

Press-Herald

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A Memorial of Service

"There are men and classes of men that stand above the common herd: the soldier, the sailor, and the shepherd not infrequently; the artist rarely; the scholar still, the clergyman; the physician almost as a rule. He is the flower (such as it is) of our civilization."—Robert Louis Stevenson.

Those words penned by one of America's outstanding men of literature might well be taken as a reflection of the thoughts of an admirably large group of persons throughout this community and others whose lives have been touched by a physician we mourn this week.

To many people, Dr. John W. Beeman, a prominent Torrance physician for 30 years, was the symbol of hope for continued health. To others he was the man who ushered them into this world. In many families, he was ushering in a second generation before the cruel sword of malignancy cut down his own life.

To members of the Rotary Club he was a friend and fellow toiler in the community projects sponsored by the club. To many of them he doubled as a family friend and physician.

To members of his own profession, doctors and nurses, he was a friend and a leader. He has served as chief of medical staff at Torrance Memorial Hospital and at his death was treasurer of the hospital's board of directors. A capital fund memorial has been started in his name at the hospital, a fund which will enable the hospital in which he practiced for 30 years to offer added care to the sick. Such a memorial, living on after his death, carrying on the work of healing to which he devoted his life, would please Dr. Beeman.

OTHERS SAY:

Key to Education

As educators view the terrifying and almost hopelessly difficult task of trying to educate all of America's children for a complex social and technical world, they are realizing that the best tool at hand is an old one: The printed word.

Advances in communications have made television and other forms of visual aid part of the teacher's tool kit. The new methods are often helpful, for they make it easier for the pupils to grasp difficult ideas and to progress much faster in many fields than their parents could.

However, the basic tool of education is still reading. Renewed stress is being placed on it by educators today, as preparation both for academic and vocational training.

This point was made again at the convention of the American Association of School Administrators in Atlantic City. Calvin Gross, superintendent of the New York City schools, was talking about the problem of educating children from the slum areas. The solution, he declared, is a simple one:

"Teach reading to boys and girls in the slums. If they don't learn to read on schedule, they will never learn anything else.

"We have to be almost cavalier in the time we devote to reading. There will be a recommendation before long which will say don't teach children in the slums anything but reading for a whole year."

His advice is just as applicable to the nonslum children as to the so-called culturally deprived ones. Reading—the ability to understand what others are trying to communicate—is just as important to the young genius starting on the path to a Ph.D. as to the youth hoping to become a skilled artisan.—Palo Alto Times

All is not gloom on the high school dropout front. It is four-fifths gloom, but there is one family hopeful sign that deserves recognition.

Few people realize that the dropout rate has been falling steadily for years—and the trend is continuing today.

Dr. William McCreary, chief, Bureau of Pupil Personnel Services, State Department of Education, documents this trend with the following California statistics:

- One out of three students quit high school before graduation 10 years ago.
- One out of every four fails to get a diploma today.

A similar trend is pinpointed by national statistics: for every 1,000 pupils entering the 5th grade in 1924, 302 graduated from high school in 1932; for every 1,000 pupils entering the 5th grade in 1954, 636 graduated from high school in 1962.

These figures represent substantial progress and they should be so recognized.

Why then is the dropout crisis of only recent vintage when the rate was far higher years ago?

The answer is indisputable:

As automation expands, the demand for better educated workers grows. More and more dropouts become excess baggage to the economy even though their percentage of the total potential working force is constantly being reduced. The demands of automation are outstripping the school's efforts to keep up.

This, in a nutshell, is the real meaning of the dropout problem.—Educational News Service



From the Mailbox

'Study Now, Pay Later' Bill Before Legislators

Editor, Press-Herald

A unique "Learn, Earn and Pay" plan, designed to take some of the strain off the State's General Fund and make more tax dollars available to local districts, is the basis of Assembly Bill 600 which I recently introduced in the Assembly.

As a legislator who has served for 18 years on the Assembly Education Committee, I am convinced that some way must be found to solve the problem of increasing state support of our public school system without further increasing taxes. The home owner already is overburdened with property taxes to support his local schools. He cannot be expected to assume any further load.

These are some of the thoughts behind my introduction of AB 600. This bill, when enacted, would establish the means whereby anyone, regardless of economic circumstances, could attend a state college or the university by reimbursing the State for the cost of his instruction only — after he begins earning sufficient income to do so.

