

EDITORIALS

Build Present Center

The efforts being made by leading property owners to acquire more off-street parking in the Torrance business section and decision to rezone other contiguous areas for commercial purposes, are moves in the right direction to enhance the district as a trading center.

These wise decisions are one phase of a general program needed to make the center keep pace with the growth of the city. A general cleanup, paintup and remodeling campaign is in order as well as community-wide sales efforts that will help sell the populace on the desirability of shopping in Torrance.

The business community as a whole has a problem but it is far from insoluble. We do not subscribe to the defeatist attitude, that has some pessimists forecasting demise of the present business area, or for that matter to the other school of thought that assumes the growth in population cannot help but react to the benefit of those already in business irrespective of location.

There are lots of advantages to shopping in well established business centers such as Torrance. It remains for those with a financial stake in the community to make this present business center re-attractive in every way possible. The program calls for re-investment of profits, general physical improvement and co-operative effort backed by aggressive selling and service policies.

Favor Local Dealers

These are important days for our automobile dealers. New models shown thus far indicate that manufacturers foresee a highly competitive year and are determined to give their local representatives plenty of ammunition with which to bombard the new-car buyer.

Aggressive, sometimes unethical and deceptive practices, indulged in by the fast boys in the big city have made it hard for well-established community dealers to keep the markets rightfully belonging to them. People have learned, however, that it still pays to deal with the "hometown" dealer who has to face his customers every day of the year and who builds his reputation carefully for the future.

Torrance is served by many sound dealerships. These men are part and parcel of the community life of Torrance and re-invest a large part of their profits right here at home. The wise purchaser will see the advantages of buying from the local dealer who is in a position to back up his promises and who must have a personal interest in every car he sells.

The good people who are raising the funds to assure the operation of the Community Chest for another year are deserving of your support and cooperation. Except for the personal satisfaction they receive in knowing they are doing a needed and worthwhile service, men and women who solicit funds for the Chest receive no remuneration and little glory. If, for some reason, you have not been solicited, be a good citizen and send in your contribution. Remember, your gift helps support 164 different worthwhile agencies—all valuable in making your community a better place on earth.

The headlines of this newspaper carry the awful truth about automobile accidents. For some reason, however, even pictures fail to impress the average driver to the point where he realizes the necessity of driving more carefully. Until these accidents strike home, involving loved ones in the immediate family circle, headlines and horror pictures seem to be almost futile. Each and every driver must be made to realize that he or she is in command of a lethal weapon every minute after pressing the starter.

Looking Over Every Approach



Signs of Industrial Stirring Reported by Business Reporter

Business gains are forecast for next year at the just-ended meeting of the Government's Business Advisory Council, which meets each year about this time to gaze into its collective crystal ball.

There are several signs of industrial stirrings:

1. Pittsburgh has increased steel operations from 71 to 74.3 per cent of capacity. This echoed the resumption of auto production after model change-overs.

2. Copper fabricators reported orders involving 23,757 tons of refined copper for September—biggest month since February, 1953.

3. Farm equipment manufacturers have recalled laid-off workers.

4. Textile manufacturers reported rising forward orders from finishers of fabrics.

ly into industrial and commercial buildings which take as long as a year to erect. Forward orders for cloth are mainly an index of confidence; uneasy buyers stick to the spot market.

Put together, they point upward.

"LEBENSRAUM" NEEDED—Unmistakable sign that American families are getting larger is seen in the demand for more living space in today's homes. The number of four-bedroom homes being built this year is double that of a year ago. More and more home builders are making provision for recreation space to supplement the formal living room.

Naturally, this trend toward bigger homes creates more floor areas to be covered. That, points out Winthrop Brown Jr., general manager of B. F. Goodrich's flooring division, means unlimited opportunity for those who make and sell floor coverings, particularly the resilient Koroseal, rubber and asphalt tiles that lend themselves to easy installation by the home owner himself.

Residential expansion is only a part of the story, Brown says. There's an increased demand for more space—in stores, hotels, offices, hospitals. It is estimated that the bill for repair, improvement and alteration of existing U. S. residential and commercial buildings this year will come to \$9 billion.

"THINGS TO COME"—Duck hunters can get a photograph record that teaches duck-calling, from an outboard motor concern. . . Aluminum siding for buildings has its corrugations in trapezoids rather than the long ridges of conventional sheet-iron. . . A new saw blade can be sharpened by turning it around on its spindle. One set of teeth gets sharper as the other gets duller. . . A new vacuum cleaner boasts a papoose bag that holds all the attachments.

EYE APPEAL WINS—Business, of course, exists to give the customer what he wants. The business success story, more often than not, is that a smart merchandiser has persuaded the customer to want what the merchandiser has to sell.

A case history: Last year it became evident that straight whiskies were continuing to woo customers away from the blended whiskies, which, at the end of World War II, accounted for 75 per cent of all whiskey sales. Schenley Distributors, Inc., seller of one of the most popular blends, resolved to do something about this.

