

# EDITORIALS

## Torrance Booms

Both in number and dollar volume, building permits during the first six months in Torrance exceeded records for the same period in 1953, according to figures just released by Walter C. Bradford, senior clerk in the city's busy building department. Here again is proof that Torrance is on the march at a pace that will make it pre-eminent among the business and industrial communities of the entire Southern California area.

During the period just ended there were 1665 permits issued for new homes as compared with 1537 for the like period in 1953. This year's home building expenditures total more than \$17,000,000 as compared with approximately \$15,500,000 for 1953. Furthermore, there is nothing to indicate that the pace will slow in the coming months and all signs point to a new record.

A principal reason for this spectacular growth is unquestionably the excellent facilities for employment in the Torrance industrial district. Another reason, and one not to be considered lightly, is the excellent climate. Add to this the fine facilities of a well developed community life, and proximity of beach and other recreational areas, and we have a total picture unmatched by few communities in the entire nation.

Such growth is straining the capacity of municipal government and is testing the quality of community leadership. Certainly the community can no longer think in terms of ten years ago, or even one year ago. There must be long range planning. Every decision made today must be predicated on whether it will stand the test of inevitable growth within the next ten years. Makeshift planning and short-range thinking will lead to confusion, waste and disappointment.

## Our City Dirt

At the risk of being labeled unreasonable, we humbly suggest that something ought to be done about the dust and debris that gathers in vacant lots in downtown Torrance and is whirled about by capricious ocean breezes to finally settle in the stores and offices of otherwise tidy business men and merchants. City street cleaning facilities seem to be adequate, and most business and retail establishments seem to be tidy; but, still, the downtown community lacks the quality of cleanliness.

Perhaps we are all guilty of the act of sweeping our dirt into the streets. Perhaps there are landowners who give their vacant property no more attention than is demanded by the annual real estate tax bill. Whatever the situation, let's all try to do better.

Here's a thought for any Torrance merchant who is fainthearted about supporting the proposal for parking meters. A Virginia bank, to accommodate customers who needed small change for the parking meters, put a bowl containing \$5 in small change in the lobby of the bank and invited them to make their own change. Far from being short at the end of the year, the bowl was 69 cents over.

One of our new Torrance friends says he spent the first two days of the July 4th holiday in Reno, Nevada. In addition to discovering there is no known way of beating the slot machines and the crap tables, he learned that Reno is farther west than Torrance.

Continuing our remarks made the other day, on the concern felt by certain organizations over the reading habits of our youth, our country has 7,500 public libraries and 1,450 high class book stores, far too few of each according to intellectual leaders. But we do have 116,000 newstand outlets in drug stores, bus stations and liquor stores which sell millions of comic books and pulp novels.

Those who say there are fewer job opportunities today, than a few years previous, ought to consider the facts of life as revealed in the vital statistics that about two millions of young Americans become available for employment, while roughly 1,500,000 die or become ineligible for employment each year. This may account for some of the disappointment some of our Torrance young people have encountered this summer in their quest for short-term jobs.

Despite the fanfare over TV there still are four times as many radios in use in the United States as television sets. This ought to be genuine encouragement to the lads who boldly are trying to establish another radio outlet in this territory.

## The System Works

In a speech delivered before the annual state convention of the Disabled American War Veterans at Santa Rosa Friday, Director of Employment William A. Burkett related how the unemployment insurance funds are functioning and sounded a note of hopefulness when he said that requests for aid were on the decline.

California's unemployment insurance system paid out \$74,000,000 in the first five months of 1954 to persons who were out of work. The average payment has been about \$23 a week, not a large amount at present prices, but enough to help bridge the gap until another job becomes available. Practically all the money went for food, clothing, housing and other necessities, Mr. Burkett stated to the veterans.

Now the summer upturn in employment is underway and insurance payments are on the decline. Demand for farm labor exceeds the supply and non-farm employment is 4,000,000, a formidable figure in this section of important agriculture economy.

It is evident, according to Director Burkett, that the state is adjusting itself to the transition from the job peaks of the Korean War to more normal peacetime positions. Boom conditions are lacking, but the general economy is stable.

If \$74,000,000 of unemployment insurance checks had not gone out to citizens from January through May, individuals and business as well would have felt the late winter pinch much more severely. And it is an encouraging thought that the unemployment insurance fund, after meeting this demand, goes into the summer with a balance on hand of more than \$807,500,000. Such a reserve is a valuable economic stabilizer.