I fully appreciate the fact that society as a whole benefits from an educated citizenry. California's justly renowned public education system has helped to boost the average income of our people to one of the highest in the nation. However, it is the individual receiving the benefits of a state-supported college education who gains directly through an increase in his lifetime potential earning power. For this reason, and because the State of California faces a financial crisis in meeting its obligation to support our grade schools, high schools and junior colleges, it is my strong conviction that those who attend the state colleges or the University of California should begin to share the instructional cost now being met from the state General Fund.

AB 600 would permit the student, under certain conditions, to defer his tuition by signing a note each school term covering the cost of his instruction. Upon leaving college and attaining an annual taxable income of more than \$4,000 he would begin to reimburse the State.

This plan has the merit of avoiding any additional financial load on students' parents, for the reimbursement obligation would fall on those receiving the educational benefits, but only after their earning capacity made it possible for them to make reasonable payments.

In time, the entire plan would make available enough money to reduce the drain on the state General Fund for support of the colleges and university, thus freeing more state funds for support of local school districts.

On request I will be glad to send you a copy of this bill as well as a "fact sheet" pointing out the pertinent facts relating to this proposal. Send your request to me addressed to the Assembly Post Office, State Capitol.

John I. E. "Bud" Collier
Assemblyman, 54th District

Editor, Press-Herald

State Senate Bill 417 introduced by Senator McCarthy prohibits operation of any school bus not equipped with safety belts for each passenger and driver.

Those of us with school age children should write to Senator McCarthy for information on this bill and let him know of our support of his bill. The Torrance Junior Woman's Club voted unanimous support of this bill.

Mrs. Richard Rankin
Safety Chairman
Torrance Junior Woman's Club

BOOKS by William Hogan

Take the Offensive in The War of Propaganda

This book is a primer on, ordinarily, "The Strategy of Persuasion," by the Chicago advertising executive Arthur E. Meyerhoff, is not the kind of book I would reach for instinctively. Considerable talk about it in both business and government communities has been reflected in widening book sales, however.

The fact that Eugene Burdick, political scientist and novelist, contributed an introduction to Meyerhoff's book, and respected political observers Harry and Bonaro Overstreet contributed a foreword, lured me into this curious and certainly audacious plan for attack in the ideological war between the United States and the Communist world.

This veteran and accomplished advertising counselor sees America on the defensive, as a political and do-good force, all over the world. With all the good-hearted intentions in the world we are in trouble just about everywhere. Meyerhoff suggests we blanket the earth with a vigorous "selling message," directed smack at the market we are trying to reach.

It's all a matter of psychological warfare; of propaganda, of sales technique. What is going on now in the USA, (or instance) seems to him maladroit, bumbling bureaucracy. Why not employ skilled persuaders, i.e., the best advertising brains, where they can be effective. That is, in the government—in a Department of External Relations, to be headed by a top advertising administrator of Cabinet rank, directly responsible to the President.

Meyerhoff traces the history of propaganda. He finds that ours, in the international arena, is mighty inept. Why this should be so in an economy that was practically created by big advertising, he can't imagine.

Are we afraid of effective propaganda? "What else was the persuasive St. Paul as he promoted the cause of Christianity in his epistles?" Shall we fight now? Yes, but through a program of persuasion rather than with weapons and certainly a strong apolo-

HERE AND THERE by Royce Brier

Winston Churchill: He Had Courage to be Great

As happens to such men when they die, Winston Churchill undergoes an analysis of his greatness. Every editorial about him, every interview with his associates across the world, seeks out his traits, and endeavors to fill in a jigsaw puzzle.

All speak of him as the greatest man of "the age," an indefinite term meaning perhaps this century. For Americans it probably goes back to Abraham Lincoln, nor have Britons seen his equal since 1865. Have they ever seen his equal?

You have to wait a century at least to learn how he settles into history. Historical crises are tricky. We thought we had not seen Washington's equal as a leader of men until Lincoln appeared. Sixty years ago it was fashionable, even in America, to idolize Gladstone.

What is greatness, anyway? Napoleon and Hitler were alike in their extraordinary capacity to subject other men to their wills, though Napoleon lacked Hitler's maniacal malice.

Churchill of course did not resemble either of these men, nor yet Lincoln or Washington. He may have lacked Lincoln's magnanimity, though he had Lincoln's stubborn adherence to a greater right while brushing aside lesser wrongs. Most of the current analyses mention his imposing personality, and his masterful use of language as a weapon

against the prevailing evil of the day. In this he had no match in the memory of living men.

His courage in the face of gigantic odds is noted in all present estimates, but such courage is not at all uncommon in historical men. Jefferson Davis had it.

It would seem, then, that courage against high odds in the historical man, who would reach greatness, must be coupled with an inner sense of where he is going, and why. It is not enough to defy fate when all about you despair, as Jefferson Davis was doing 100 years ago these days, and as Winston Churchill was doing 25 years ago this summer.

