

Torrance Herald

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Invitation to Industry

If you ever have any doubts about Torrance's industrial future give yourself a treat by taking a drive through the city's several manufacturing complexes beginning in the new Central Manufacturing District located north of the Civic Center on Torrance Boulevard. You will find a half-hour drive will be educational and inspiring with strong probability that, even though you may be an "old" resident, you will encounter some pleasant surprises.

Essentially, Torrance still is an industrial city while achieving new stature through residential and commercial development that gives every hope of keeping up with the amazing population increase now estimated at 117,000.

In the vanguard of those encouraging and planning for this source of community income and employment, has been the Torrance Chamber of Commerce. Currently the Chamber is being served by an aggressive Industrial Development Committee with Arthur Reeves, of the Dominguez Water Co., as chairman. Mr. Reeves and his committee are laboring intelligently to help sell other industries on the advantages of choosing a site in Torrance for their new plants where there are still nearly 700 acres of choice industrial property available for purchase or lease.

The Chamber of Commerce has provided realtors and others with a ready tool for their selling efforts in the recently published booklet entitled "Growth Is Only Half the Success Story." The publication, copies of which may be secured at the Chamber of Commerce headquarters, is a distillation of facts covering every phase of the community's life compiled in such a manner as to make a ready reference for anyone interested in Torrance, business, industrial and community life.

The climate in Torrance is superb, especially attractive to factory operations that can be carried on in outside plant housing, thereby greatly adding to or even multiplying valuable interior floor space.

The civic climate of Torrance also is conducive to happy relationships between industry and the city government which, under the current city administration, has an open door policy to investors who find a city government that prides itself on maintaining conservative fiscal policies.

The Industrial Development Committee of the Torrance Chamber of Commerce is one force actually working for the future vitality of this remarkable city. They deserve the support and the gratitude of all the people of the community.

Retailing Changes

One thing can be said with absolute certainty about retailing—it's always in a state of change and progress. That's been true since the day of the sutlers, of the horse-and-buggy vendors of goods, of the old-time village emporium that carried everything from bolts of gingham to whisky in bulk.

The greatest advance of all came when the first chain stores, in the face of doubters and scoffers, pioneered the idea of mass-merchandising, based upon the theory that big volume at small unit profit would result in an adequate overall profit. It worked. It still works.

The most recent retail phenomena has been the discount house. It is a force to be reckoned with. Some 700 discount stores opened last year. The trend seems to be slowing—even so, about 400 additional ones are scheduled for opening this year. However, as S. O. Kaylin, of Chain Store Age, says: "As the discount store settles down into a more or less normal pattern of operation, let's gird ourselves for the next big revolution—a revolution which, like the discount store revolution, will turn out to be something less than total."

Mr. Kaylin also has something interesting to say about the long-term retail picture. In his words, "... when the next big competitive development makes its appearance, some of the present-day discounters will be just as vocal in denouncing it as some of the conventional retailers were in denouncing the discount store. What the next big development will be is anybody's guess. ... But whatever it is, you can be sure it will come. One healthy result of the advent of the discount store has been an increasing tendency on the part of many chains to experiment."

Some of these experiments, Mr. Kaylin goes on to tell us, have been failures; others have been successes. But the point is that every kind and character of retail business must be constantly on its toes, must constantly be looking for ways to do a better job—and, as a result, the consumer gets ultimate value from the dollar he lays on store counters.

Opinions of Others

WATERVILLE, WN., EMPIRE-PRESS: "Perhaps our most republican form of government we have in this country is county government. It is a government that is closest to the people where, if they only knew and took interest, they have the most control. The role of county government is limited; the negotiations and deliberations of the commissioners are open to the public. They are, however, restricted in action by state statutes. On matters of welfare, highway moneys, education and federal aid they have but little control. The trend, unfortunately, is toward more centralization. This was brought about by the federal and state governments usurping their sources of revenue and attaching strings to federal and state aid, matching moneys."

ANAHEIM, CALIF., BULLETIN: "One hundred per cent employment of all eligible employable persons is a theoretical goal of the federal government. In theory, the goal would seem to have merit but under the program, as being established and fostered by the federal government, through the dictations of the labor unions, it cannot become a reality without the elimination of private enterprise operating under the law of supply and demand."

You Boys Want To Try Disarming It?



ROYCE BRIER

Let's Send Khrushchev His Buttons But No Pipelines

A nice thing about Comrade Khrushchev is his drollery, rare in authoritarians.

Some days ago he made a speech jibing at the West's definition of strategic material. He said, "Anything can be considered strategic material, even buttons." It seems buttons are sewed on soldiers' pants, and without them they would have to hold up their pants with their hands, and could not carry guns.

But the Comrade was really talking about something not very droll, namely 41-inch pipe.

The Russians have a grand scheme. They have a big oil surplus, and to the extent circumstances permit, they are dumping it at cut rate on the world market. They don't have to make a profit, and hope to disrupt Arabian and Venezuelan oil sales. But their ultimate hope is to make Western Europe dependent on the Soviet Union for crude petroleum.

They are not doing badly for a start. Italy buys a quarter of her oil from Russia, and Greece a third. They have had less success in the industrial north.