Looking ahead, the director believes California's unemployment insurance system now offers greater protection to workers who become involuntarily employed and, therefore, will have even higher value as a stabilizer of purchasing power. The new \$30 maximum for weekly payments, an increase of \$5 over the previous maximum, became effective July 1, and was the result of direct action on the part of Governor Goodwin Knight. Under this new schedule of benefits there will be approximately \$18,000,000 more available during the next 12 months for insurance claimants. This substantial addition to the buying power of temporarily jobless workers is certain to flow into the normal channels of trade with highly beneficial results, Director Burkett believes.

This situation represents a highly desirable position at this time and indicates that these all important unemployment insurance funds are in a good stewardship. It must be realized, however, that any weakness in administration of these vast funds can lead to serious consequences. Every worker should regard jealously the stake he has in this fund which his labors, and the important contribution of his employer, have built up. Every chiseler, every individual who does not deserve unemployment insurance must be regarded as a thief who, if unseen and unexposed, is helping to undermine the whole system.

## Protect the Merchants

There are rumblings and threats to increase the present city sales tax from one-half to one-percent. This is a serious matter and one that should have the most thoughtful consideration on the part of the city council.

Torrance retail merchants have been subjected to certain inequities that have removed them from full parity with others in surrounding areas. These other areas constantly compete for Torrance dollars and the city administration should as constantly be on the alert to help local retailers keep this business at home. Any advantage, accruing from the present one-half cent tax, should be maintained and other means sought to acquire extra municipal revenue which is admittedly needed.

From here on in the whole attitude of the community should be to help rather than hurt the development of Torrance as a trading center. It is to the benefit of all that the present shopping area be expanded and encouraged. The whole program should follow a policy of helping, not harming, those merchants who are striving to help Torrance keep up with its phenomenal growth.

## Independence Is Wonderful



## Criswell Predicts

### An Accurate Glimpse of the Future

Criswell will answer your questions if you will write him in care of the Torrance Herald, signing your full name and address. Only initials to be used in the answers which will appear in notation as received and as space permits. There is no charge for this service. Write Criswell Predicts today!

### YOUR HEADLINES OF THE FUTURE:

Storms batter great lakes areas with fierce velocity! . . . New process found for aging cheese in much shorter time! . . . Women's Christian Temperance Union shows new strength in coming elections! . . . Transportation strikes paralyze vacationers! . . . Forest fires grip great Northwest! . . . Terror strikes South American coast over fire meteor! . . . Noted news commentator found dead in bed! . . . Italian and German styles dominate Winter Fashion Show in New York! . . . New method found for pouring bridge construction under water! . . . Revolt feared in Canal Zone over new Communist infiltration and union strikes! . . . American Medical Association cracks down on fessling and x-ray racket! . . . Famed Hollywood actor in spectacular suicide! . . . Hundreds flee flash floods in Texas and Oklahoma! . . . Noted Editor deported as alien!

### A VERY FAMOUS PREDICTION:

When Edward Bellamy in his now famous book of predictions titled "Looking Backward" first published in 1888 and written perhaps many years earlier, old about, and we quote "The world will be subjected to a baptism of fire, which will destroy all records and histories of our times, so that the civilization of 1900 will live in ignorance of unemployment, want, poverty, ill-health, scarcity, warfare and friction!" Edward Bellamy has been as accurate to date, does he imply that "this baptism of fire which will destroy all records and histories of our times" will come from outer space? Will this be the collision of the worlds which our bolder scientists and astronomers fear? Let us wait and see!

### JUST FOR YOU GIRLS:

Nylon wigs will be the fashion in 1955! Yes, these wigs will cost you only ten dollars each and you cannot tell them from real hair. You can have three or four shades in three or four different hairstyles to suit your mood or your costume! . . . Your reading habits will greatly change in 1956 due to a coming demand for "correct" information and definite statements. Many of the large magazines for women only have found that many of the articles and stories purchased three years ago for later use will now be useless, for you women demand a much better class of writers and words! . . . Off-the-shoulder garments will find great favor in the coming three years. On the crown of one shoulder you will wear a beauty mark either in the shape of a butterfly, a beetle, a ship, a star or tiny action figures of women being chased by men. Now don't say you won't because you will! . . . You women will become expert managers of large properties in the very near future for banks and investment houses, for a test will soon be made to your efficiency and it will be found that you take more of an in-

terest in the tenants than do men, plus your natural intuition helps to take care of a situation before it actually arises! . . . You girls who watch your figures will find that you will be able to eat a new type of chicken or beefsteak pie made with barley and whole wheat flour without adding to your waistline or other measurements! . . . Bright green eyeshadow will be the rage this fall!