Many an Englishman defied fate with Churchill, soldiers on the Dunkirk beaches and lone pilots in the Battle of Britain. Like Churchill, they had no choice.

But what to do when you have a choice? All his life Winston Churchill had scorned revolutionary causes. So in June, 1941, Hitler attacked the citadel of communism. This confused tens of millions of free men, as it was intended to do. But it did not confuse Churchill for one moment. He said, in effect, whoever marches against Hitler, marches with us. He could have made it equivocal, and he didn't. In twenty ringing minutes he galvanized the world. It may have been the most significant human act of modern times, and it lighted the road to greatness as a thunderbolt lights the dark landscape.

Our Man Hoppe

Even a Crisis Has Its Price

By Arthur Hoppe

Once again the world shudders in crisis. Once again our leaders have led us to the brink. Who knows at this time what the cost may be? I know. This time it cost me \$42.37.

This is due to the little-known law governing the conduct of ladies in a crisis. In the past 15 years we've had 17 major crises and a host of minor ones. In each case all ladies everywhere, as far as I know, have reacted identically. It's incredible. Take, for example, this most recent Vietnam crisis.

"Are we at the brink again?" inquired the lady I know best, viewing the ominous headlines with suspicion. Well, I said, depending on Ho Chi Minh's reaction to our raid on Dong Hoi in retaliation for the Viet Cong's attack on Pleiku. . . .

"You mean it just could wind up in World War III," she said with that keen instinct ladies have for cutting through nonsense. "At any minute, the nuclear bombs just could blow us all to smithereens?" Well, I said, anything's possible.

"I thought so," she said, with a look of resolve. "Then I better go buy that Duncan Phyfe table."

That's the law. Whenever the world is about to come to an end, ladies invariably submit to an atavistic instinct to buy something, preferably for the house. Before it's too late. And if the civil defense sirens ever wail in earnest, I advise against taking shelter in a downtown store. You could get crushed to death.

But, as always, I tried to be reasonable. I settled in my leather chair (which commemorates the first Berlin crisis), turned down the record player (a souvenir of the U-2 incident), and put my feet up on one of the twin milking stools (Quemoy and Matsu). I began the reasonable discussion by saying she was being ridiculous.

"But it certainly doesn't make any sense," she said, sitting on the couch (Cuban missile crisis), "to get blown to bits with money in your checking account."

Perfectly true, I said, taking a cigarette from a rosewood box (a family heirloom dating from Sarajevo). But the situation wasn't that grave. At the most it was worth only a new orange juice squeezer. And, if you included the threats by Peking, perhaps a few table mats. For the odds, I said firmly, were definitely against this crisis escalating into a nuclear war.

"That's what you men have been saying for the past 15 years," she said. And we've always been right, I said. "Yes," she said triumphantly, "but sooner or later you're going to be wrong."

You can't argue with that. Sooner or later . . . but ah, well, I like the new table. And as long as our leaders seem determined to have us live permanently on the brink, we might as well furnish the place comfortably.

But I do feel I should warn them that I've just had an estimate on wall-to-wall carpeting. And, gentlemen, while I don't know how long the world can go on surviving, I do know that another crisis is more than I can afford.

Quote

"As I would not be a slave, so I would not be a master. This expresses my idea of democracy. Whatever differs from this, to the extent of the difference, is no democracy."—Abraham Lincoln.

"To be seventy years young is sometimes far more cheerful than to be forty years old."—Oliver Wendell Holmes.

"There can be no greater error than to expect or calculate upon real favors from nation to nation."—George Washington.

"It ought to be the happiness and glory of a representative to live in the strictest union, the closest correspondence, and the most unreserved communication with his constituents. Their wishes ought to have great weight with him; their opinion high respect; their business unremitted attention. It is his duty to sacrifice his repose, his pleasures, his satisfaction, to theirs; and above all, ever, and in all cases, to prefer their interests to his own."—Edmund Burke.

"Freedom is an indivisible word. If we want to enjoy it, and fight for it, we must be prepared to extend it to everyone, whether they are rich or poor, whether they agree with us or not, no matter what their race or the color of their skin."—Wendell Willkie.

"A ship is always referred to as 'she' because it costs so much to keep one in paint and powder."—Admiral Chester Nimitz.

"We shall not flag or fail. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."—Sir Winston Churchill.

"Older men declare war. But it is youth that must fight and die. And it is youth who must inherit the tribulation, the sorrow, and the triumphs that are the aftermath of war."—Herbert Clark Hoover.

Abe Mellinkoff