

# Torrance Herald

Established 1914

Co-Publishers

KING WILLIAMS - GLENN W. PFEIL

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THURSDAY, DECEMBER 26, 1963

## On Christmas Promotion

There are many who deplore the commercialization of Christmas to the point where the original purpose of the most celebrated holiday of the year is all but obscured in a blizzard of materialism.

Yet, the birth of Christ is not completely forgotten and we would prefer to suggest that the massive impact of modern communications does in fact serve to perpetuate and extend the consciousness of the most important Birthday in our history. Many Americans who never enter a church are reminded, in the constant repetition in song and story, that Jesus Christ WAS born and DID give the world in a comparatively short lifetime an unerring formula for peace through good will toward all men.

We can understand the resentment shared by devoted church leaders toward the ever extending Christmas promotional period and in the tasteless methods employed by some. Perhaps they can find consolation in the irrevocable fact that the humble Birth of 1963 years ago IS being memorialized, impropriety notwithstanding.

## Hopeful Prospect

Columnist Henry J. Taylor quotes the late Supreme Court Justice Robert Jackson as saying: "It is not the function of our government to keep the citizens from falling into error as much as it is the function of the citizens to keep the government from falling into error."

Then Mr. Taylor goes on to develop an interesting thesis. Its basis is that achievement of Justice Jackson's principle "... becomes utterly impossible under an all-in-my-hands concept of the presidency." The job is just too big for any man, no matter how able.

President Johnson, he believes, may move in the direction of what he terms "truly consultative government." Under this concept, the President, without relinquishing his great powers and responsibilities, would work more closely, on a consultative basis, with other arms of the government and with other national forces and institutions. To quote Mr. Taylor once again: "Tomorrow waits in the wings. But the sound assumption ... is that America has moved closer to consultative government, in the real sense of the word. If this proves true, investment and expansion, with the job-giving implications inherent in both, is unquestionably closer to moving forward along confident and resolute lines."

President Johnson's only experience in government, and the record made by him, support this view. It is a hopeful prospect.

## 'Profit Control'

It would seem to be a natural assumption that when a business increases sales, its profits reflect that circumstance.

But this, in our highly competitive economy, is not always the case.

Take, for example, some information provided by Chain Store Age magazine. The nation's supermarkets have seen their sales rise. But, at the same time, they have found themselves caught in a profit squeeze. So they are seeking, out of sheer economic necessity, new or better ways of cutting costs in an effort to brighten the dark profits picture. The main effort, it seems, is being given to improved inventory control, that is, to reducing the amount of time involved in moving goods out of the warehouses and into the hands of the consumers.

This provides just one more illustration of the fact that, as a general rule, the profits a business earns are much less than the public at large realizes. Numerous surveys have proven that. In the chain food business it is not at all unusual for the profit to run to only a cent or a cent and a fraction on each dollar of sales. In other retail lines the profit is frequently only a few cents on that sales dollar. All the rest of the money goes to buy the goods and pay wages and rents and taxes and the other inescapable costs of operation.

So, we do have "profit control" in our system. It isn't achieved by fallible human fiat or bureaucratic dictation. It is a built-in element in the free enterprise way of doing things.

## Opinions of Others

MARYSVILLE, CALIF., APPEAL-DEMOCRAT: "The Northwood Times, a student paper of the Northwood Institute, Midland, Mich., has the following quote from Dr. V. Orval Watts: 'I know of only one other school which makes this kind of determined effort to have the whole faculty teaching free enterprise in an organized integrated program as we have it. Teaching today has become collectivistic in public schools and universities because the institutions are necessarily organized and operated on statist, bureaucratic lines.' Dr. Watts used to be a socialist, he used to teach in bureaucratic schools. He's even been through the indoctrination at Harvard. When he began to read the philosophers of the ages, he saw the error in his own thinking and he is now trying to get people to understand the blessings that come from respecting private property."

... dress of New Year's Eve in Mexico City? ... Dark suit for men. Cocktail dresses for women — no hats in Mexico. ... for New Year's Eve in Jamaica? ... British colonial. Better gussy up with the dinner jacket. Evening gown for the ladies.

MILES CITY, MONT., STAR: "... in a Moscow military parade, Khrushchev wheeled out for a public view what he represented was an anti-missile missile. I do not suggest that we take Khrushchev's word for it. But, at the same time, we should not be trusting him to keep his word on the test-ban treaty as we seem to be doing. The flaunting of the Soviet weapon dramatically points up the enormity of the risk we are taking by not developing our own anti-missile missile with all possible haste."

## The Fat's In The Fire



## FROM the MAILBOX

### Lynn Urges Militant School Boards Ass'n

The members of the Torrance Board of Education attending the State Convention in San Francisco were dismayed and tremendously disappointed by the lack of initiative of the California School Boards Association that would lead to an equitable state-local support program for California public education.

School board members representing the citizenry is the only group that has no vested interest in the educational process other than the very best in education.