### FOR PEOPLE AND PLACES:

Ivan Tors: Your authentic film on "Flying Saucers" will win the National Scientific Award for 1954! . . . Foz, Morocco: You can expect Arab uprisings and border conflicts by late September! Ring Lardner: You will be a best seller with your memorial edition soon to be off the presses of your pithy remarks on American politics and customs for the past fifty years! . . . Sedalia, Missouri: Expect the world's largest for a large canning factory will soon locate in your area! . . . Dr. Robert Oppenheimer: You will be recalled to testify on new evidence to be uncovered! . . . Portland, Ore.: You will be considered for the west's largest air landing field! . . . Admiral Radford: Your interviews with the press will be completely printed and it will shock the American public! . . . Washington, D.C.: You will assume a new importance to the world after Aug. 10th! . . . Stenographers: A new type of dictation machine with controlled speed will soon be used in offices which will speed up the cumbersome method now in operation! . . . Shreveport, La.: You will be tested by the Advertising Association of American the typical Southern City of your size! . . . Secretary of Agriculture Benson: Your new plan for rural America will be wholeheartedly accepted! . . . Philippine Islands: Your new ruling on the prohibiting of business licenses to aliens will strengthen your present economy! . . . Peggy Hopkins Joyce: Get ready for the richest marriage of your career! . . . Toronto, Canada: You will be the scene of a World's Fair in 1955!

Dear Criswell: I have lived in a trailer for several years and found it quite comfortable, for there was just the two of us. Now my husband has his brother and family living here also. For a while it was all right, but the trailer is much too small for six people. I thought it was temporary, but his brother says nothing about leaving. I'm worn to a frazzle and have considered leaving them stew in their own broth. Will I be making a mistake? Agnes Dep.

My dear Agnes: Do not let anyone drive you out of your own home. Tell your husband that he must insist his brother and family seek other quarters. They have been using you, and it is time this was stopped. Your brother-in-law has enough money to pay rent, and if he enjoys trailer life

let him rent a trailer of his own.

### Dear Criswell:

I think my husband purposely breaks his bones to keep from working. For the past nine months he has been bedded down with a broken wrist, sprained ankles, twisted neck, cut fingers and mashed toes. Once I saw him deliberately miss a nail and smash his finger with a hammer. Two more weeks of laying around. I am a workaholic woman but desire to give up my job, and am afraid to do so for he just doesn't seem willing to work. Am I doomed to a life of servitude? Leona L.L.

### My Dear Deona:

You have worked much too hard for this man, and I suggest you give up your job and refuse to find another. He will be forced to look for work, and realize that he can no longer lay around like he has. This man is extremely lazy and the things he has done to keep from working are shameful.

### Dear Criswell!

These people are trying to sue me over the accident. How will the case turn out? Victor S. 1213

### My Dear Victor:

If you were not under the influence of liquor, as you state, at the time of the accident, your case would be a much easier one. Inasmuch as both you and the driver of the other car were drinking at the time, you will probably both have to pay the damages to the property owner. Gasoline and alcohol do not mix, and this is indeed a most expensive lesson for you.

### Dear Criswell,

I usually don't care what my roomers do, for I am only interested in giving people a place to live, but this new man in the room at the end of the hall is really giving me some worry. He's bringing strange women into the house and they giggle all hours of the night. Two of my women moved out without telling me why, but I'm sure it was something he did. He pays his room rent very on time, and is very clean, but do you think I should keep him? Mrs. D.A.O.

### My Dear Mrs. D.A.O.:

I do not advise you to keep this man in your house, for he is not helping to maintain the respect you have been noted for. While he is there you will only attract the worst element and it will be to your benefit to ask him to leave.

Eva E 1101: Rest more than you have, for you are overtaxing too much for others who do not appreciate it. Let your son-in-law take care of himself, for you have been much too tolerant.