Khrushchev's buttons speech dealt with a protest that the United States has put "crude pressure" on Japan and West Germany to persuade them not to sell "big inch" pipe to the Soviet Union. For years we have objected to NATO nations selling pipe larger than 19 inches behind the Iron Curtain. West Germany,

France and Belgium have acceded. Just last week we rejected a formal Soviet protest over the restriction.

But the real story behind these sanctions and a Russian pinch is interesting, and is better known to the industry than to the world at large.

The Russians are building what they call a "friendship pipeline," a 2,000-mile grid from the Volga fields to Czechoslovakia, Hungary and Poland, to supply refineries, with a terminus in East Germany.

Comrade Khrushchev says pipe for this is not strategic, but the East Germans are equivocal. Last month a technical magazine said the "friendship" line is vital to the East, adding to the mobility of Soviet bloc armies. It is being laid underground, and is less vulnerable than Western tanker traffic.

Now, if the Hungarian line could be extended to technically neutral Austria. ... That, of course, is the dream: arti-

VANILLA COWS? Dairy scientists are now predicting that dairy cows of the future may become specialists—with some making milk for ice cream, others for cheese, etc. The researchers, according to Farm and Ranch, are convinced that certain feed rations might be used to promote growth of particular bacteria in cows' stomachs and thus produce milk with tailor-made qualities.

Mailbox

EARLDY GIVES THANKS
Editor, Torrance Herald
Enough time has elapsed since the recent furor over the Planning Commission business here in Torrance that I can feel free to write to you.

May I again sincerely thank you for your interest in "the other side" of the question. This was a very lonely spot to be in, until you made it possible to present to someone the fact that there are two sides in every discussion or controversy.

All I ever asked was to know of what I was being accused, a fair chance to answer any allegations, and that the results be made well known to the public so that the business I've worked so darned hard for would not suffer. And as you know, none of these were available for me until you were willing to present my statement in *THE HERALD*.

Thank you again for your interest and the manner in which you presented the facts to our community.

We live in a fine city, we have a wonderful lot of good people here, and the future is

so tremendous that it behooves us all to do whatever we can toward making it the best place in which to raise our children. My only wish in this respect is that we might get more of our citizens to vote, and to visit our Council meetings, our School Board meetings, our Commission meetings, so that their vote would be based on personal awareness of what is being presented for their choice.

I shall do my best toward warranting your continued respect in the future.

Sincerely,
Jack Earldy

SCOUTS APPRECIATIVE
Our first Boy Scout parade in the South Bay District on February 23rd was certainly a successful event in terms of participation as well as community interest.

The publicity furnished by the *Torrance Herald* contributed to this success and we very much appreciate your help.

Sincerely yours,
District Chairman
South Bay District
Boy Scouts

AFTER HOURS By John Morley

Discusses Common Market Challenge to U. S. Industry

MEMPHIS — Over the next five years President Kennedy has been given congressional approval through the trade expansion act to horse-trade with the common market.

He has the power to cut certain tariffs up to 50 per cent... and to eliminate all tariffs on goods on which the U.S. and Europe account for 80 per cent of free world trade.

This is indeed an unprecedented step for the U.S. . . . but it had to be taken, or else. However, we believe President Kennedy and his advisors oversold the package to Congress, for it is questionable that lower U.S. tariffs will entice the common market to throw open Western Europe to U.S. products.

The challenge of the common market arises from their erecting a common tariff wall against outsiders, including the U. S., while eliminating internal tariff barriers.

The common market, therefore, becomes more competitive internally, but less competitive externally and hard for outsiders to compete.

The task of the U.S. and other outsiders is to negotiate a way to get over the wall, while the insiders sit back figuring out ways of how to put the ante.

The U.S. has enjoyed a net balance of \$2 billion from our exports over our imports to the present common market countries. Since its inception (1958), the common market growth has been 25 per cent as against only 8 per cent for the U.S. in the same period.

In the trade bill fight in the Congress the protectionists demanded the exclusion from any tariff reductions such items as watches, oil, lead, glass, zinc, some foods, linen and a number of other items.

But so far the great bulk of our trade with the common market was not affected . . . but it will be . . . and then those industries which will be hurt are going to really howl. That's when the President will be in a real battle.

The common market countries will be acting from a hard-headed self-interest, rather than gratitude for our foreign aid, or past sacrifices in war.

We, on the other hand, have had no past experience in this role. We have been in the habit of giving away the proverbial shirt off our backs so long that self-interest is remotely in our present calculations.

There is no question that U.S. agriculture is going to take a real beating . . . and farm products account for \$5 billion of \$20 billion of our exports. The common market will undoubtedly trade more with one another in these and other products, and will buy less from us.

They are building a higher tariff wall on such U.S. exports as wheat, tobacco, feed grains, poultry, rice, fruits, vegetables. When Britain joins, we will lose our largest single food importer.

The common market countries and those slated for membership are now buying 52 per cent of our feed grain . . . 43 per cent of our poultry . . . 37 per cent of our wheat, flour . . . 28 per cent of our tobacco exports, to mention a few.