The financial plight of California schools is well known. School boards should be in the forefront in explaining the financial needs of schools to the public and to the legislature, and in crusading for adequate support for California's public school system. It is hoped that the leadership of the School Boards Association would have enough political acumen not to let itself get involved in how to raise funds and become a pawn in the political struggle that is the "countywide tax" repeat-

ing, it is not for CSBA to recommend the mode of raising the revenue to meet the needs of our schools. This, by law, is a legislative responsibility that CSBA should not assume.

Members of the Torrance Board of Education believe in supporting an active organization of school boards that will lead the fight for better schools and the equitable support for all schools by the State of California. In this context, the Torrance Board of Education recommended in two recent resolutions a 50:50 minimum support of schools by the State and that the State apportion monies for all future mandatory programs. In addition, the Torrance Board believes that CSBA should take the lead in a direct "to the people" initiative to get adequate school support as the legislature seems reluctant to move in this direction.

It is the desire of our Board of Education to have a string statewide School Boards Association; and, our Board will support such an association to the extent needed. How-

ever, the CSBA should demonstrate an active part in solving the most serious and pressing problem facing California schools, namely, adequate and equitable financing.

It is our hope that we can remain active supporters of the California School Boards Association.

BERT M. LYNN, President  
Torrance Board of Education

### PUBLIC ENEMY NO. 1

The wonder of it is that he remains free to stalk the roadways of California, dealing death to several persons each day, leaving many more a few unmerciful inches from the death that might have saved a lifetime of pain, twisting and disfiguring scores of others. Public suffering permits his continued existence; by your leave does he still dominate the motoring scene, threatening all who venture on the road. The curiosity is — why? Why such staggering indifference to a brutal, senseless killer who last year was involved in or directly responsible for more than 1,500 traffic deaths?

Perhaps because far too many drivers have been cast in this role at one time themselves. Perhaps because the consequences of condemning one drinking driver eventually will mean that all—including you—must be punished.

Yet, it is the drinking driver we speak of here, although the California Highway Patrol and other police agencies have a more descriptive name for him—Public Enemy No. 1.

A misnomer? Too dramatic? Hardly. The most infamous criminals in our history never accounted for one-tenth the deaths that can be attributed to the drinking driver in the span of 365 days. The difference is that the drinking driver comes in many forms — male, female, old, young, butcher, baker, candlestick maker. The drinking driver is so common that we cannot point to a single person and say "He is the one. He killed 1,500 people." But in sum drinking drivers, indeed, are Public Enemy No. 1.

This is a grim title. As individuals we shrug it off — even if we have had a few drinks and are about to get behind the wheel. But as soon as we do this, we, you, anyone begins to fit the description.

Every day, an average of four people die in traffic accidents involving drinking drivers. Shrugging off the image of "Public Enemy" is one thing; shrugging off death quite another. And when death and the image become synonymous — perhaps then it is time to reshape not only our actions, but also our beliefs.

Bradford M. Crittendon,  
Commissioner, California Highway Patrol.

James Dorias

## New Subsidy Angle Wins Plant for Town of 700

Recently an aluminum rolling mill located in Torrance decided to embark on a 50 million dollar expansion project. But the money — and the new jobs and related business it will create — is not being spent in California. Instead, Kentucky is the beneficiary. This disturbing development is part of an inter-state pattern of industrial "pirating" that has been shaping up for some years and is currently increasing in intensity. The little town of Lewisport, Kentucky, with a population of only 700 souls, secured the new aluminum rolling mill by voting a 50 million dollar indebtedness. According to U.S. News and World Report, the Torrance company will build the plant, sell it to Lewisport, and lease it back at rentals which will retire the town's bonds over a 25-year period.

Most states have already set up, or are in the process of establishing, legal machinery to grant various forms of tax subsidies to attract new industry. This year, for example, the Ohio state legislature created a Development Financing Commission empowered to sell bonds to finance industrial expansion. The Commission has not begun to function, however, because its constitutionality has been challenged in the courts. In the meantime, the Mississippi Agricultural and Industrial Board has lured a new

5 million dollar plant away from Cleveland, Ohio, by means of the same formula used in the Lewisport example.

Although the southern states have been most aggressive in pirating new industry, the first guns in the battle were fired in New England. Fifteen years ago, the state of Maine pioneered the "business - development corporation," an agency empowered to sell stock to groups interested in economic development, lending the proceeds to industry for investment within the state. Most New England states adopted some variation of the plan.

The southern states, however, developed a far more powerful tool — the industrial development bond, the benefits of which are summarized by the U. S. News as follows:

Corporations are enabled to acquire new plants without tying up millions of dollars of capital. Interest on the bonds is exempt from federal income tax.

By buying the bond issue, either in whole or in part, companies can draw tax-free income from what actually is an investment in their own business.

The property itself is usually exempt from state and local property taxes.

Like the promoters of a chain letter, the states which get into the act early are likely to be the chief beneficiaries. For by the time all 50 states have adopted industrial development tax subsidy plans, they will all be competing equally again.

