

EDITORIALS

Giant Steps to Success

Merchants of the present Downtown Torrance business center are organizing for an all out drive to encourage shopping in their stores. This is the spirit, if pursued aggressively, intelligently and tenaciously, that will help them get their fair share of the ever expanding business in this city of 73,000.

The HERALD always has held to the premise that an adequately financed retail merchants group is essential to the success and prosperity of any business community. An established business community has advantages not matched by the newer centers that must pioneer their locations and create almost entirely new buying habits on the part of the shopping public. Downtown Torrance has these advantages and they can be exploited.

A successful advertising and selling program must be backed up. That entails creating attractive sales surroundings and providing courteous treatment and authentic values. Merchants must have an enthusiastic interest in being of service to their customers.

With proper response to this ambitious program, Downtown merchants can look forward to a prosperity that is solidly guaranteed by the city's growth in population.

The HERALD offers its unlimited support.

The Interest Remains

In the next administration Torrance will lose the services of one of its finest City Councilmen when Mervin M. Schwab retires.

Under great pressure to seek re-election from individuals and groups who know and appreciate his sterling worth, Mr. Schwab has been adamant. This has been a disappointment to many, but they can find some reassurance in the fact that this fine public servant has no intention of losing interest in city government.

Those candidates for the three vacancies on the Council to be filled at the election Tuesday, April 10, who have won the Schwab endorsement can be proud of such approval. Thousands of conscientious Torrance residents know and respect Mr. Schwab, who served two years as mayor and two as a member of the Council. His recommendations should carry great influence.

Short Takes

With the spring weather which the city has enjoyed during the past few days, the cry, "Play Ball" can't be far away. As in past years, fathers by the dozens are out contributing large portions of their spare time to the organizing of Little League, Babe Ruth, and American Legion baseball teams for the boys of the area. The HERALD salutes those fathers who are thus spending their time. Their contribution to the future of baseball and the community can never be measured.

THINGS TO TALK ABOUT
BY FRANKLIN J. MERRI
Editor, American People Encyclopedia

... THE LARGEST BOOK PUBLISHER IN THE UNITED STATES HAS PRODUCED AS MANY AS 12-1/2 TITLES IN A SINGLE YEAR.

... Merriam has a new 337 apartment building with a running track on the roof; also a garden swimming pool and gymnasium.

... ALMOST ONE CAR TO EVERY THREE PERSONS; PASSENGER AUTOS IN USE IN THE UNITED STATES AT THE BEGINNING OF 1955 REACHED AN ALL-TIME HIGH OF 42,007,000.

ODDLY ENOUGH BY WALDMAN

A BULLET FIRED FROM A .22 RIFLE TRAVELS 767 MILES PER HOUR.

THE NEW AIR FORCE F-101 VOODOO FLIES FASTER THAN 1000 MILES PER HOUR THE AIR FORCE HAS PILOT OPENINGS FOR ALERT YOUNG MEN, AGE 17 TO 36. PAY IS HIGH AND THERE IS GOOD OPPORTUNITY TO ADVANCE.

WHEN A MODERN BUSINESSMAN TALKS INTO AN ELECTRONIC DICTAPHONE TYPE-MASTER DICTATING MACHINE, HIS WORDS TRAVEL FROM THE MICROPHONE TO THE RECORDING BELT AT 550,000,000 MILES PER HOUR.



The SQUIRREL CAGE

By REID BUNDY

An appropriate clipping from the Dublin Opinion has reached this desk. It reads: For Sale: One green talking parrot. Owner no longer shares parrot's political views.

And Bob Thompson maintains he still likes the club he has heard about a club founded several years ago. Members, for the most part, are unknown to each other and the only condition of membership is that whenever a member writes to a government department, local state, or federal, he must end the letter:

You are, my Dear Sir,
My Humble and Obedient Servant.

A Pittsburgh (Kan.) newspaper has organized what it calls a "29er" club. Membership—also free here—is limited to those persons born on Feb. 29. The rolls contain the names of nearly 200 persons scattered throughout the United States now. Persons born on Feb. 29 are presented scrolls attesting to their membership in the "29er" club.

Do not resent growing old—many are denied the privilege.

Considering the fact that the modern woman is clothed in a rayon dress, nylon stockings, and an orlon coat, it's no simple matter to pull the wool over her eyes, according to a picnic we talked to the other evening.

And, like Mortimer Snerd, we're not convinced that a lot of people are against being misfits until they find out what the hours are.

