors. And every year the Congress and the American people are becoming more dubious and more fidgety over the aid load.

A good example of the enigma is Brazil. Here is a giant of South America, the key to all our hope and effort to establish a reasonable and advancing state of society in the western hemisphere.

Yet Brazil is one of the weakest gambles in our foreign aid hope, and many elements converge to beget this weakness.

The coffee industry is in a depression. Like most Latin America, Brazil is afflicted with a population explosion (now 73 million), which tends to discount if not nullify aid.

The country has been in political turmoil, and living beyond its means. So it is burdened with a stunning inflation, and the *cruzeiro* falls by week. This inflation alone can wipe out loans before they can be applied.

After murky political upsets, Brazil was ruled by a murky parliamentary device, dividing authority. In an election only last month Presi-

dent Joao Goulart won powers comparable to those of the American executive. Yet Washington doubts he can control inflation.

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Recently President Kennedy indicated he would withhold disbursement of a loan authorized in an aid package back in 1961. The amount is only \$50 million, a trifle against Brazil's internal and external deficits, but the Brazilians are resentful.

They say failure of this token loan may well strengthen anti-American factions, including Communists, and force President Goulart to "extreme" measures, even

## Farm Aid to Castro

Congressman Frank J. Becker of New York said recently United Nations action in extending farm aid to Communist Cuba is another reason for a sweeping inquiry into United Nations policies as they affect not only the sovereignty of this Nation but the taxpayers of the United States.

"The spectacle of the United States contributing tax money to the United Nations Special Fund project designed to solve Castro's food dilemma is almost unbelievable," Congressman Becker said.

"This is an example of the many, many reasons which led me to oppose as strongly as I knew how and to vote against the \$100 million United Nations bond issue."

"This is not the first time American taxpayers' money has been diverted, through various special United Nations funds, to uses aiding the system which, in Khrushchev's own words, aims toward burying us. How foolish can we be?"

"Here is a case in which

reputation of the Alliance for Progress and an appeal to the Soviet Union.

You perceive here a common threat of aid recipients, though this does not say the plea has no merit. But the United States sees leftist infiltration of high Brazilian office, and this coupled with the inflation makes Brazil a bad risk. This is an inevitable position, but does not prevent a worsening of relations with Brazil.

The dilemma is increasingly present in much of the foreign aid program, and the program is subject to the most exacting reappraisal yet seen in the Congress.

## From the Mailbox

By Our Readers

### Cuban Protest

Torrance Herald Gentlemen:

Unless one has been in California this winter it is hard to believe the resentment that borders on bitterness against the administration in Washington by the Cuban refugees.

These people had their hopes raised sky high that the time had come when they could take their place beside the forces of the U. S. in the freeing of their homeland from Communist domination. The results we all know. Cuba is still an army and navy base for the USSR regardless of the camouflage put out over the radio and television by the New Frontier.

Mr. John Martino, 50, an American citizen who came to Miami to testify before the

Commission on Human Rights, investigating atrocities in Cuba said, "The atrocities I saw in Cuba would make your hair stand on end." He was one of the Bay of Pigs invaders in 1961 and spent 36 months in a Cuban dungeon.

He asked bitterly "Why were not the 23 Americans included in the ransom deal. They are the forgotten men to be allowed to rot in Cuban prisons? The only answer is the administration in Washington was so anxious to get Mr. Kennedy off the hook for his betrayal of the men at the Bay of Pigs that nothing else was of account."

"There is such a thing as adding insult to injury. The speech by Mr. Kennedy at the stadium in Miami was so much propaganda, he told us some day Cuba will be free

again. Wishing will not free Cuba. Even as he was speaking the Department of Defense was preparing to arrest Cuban Freedom Fighters on their way to sabotage in Cuba. The attorney general, Robert Kennedy, said "The mere attempt to sabotage Cuba violates the neutrality act. Since when has the U. S. become neutral in the fight against Communism? The boats and even the personal cars of the Freedom Fighters are being impounded in Cuba. The Department of Defense allows Soviet war planes to fly over the territory of the U. S., at the express order of President Kennedy. We fight Communism in our home land and are arrested."

Sincerely  
W. M. Reno  
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Canton, Ohio