The British dilemma is even worse than ours. For, unless she joins the common market at almost any price, she will be isolated from European political affairs towards national suicide.

At present the British Commonwealth nations ship most of their agricultural products direct to the protected market of Britain . . . New Zealand ships 92 per cent of her butter, 95 per cent of her cheese and mutton, to cite just one example.

LLEWELLYN B. PECK, Saratoga — "If we are to be governed by laws, and not men, the purpose of our legal system should be cold, impartial justice."

"Many a man finds that burning a candle at both ends will make it twice as hard to keep his wife in the dark." — William L. Zeigler, New Oxford (O.) Item.

50 per cent of Britain's feed grain imports, 50 per cent of imported lard, one-sixth of imported wheat.

When Britain enters the common market . . . which is inevitable . . . the commonwealth dairy products, mutton, beef, fruit, will be substantially excluded and they have to go somewhere else, probably knocking at our door.

It was de Gaulle's reluctance to allow commonwealth agricultural products into the common market on a preferential basis which kept Britain from coming in. Britain wanted a guaranteed quota into the common market for the commonwealth on the same basis they had been shipping to Britain.

Since 1958 the common market has been raising its

tariff wall higher and higher, especially on food stuffs.

For example, they jumped the tariff on U.S. broilers from 4.8 cents a pound to 13 cents. They hiked our fruit tariffs 36 per cent . . . our flour from \$13 to \$40 a ton . . . our tobacco from 19 per cent to 28 per cent.

It appears unlikely that the common market will jeopardize the political support of the U.S. by economic discrimination. They will go as far as they can to test us and then settle down to size.

They know they cannot fight communism and remain free without U.S. support. In both wars it was demonstrated they could not defend themselves without us.

It appears certain, when confronted with survival, that the height of their tariff-wall will be adjusted to the height of their fears.

Our Man Hoppe

How to Save—Throw it Away

—Art Hoppe

Good morning and how is your disposable personal income today? The condition of your disposable personal income is of grave concern to Mr. Kennedy, Congress and me. Actually, we don't care what you do with it as long as you get rid of it. This is called "stimulating the economy." And it's terribly important in the Cold War.

As you know, Mr. Kennedy has proposed a big tax cut so we'll all have more disposable personal income to dispose of. Mostly for things we don't need very much. Like another electric can opener in every kitchen.

But we have to buy more things we don't need so the manufacturers who make things we don't need can hire more people to make things we don't need so we'll all have more things we don't need. Otherwise, as everybody knows, the Russians will catch up with us and they'll have as many things they don't need as we do. Which would be awful.

But even so, Mr. Kennedy's having trouble giving us our money back. It's because many experts have no faith in us buyers. They say we already have plenty of things we don't need. They say we've reached the stage where we don't think we need things we don't need. So, they say, if we get a tax cut, we won't spend it. We'll hoard it! In banks! And thrift, of course, would wreck everything.

Obviously then, what we need to stimulate jaded consumer spending and thereby save the economy is for some incomparable genius to invent a spanking new, unheard-of item we don't need. So I've invented it. It's called a Gimmph.

Initially the Gimmph will be produced in three basic models: the portable, standard and status Gimmph. (The last having chrome handles, brass-plated zippers and a two-way power outlet.) Later, we will introduce the outdoor Gimmph for the patio, the underwater Gimmph for the pool and the efficient no-frills Gimmph for the office.

Out opening advertising campaign, aimed at opinion leaders, will stress the theme: "Be the First on Your Block to Own a Gimmph!" Once every block has a Gimmph-owning family, we will turn to the keep-up-with-the-Joneses approach. The next step, naturally, is "Two Gimmphs in Every Home!" Then three. Then four. And so on. Indeed, our market analysts see no reason why every home can't have more Gimmphs than people. Unlike electric toothbrushes.

Across the nation, Gimmph factories will be a-humming and retail outlets a-buzzing. Salaries will double. Workers will then be able to afford twice as many Gimmphs as before. Which, in turn, will double Gimmph production. Which, in turn, will double salaries. Which, in turn . . .

For the Gimmph is cleverly designed to break through the last rampart of consumer resistance. Yes sir, no prospective buyer will ever ask, "But do I really need a Gimmph?" Because that would be a silly question.

So economic growth rate of 78.2 per cent is clearly achievable. Our leaders will be delirious. The Russians will roll over dead. And should anyone ever challenge our greatness as a nation we can simply point with pride to the fact that Americans own 23.2 times more Gimmphs per capita than the world average.

And isn't that sort of what we're all striving for?

Morning Report:

It's very easy to figure out how the people next door are wasting their money. As you go to the bank for another short-time loan. I suppose that's why 20 GOP congressmen were able to announce they could cut the Kennedy budget by at least \$10 billion.

It's a worthwhile objective. The only trouble is that every time you cut the budget, you take money away from somebody who might have a vote. Like farmers, missile makers or labor unions. And the Republicans are already a minority party.

Of course, the Republicans can always cut foreign aid. Foreigners vote—but not over here.

Abe Mellinkoff

PUNJABS
by gumparty

A RIVER PERCI, GENTLE READERS. THANK YOU SO MUCH