

A Giant Step Toward Peace

The Navy launched the atomic-powered submarine Nautilus at Groton, Conn., last week and one observer on the scene described it as the first step in building an atomic anything that wasn't meant to explode.

as the Nautilus. It will probably be some years before either of them comes steaming (or whatever it is atomic subs do) into the San Pedro Harbor for us to get a look at.

The World Agriculture

The United States Department of Agriculture recently reported that world supplies of food and fiber were at record heights. The past agricultural season was described as the sixth consecutive one in which farm production exceeded the pre-war average.

partment of Agriculture to limit U.S. crops to amounts which can be disposed of. An interesting part of the latest Department report is the estimate that production has increased in all parts of the world, although the rate of increase in Eastern Europe and the Soviet Union is estimated to be a lesser one than in other areas of the world.

DuMont On Color TV

Allen B. Du Mont, President of the Allen B. Du Mont Laboratories, Inc., recently speculated that perhaps 50,000 color TV sets would be produced in 1954. He noted that the limitation was the expensive color tube. This tube alone carries a retail price of about \$300.

accurate than estimates made by those not in the trade itself, although we are inclined to believe that new developments may speed up the introduction of color TV. If new developments do not lower the cost of color production this year or early in 1955, and if production does not exceed expectations in the next fifteen months, then we agree with Mr. Du Mont that color sales will not constitute any significant volume.

The \$300 tube provides a picture comparable in size to a twelve and a half inch black and white television receiver. With such a tube, it is estimated that the cost of a color set would be between \$800 and \$1,000. Du Mont says the cost will be this high because of a bottleneck arising from limitations on production.

It must also be realized that few people will be content with twelve-and-a-half-inch screens, especially since 21-inch and even 24-inch screens are today very popular. Thus, while the Average American consumer might seek color television in 1954, it appears that it will be 1955 at least before he has much opportunity to buy larger screens, and maybe 1956 before he can buy them at reasonable prices.

New Chamber President

Paul Loranger, past president of the Torrance Kiwanis Club and a leading Torrance businessman, will take over the reins of the Torrance Chamber of Commerce this evening.

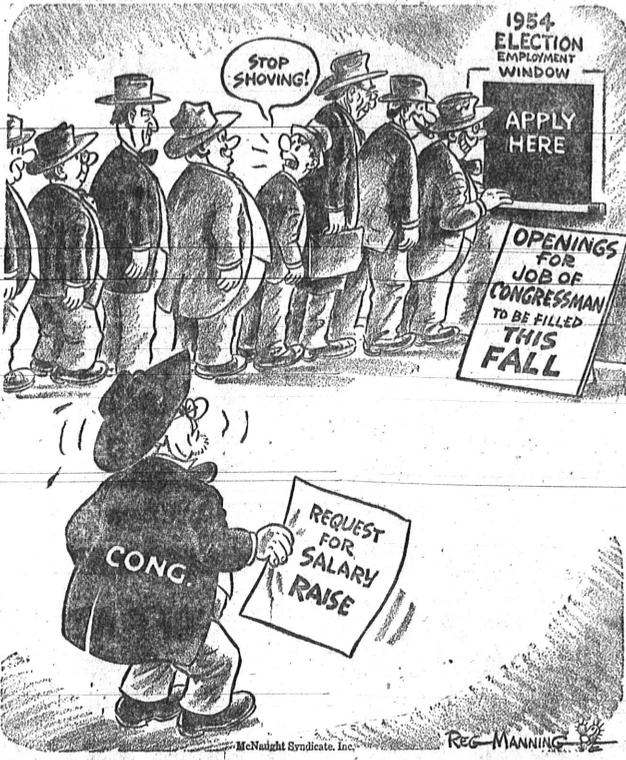
1953 Auto Production

Figures for last year show 6,150,000 passenger cars and 1,200,000 trucks rolled off the assembly lines. This total was second only to the record production of 1950, when output was some 700,000 units higher.

Final 1953 figures show the retail market for new cars began to decrease shortly after the middle of the year, but the three major producers continued to produce and distribute cars at near-record volumes throughout the remainder of 1953. General Motors produced 2,800,000 cars during the year; Ford built 1,550,000; Chrysler built about 1,125,000.

Estimates of sales in 1954 vary, but the trade does not expect production to match that in 1953. Because new models have been out a short time (some are just coming out), the competitive picture has not yet developed any trend in 1954. As we have suggested before, the best way the industry could stimulate sales is by reducing prices. This would allow greater production and enable the companies to accept a smaller unit profit.

With the automobile having become almost a necessity in the American way of life, the key to greater sales is still found in the same principle that produced the first mass-production facilities in the United States, the principle of selling more cars at lower prices, reducing unit profit but increasing the gross profit.



Kids Facing More Double Sessions

Although thousands of dollars have been poured into the Torrance school building program, double sessions still will be necessary next year to accommodate all the school children in the area, Superintendent of Schools J. H. Hull said this week.