The something was to package Schenley Reserve in a handsome new decanter gift bottle, just in time for the holiday trade which means so much in a distiller's business. Reserve was quick and big. While total sales of blended whiskies last year declined 10 per cent, Schenley Reserve

It's Your Country

By JOHN W. BECK

By Executive Order
FAIR WARNING: As our central government encroaches more and more upon the rights of states and individuals, while various pressure groups continue to hammer for federal aid to education, health, agriculture, housing, and practically everything else, I am continually reminded of a statement made by Vice-President Nixon on Aug. 19, 1953.

In commenting on the fact that the federal government furnishes about a quarter of all the money spent on production in this country, Mr. Nixon said, "We feel that since we control the purse strings we can deal with 25 per cent of the problem right there." And right there Mr. Nixon made the admission that what the government subsidizes it intends to control.

That statement should have served as fair warning to all who clamor for government subsidies and yet insist that they don't want government control. It should have served as fair warning to businessmen who talk free enterprise but who are too greedy for government handouts. It should have served as fair warning to governors and legislators who pay lip service to states' rights and then look the other way while the federal government moves in and abrogates those rights.

DEADLY SERIOUS: A current illustration of how deadly serious our federal bureaucracy is about turning this Republic into a socialist dictatorship is furnished by the activities of Mr. Eisenhower's housing administrator, Albert M. Cole. On Oct. 29 at Hapton, Va., Cole declared that no federal funds would go to localities which failed to cooperate with the administration's racial integration program.

In other words, if you hope to obtain a government loan under the new housing act, you must co-operate in speeding the removal of race and minority group barriers in the housing field. No longer will you be allowed to exercise a natural preference or freedom of choice—not with the government controlling the purse strings.

Emulating the example of Army Secretary Robert Stevens, who sought the aid of left-wing Democrats in preparing his charges against Senator McCarthy, the administration's housing administrator has called on the left-wing anti-communists Bishop Bernard J. Sheil and Walter Reuther to use their combined influence in support of the administration's compulsory anti-discrimination program in the Chicago area.

BACK DOOR AGAIN: For an administration pledged to fight Communism, halt creeping socialism, and uphold the free enterprise system, these are very peculiar tactics. Certainly they give force to Mr. Nixon's statement that what the government subsidizes it intends to control. Even more dangerous, they point to a deliberately planned strategy to use the back door again to bring in what the Congress has refused admission through the front door, namely, the highly controversial and completely unconstitutional FEPC.

What we are witnessing is, of course, an usurpation of power by the chief executive through circumvention of the Constitution. What the President accomplishes through executive order has the effect of

law; yet the Constitution gives him no power to make laws, nor does it give him the authority to do by executive order what he cannot do by Congressional procedure.

In the case of government loans and contracts and subsidies in housing and in other fields, the President is enforcing his own FEPC which the Congress has refused to enact. Indeed, the Congress itself does not have Constitutional authority to regulate commerce within states or otherwise to infringe upon the rights of states or individuals.

"INTERPRETATION": No President could get away with such high-handed tactics and such clearly unconstitutional edicts without the cooperation of the United States Supreme Court. But Mr. Eisenhower and his advisers are fortunate, and those who rely upon the letter and the spirit of the Constitution are unfortunate, for the present Supreme Court is composed of Roosevelt-Truman-Eisenhower appointees who usually are very obliging in the matter of "interpretation."

To what is it all leading? To this: If a President can, with or without a Supreme Court ruling, commit troops to battle; make treaties or agreements affecting national sovereignty or domestic laws; abrogate the Constitutional rights of states and individuals; conduct government competition with private industry; control the sale of private property; say who shall or shall not be employed, promoted, or discharged in privately-owned enterprises; and say who shall or shall not attend state, city, and county schools, then it is only one short step to a complete socialist dictatorship.

After that is accomplished—and we are moving closer to it every day—our Constitutional Republic will become only a memory until some wiser and stronger generation wants more than did we who valued it too little to defend and preserve it. When Benjamin Franklin said, "We have given you a Republic—if you can keep it," he expressed a doubt which usually are very obliging in the matter of "interpretation."

OUT OF THE PAST

From the Files of the Torrance Herald

30 YEARS AGO
November, 1924
Calvin Coolidge wrapped up Torrance's five products winning over Bob LaFollette to a total vote here of 888 to 270. . . A Torrance bootlegger went on trial in San Pedro for selling whiskey to a Torrance High School youth. . . Prowlers looted seven homes on Post Ave., Arapala Ave., and Cota Ave. during one evening. . . A meeting between Torrance officials and members of the assessor's office was held to straighten out the city's tax problems. The assessors said it was too late to do anything about the assessments until next year.

30 YEARS AGO
November, 1924
Congressman Charles J. Coiden was given an overwhelming Torrance vote for his reelection from the 17th District. . . Final Armistice Day parade plans revealed that Mayor Scott R. Lindlow would be grand marshal. . . Construction of another \$7500 building at the site of the Hughes-Mitchell Processes Chemical Plant on Normandie was under way.