## Our Man Hoppe

### Enlist Today, Just for Fun

Art Hoppe

"Where," writes a lady, "do you get all those down-to-earth, common-sense solutions to the world's problems?" Well, frankly, I get them from my friend, Mr. Edgar Guess, The Kindly Old Philosopher.

Take the other day when he off-handedly solved a dilemma baffling our most brilliant economists: how to convert from a wartime to peacetime economy.

As you know, our Congressmen have been demanding a cut in Government spending. "So, okay," says President Johnson, "I will close 33 military bases we no longer need." Our Congressmen greeted this news as you might expect: "Rat fink!" "Treason!" And so forth.

And you can't blame them. Of course, none argued we needed these military bases militarily. But their constituents sure needed the money the soldiers and sailors spend in town. So you see the problem with defense spending: how do we get rid of the defense and keep the spending?

It seemed insoluble. So I called on The Kindly Old Philosopher to inquire if he had the answer. "Well, yep, son, mebbe I do," he said, a-leaning back in his rocker and a-snapping his galluses. "What this here country needs is a Fun Corps."

A fun corps? "That's right, son. If the only reason we keep these bases is to make the local townfolk rich, I reckon we ought to do it up right."

Couldn't we close the bases and spend the money on things like schools and highways? "Well now, son, schools and highways are mighty nice. But they don't appeal to folks the way fighting or funning does. No sir, if we don't need our fighting boys in uniform no more, then we got to discharge them and recruit us a Fun Corps to take their place."

What would be the duties of a Fun Corpsman? "Just what's necessary, son. Getting drunk, shooting pool, chasing girls and the like. But we'll pick a better class of young ones. We'll weed us out the misfits who send allotments back home to the old folks or who tuck away their paychecks for a rainy day. Which sure don't do the local townspeople no good. Yep, we'll have the greatest spending force this old world's ever seen. Nothing but goodtime Charlies."

I said this did seem a down-to-earth, common sense solution as far as our military bases went. But what about our whole defense economy? Like shipyards and ... "Oh," said The Kindly Old Philosopher, "well have a Sea-going Fun Corps too. We'll build us a fleet of Super Fun Ships for cruising just outside the three-mile limit. I reckon them boys will spend their money like drunken sailors."

True, I said. But what about missile building and ... "Son," interrupted The Kindly Old Philosopher. "You got to have faith. It takes a heap of faith to make this old world go 'round. And I got faith in folks. Especially when it comes to them figuring out ways to blow their money on a good time."

I said he'd convinced me. "I did?" said The Kindly Old Philosopher. "Then I'll be arunning down to the Five & Dime to convince Miss Flossie. We all got to be willing to do our part to save the country and she's a mighty willing girl. I hope."

And with a kindly old chuckle, he was on his way.

(Distributed by Chronicle Features)

## Morning Report:

For a while there, President Lyndon Johnson had me fooled. I thought he really wanted to cut down expenses. Three days running, he called for economy throughout the Government.

But when it came to closing shipyards in Boston, Philadelphia and San Francisco - Democratic all - Mr. Johnson said no, siree. Why should he lose votes? After all, President Coolidge, a Republican, maintained Army posts to fight the warring Indians in GOP territory during the Twenties.

What it all boils down to is that each party is in favor of economy in principle. And in practice, too - just as long as it doesn't cost anything.

Abe Mellinkoff

## A Bookman's Notebook

By WILLIAM HOGAN

Herewith a word about "Anatomy of a Scandal," which is by a trio of authors. Clive Irving, Ron Hall and Jeremy Wallington.

The authors of this book, subtitled "A Study of the Profumo Affair," make up a team which specializes in news background. They have lost no time in rushing into print with their wrap-up account of the scandal that so recently rocked their country and splashed over American newspapers.

After giving due attention to the antics of the Misses Keeler and Rice-Davies, and the equally sordid life-story of Dr. Stephen Ward, the authors trace every step in the slow working up of newspaper hints before the story broke, and report in detail all the speeches that were made in Commons and in various trials, sometimes including the exact moment at which the speaker opened his mouth. Even in summaries, names and dates are relentlessly included.

As a record of happenings, this technique might some day assure historical accuracy to students. As reading matter, it can grow exceptionally dull. As analysis and comment it fails, since this thoroughness obscures the chief outlines of the case and the account is inevitably lacking in the perspective that time may bring.

What does emerge is a shocking picture of the apathy, indulgent excess of charity and indifference to possible betrayal of Englishmen in high places. The chief interest of the book is probably for politicians, not for spy-story enthusiasts or students of the dissolute life. Though England and America may contain many from these last two groups, it is difficult to see how even they would not be bored by this unsavory mess.

Anatomy of a Scandal. By Clive Irving, Ron Hall and Jeremy Wallington. Morrow: 227 pp.; \$3.95.

## Quote

RICHARD DYE, Alameda, on President's assassination — "We have to have something like this happen to make us realize that our morals are, and have been, on the downgrade."

DR. EDWARD R. STAIN-BROCK, USC medical school psychiatric chief. — "Urban renewal is fine, but it hasn't renovated personal behavior at all."