In a report on the school building program, Hull stated that the school district has run out of building funds and will not be able to start any more schools until additional money is voted or an appropriation is received from the Federal Government.

The Board of Education is developing what schools it has started, with the money available, but no new projects can be undertaken to further the school housing program until more money is available, Hull's report said.

Local voters will be asked to approve a \$3,000,000 bond issue on March 9 and this money, if obtained, will enable the Board to construct more schools to catch up with the huge increase of school-age children here.

The following figures in the Hull report on school building include contractors' costs, architects' fees, miscellaneous fees, site costs, and total cost of site development. The figures represent the complete costs of building and equipping the schools indicated, Hull reported.

Table with columns: School, Total cost complete. Rows include Torrance High School Addition, High school bleachers and athletic field, and various elementary schools.

THE SQUIRREL CAGE

BY REID BUNDY

Did you notice where this Picher, Okla., banker got carried away with the holiday spirit when he made up his annual balance sheet? Seems Ralph Chambers, who had been a banker for 40 years, felt that he, like other bankers, was in a rut. So when it came time to make out his annual report, he did it this way:

Ralph Chambers, a banker for nearly 40 years and a "little tired, of the rut we bankers get in" has punctured the dignity of his bank's 1953-balance sheet.

With tongue-in-cheek, Chambers sent this report as of Dec. 31 to stockholders of the First State Bank of Picher and to State banking authorities:

OWNED Cash here and there... Deposits doing... Total assets... Do you know of another bank with more ready money than total deposits? (Anyway, we can now save the examiners.)

An official of Oklahoma's bank examiner's office wrote Chambers, after seeing the report: "I'm coming up there and see if you can sass me."

War for Freedom Turns to Words

WASHINGTON, Jan. 27. — The worldwide contest between the United States and the Union of Soviet Socialist Republics, which has at times involved open military operations, is slowly settling down to a war of words and intrigue and infiltration.

The thought is becoming pretty general in both Washington and (reportedly) Moscow that the U. S. and the U. S. S. R. had better avoid further serious military clashes. The United States is not likely to limit its retaliation against aggression next time and therefore any new incident could mean a new world war.

The history of Communist rule in Russia shows the Reds are cautious to a surprising degree when the question is one of precipitating a major war. That is still their watchword. The Russians encouraged the North Korean attack on South Korea in 1950 because they thought: 1. The U. S. had written off South Korea as outside the strategic defense area of U. S. forces, and 2. They thought the United States would not interfere even though North Korea's attack was open aggression.

Those calculations proved wrong and they have made Russian leaders more cautious, not less cautious. The Korean War was a costly one for the Reds. They lost a million soldiers which they could afford to lose, but they also lost tens of thousands of motor vehicles and other mechanized equipment, which they could not afford to lose.

Worst of all, they stirred the United Nations into mobilization and rearmament. Now, in 1954, that U. S. rearmament is about completed. Respecting strength as they do, and seeing what the United States did in South Korea even when not prepared to go into action, the Russians are less inclined to touch off incidents that might cause wars.

They are giving in slowly on some issues, such as the return of 186 naval vessels to the U. S. S. R., sent the Reds under lend-lease and they are showing some signs of turning their thinking to domestic affairs rather than international aggression. Premier Malenkov, for example, has shown much interest in improving living and working conditions for the oppressed and miserably-housed Russian people than has been evidenced by a Russian leader in twenty years.

Many Americans think he is acting to forestall serious unrest in his country. Whatever the reason or reasons, the United States and the USSR have their own domestic problems and both countries realize the other possesses considerable military strength, and atomic bombs. The U. S. S. R. also possesses even more destructive weapons.

The contest between them, then, seems to be settling down to a long, drawn-out struggle for advantage. Peace prospects are improved because the United States position is no longer one of military weakness.

Curiously, this new strength, which has slowed Soviet aggressive design, is causing some key U. S. allies in Europe to turn toward Russia in their political orientation. France, for example, is using this lull to see if she might work out a rapprochement with the U. S. S. R. which might also stop the fighting in French Indo-China.

The French are also afraid to rearm Germany, despite assurances from the United States and Great Britain. And they desperately want the Indo-China war ended. Russia can see to it that fighting there is terminated and the French hope that in return for pledges of friendship in Europe, (which could include a secret agreement not to rearm Germany) Russia will consent to stop the Far East war.

The catch to that arrangement is that it involves a realignment of French foreign policy affecting the United States. The United States has furnished the money and technical aid to rebuild France from the devastation of World War II. Now that our aid is so sharply cut the French feel more inclined to warm up to Russia than they have in seven years.

It will mean a break with U. S. policy and may cause sharp disagreement in French political parties and the Chamber of Deputies, but the temptation has some Frenchmen leaping pretty far to the East.

Advertisement for Polio Prevention with text: WHY THE MARCH OF DIMES NEEDS 50% MORE IN '54. LARGER GIFTS FROM EVERYONE NECESSARY TO FINANCE FULL PROGRAM PLUS POLIO PREVENTION. Includes images of a child and a money bag.

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