## AFTER HOURS

By JOHN MORLEY

### LIQUOR ADVERTISING NOT IN THE PUBLIC INTEREST

This reporter was once advertising manager of a national corporation and for years wrote and supervised millions of dollars of advertising. Which is to say, he believes in advertising and the part that good advertising plays in the dynamic system of American free enterprise and free competition.

The recent position of the American Newspaper Publishers Association (ANPA), which comprises some 90 per cent of total U.S. daily newspaper circulation, that "it should always be legal to advertise anything that may be legally sold" is a dubious oversimplification of the responsibility of advertising, and certainly one which requires closer scrutiny and consideration by the advertising fraternity, the newspapers and the public.

The ANPA is protesting contemplated action by Congress which might eliminate, or drastically curtail advertising of alcoholic beverages. Their theory is that any legislation which restricts advertising of legitimate commodity to the public restricts competition and tends to create a monopoly in the hands of the manufacturer. They claim that advertising of such beverages tends to increase their quality, and provides advantages and safeguards to the public. No one can deny there are some advantages in advertising alcoholic beverages. But there are also some important disadvantages which are not to be found in other products which can be "legally sold."

The whole premise of the ANPA objection to curtailment of liquor advertising is based on their position that "so long as the sale of liquor, or any other item, remains lawful, its advertisement is in the public interest." This is a quotation from their recent advertisements in newspapers all over the country over the signature

of Mr. Cranston Williams, general manager, ANPA. This position of ANPA, the anything which can be legally made and sold should be advertised, openly and freely suggests that, for example, slot machines and other such items which are "legally manufactured and sold," should also be freely advertised. It does seem contradictory, for example, for the Congress to allow the manufacture and sale of slot machines, but considers the "operation" of slot machines illegal. The Congress gives the right to manufacture and sell a slot machine, but it makes it illegal to operate it. This is, of course, a flagrant contradiction and should be corrected by Congress. But to correct them would be even worse.

Like movies, "For adult only" and "No minors allowed" in taverns, there should be restrictions on advertising certain products that reach an uncontrollable cross-section of young and old. Advertising in finances purchase and use. There is nothing "distinctive" about a prominent personality holding a glass of whiskey, but the teenagers may be convinced by repetition and frequency of attractive advertising that it is "smart" and fashionable to drink.

It appears in the public interest that whiskey advertising should be curtailed and controlled more, not less and the ANPA and the newspaper will increase the esteem among the public hold for them if they meet this responsibility head-on as public service, if not as guardians of good advertising.



## LAW IN ACTION

### HABEAS CORPUS

Produce the body! That in effect is what a writ of "habeas corpus" demands of a sheriff or jailor. That means. Bring the prisoner to court on a valid charge or turn him loose.

Habeas corpus has long been a standby of the "who-done-it" writer, but it has been a standby for us and our liberties for a much longer time.

In old times, the king or tyrant could jail you on whim, with no chance of a day in court. No one dared to question him.

In 1215 the English barons had taken all they could stand from King John. They demanded his written guarantee of their rights—the Magna Carta. Among their rights, they wanted the right to a day in court.

The English Petition of Rights asked for habeas corpus in 1228. It said, "no man should be put in jail or held without cause shown to which he may answer according to law."

The Habeas Corpus Act became law 51 years later.

Our State and national Constitution say that "the privilege of the writ of habeas corpus shall not be suspended, unless

when in cases of rebellion or invasion the public safety may require it."

Let's see how habeas corpus works.

Suppose a policeman arrests and puts you in jail. You have the right to be brought to court for a hearing. In court the judge should tell you of the charges against you and your rights to counsel and a fair trial.

But what if you don't get a hearing—in a reasonable time. Then somebody is unlawfully taking away your freedom. So you, a friend, relative or your lawyer may go into court and get a writ of habeas corpus for your behalf.

The writ commands your jailor to "produce the body." Your jailor must show that he holds you lawfully or turn you loose. In court, the judge looks into the charges against you. He may hear witnesses, if you cannot find that you are not lawfully held, he will order you turned loose. If he finds cause, you then can ask for reasonable bail.

NOTE: The State Bar of California offers this column for your information so that you may know more about how to act under our laws.

## IT'S A FACT

By JERRY CAHILL