10 YEARS AGO
November, 1944
Charles V. Jones, Sam Levy, and Fay L. Paris were featured participants in the Rotary Club's 20th anniversary celebration here. . . Torrance Municipal Bus Lines were appraised by an auditor at approximately \$19,000. . . Father Joseph L. Bauer left the Church of the Nativity here and was succeeded by Rev. Patrick McGuinness of the St. Francis parish in Azusa. . . The Torrance Army Hospital (Now Harbor General Hospital) cele-

brated its first anniversary. . . President Roosevelt carried Torrance nearly 2:1 in his bid for election to his fourth term in the White House. Assemblyman Vincent Thomas won over San Pedro Attorney Clifton Hix and Congressman Cecil King was re-elected unopposed. . . Coffee was selling for 36 cents a pound, eggs for 42 cents a dozen.

ESTABLISHED JAN. 1, 1914

Torrance Herald
Published Semi-Weekly at Torrance, California, Thursday and Monday. Entered as second class matter Jan. 30, 1914, at Post Office at Torrance, California, under act of March 3, 1879.

1619 Gramercy Ave.
FA 8-4000



KING WILLIAMS, Publisher
GLENN W. FEHL, General Manager
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Adjusted a Legal Newspaper by Superior Court, Los Angeles County, A. J. 1270, March 23, 1927.

MEMBER CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION
MEMBER NATIONAL EDITORIAL ASSOCIATION
Subscription Rates: By Carrier, 30c a Month, Mail Subscription \$3.00 per year. Circulation office FA 8-4000.

THE MAIL BOX

(The Torrance Herald welcomes expressions from its readers which can be published on this page. The editors retain the right to edit the copy for matters of libel and good taste. Letters should be kept brief and must be signed. The writer's name will be withheld if requested. Opinions expressed in letters here published represent those of the writer and not necessarily those of the Torrance Herald.)

Day Nurseries

Editor,
Torrance Herald:
Letters to state agencies in regard to the nursery home licensing set-up presently prevailing in Torrance have been to no avail. We have not had the courtesy of an answer as yet.

The Gugs and Dolls Nursery located on Arlington Ave. in Torrance is experiencing difficulty in securing a renewal of their license to operate as a day camp for our children. The fact that this nursery is in operation is important to us. My wife can work only because the children are properly provided for. The treatment and care they have received has been exemplary and we can see no reason why an impartial investigation cannot be made to deem their fitness to operate. The existing agencies seem to be incapable of this impartial observation.

We believe that the matter is important enough to a number of people that a complete and thorough investigation of the controlling agencies should be made.

GLENN L. MUSSO
1810 Schilling Dr.

On Comic Books

Editor,
Torrance Herald:
We agree with Reporter Dick Friend that newsdealers should refuse to sell the perverted comic books our young folks are now reading. However, before the dealers will do that, some old-fashioned discipline at home

Terrible Mistake

Editor,
Torrance Herald:
Several weeks ago I made a terrible mistake. I had been to a party, and admittedly had a few "too many for the road." While driving down Crenshaw Blvd., a Torrance traffic cop stopped me, and told me I was weaving around the road.

He gave me a test, which I failed to pass, so he told me he would have to take me to jail. After putting me in the police car, he put a pair of handcuffs on me, because, he said, it was standard police policy.

I was very belligerent and told him that I certainly wasn't a common criminal, and couldn't see the need for the handcuffs.

The policeman was very polite, and gave me a little talking too which I never will forget. He told me that as long as I was driving after I'd been drinking, I was a criminal, and that I was driving a dangerous death weapon. He said I actually was as dangerous as a man with a gun in a crowded room, and that to him, I was a criminal. After thinking it over, and paying my fine, I must agree that everything he said was correct. I don't know his name, but feel that a lot of people should know what fine police officers we have patrolling our highways, keeping dangerous drivers from killing folks.

R. A. H.

Helps Volunteer

Editor,
Torrance Herald:
Thanks to the Torrance Herald for the wonderful help given the Community Chest in yesterday's issue (Nov. 4). The articles you published along with the wonderful picture page certainly made our job easier. Every place we went the people remarked about seeing the stories in the HERALD.

Thanks again for your help.
A VOLUNTEER

Smog Ruckus

Editor,
Torrance Herald:
After all the ruckus about smog in Los Angeles, and the friendly suggestions that people who were tired of it might move to Torrance, what happened? We got smog. I think Thursday we have ever had. What do you think?
JACK R. GLOVVIS
(Ed. note: The smoggy-eyed weatherman said it was just "one of those days." Yes, it was pretty bad.)

IT'S A FACT

By JERRY CAHILL

NEED MONEY FAST?

Often when the need for money arises it faces you suddenly. Personal emergencies, unforeseen family needs, might require you to raise money quickly. . .

That's the time to remember MODEL FINANCE, where you may get the money in one day. Usually your signature is all that is needed, rather than co-signers or collateral.

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