The talk about juvenile delinquency was never put better than a phrase we read recently: "We live in a decadent era. Young people no longer respect their parents. They are rude, impatient, and have no self-control. They take no notice of the wisdom and experience of their elders. This behavior will cause the disappearance of the human race and the end of civilization."

The words are a translation of an inscription found on a 6000-year old Egyptian tomb.

On the job for you!

GIVE

Why Nail Down The Rug?

The Freelancer

By TOM RISCHO

Take my advice and never go to an auction. Especially with a bargain happy friend. We were driving down the street the other day, when we spotted an auction sale in progress.

"Hey, let's stop," he cried as he spotted the auctioneer selling some of the nifty bargains. "Sometimes you can really get some good stuff."

"We stopped, since we didn't have anything better to do anyway."

Eager buyers were snapping up the various offerings at the place. Some of them were worthwhile and then again, a lot of them weren't worth much. Even the worthless stuff was selling, however, I noted.

The auctioneer held up a grotesque bust of Bismarck. "What wants this fine old antique?" he inquired.

"There was a long period of silence. "Five dollars," murmured a sweet little old lady in the third row.

"I have five dollars. Who'll give me six?" the auctioneer bawled.

After a long silence, he coaxed, "Come, come. If we have only one bidder we can't sell this fine bust of Bismarck."

"There was a long pause and the auctioneer again reminded the audience that he needed another bidder to complete the sale. He raised his gavel ominously.

"Six dollars," shouted my friend suddenly.

"I poked him. "What do you want with that thing?"

"I don't. But that sweet little old lady wants it, and I'm helping her to get it." I raised an eyebrow. There was a deathlike silence throughout the room.

"I have six dollars; who'll give me seven?" the auctioneer rattled, gazing around the room.

No one showed any interest, including the sweet little old lady.

"Sold to the gentleman in the back of the room," shouted the auctioneer, banging his gavel on the desk.

"My friend's mouth fell open. "I don't want that thing," he stammered. "Besides I'm broke."

"I edged toward the door. "So long. It's been nice knowing you," I said.

"Wait a minute. Can you loan me six bucks?" he said, grabbing my arm.

My better judgment was overcome by the eloquent arguments which followed, and I gave him the cash.

It happened that the sweet little old lady was leaving just as we wandered out the door, carrying Bismarck.

"I beg your pardon," I said, "but why didn't you continue bidding on this bust after you started out? Couldn't you afford it?"

"Well," she said, smiling sweetly, "you see I'm near-sighted and I thought it was a bust of Teddy Roosevelt and he is my very favorite president. I didn't realize at first it was Bismarck. I can't stand these foreigners."

So saying, she tottered on. "Anybody want a bust of Bismarck?"



LAW IN ACTION

BUILDING YOUR HOME

When you are ready to build, you will find that the law helps in many ways to make your home enjoyable and secure.

Have you decided on the type house you want and the amount to spend? Well then, let's go into details:

1. Your lot: Junior's school may be nearby, so find out:
 - (a) Whether they are planning to run a highway through the area or nearby, or make any major improvements for which you can be assessed.
 - (b) What "covenants run" with the land? To protect residents, the basic deeds of some neighborhoods, for example, call on you to build a certain type of house. Do you want to and can you afford to?
 - (c) Easements: Either you or your neighbor may need to run pipes, or string wires over each other's land or to share a driveway. Check all such easements with your county recorder.
2. Zoning ordinances: For your protection your city zones some areas, for exam-

ple, for single houses; for multiple dwellings and retail stores, for manufacturing, etc.

Unless the city changes its zoning law, no factory, for instance, can go up next to you, say in a residential area. But you should find out what your neighborhood zoning rules are.

3. Financing: Financing contracts protect both you and the lender. Unless you pay cash, you will use credit to buy your house, most likely backed by a deed of trust; the lender holds title to your house until you pay it off on time. Your installments often include principal, interest, insurance and taxes. Fall behind, and the holder can take the house back. You may get some of your money back on the principal; but you may also have to make up any loss the owner makes in re-selling.

Well-worked-out contracts can help make your dream house come true. You know what you want. You should be careful to do the best you can to obtain it through careful planning.

Glazed Glances

By BARNEY GLAZER

My Cousin Noodnik was bragging about his youthful appearance. He asked a lodge member: "Now I don't look 48, do I really?" "No you don't," admitted the other member, "but I can remember 10 years ago when you USED to!"

KTLA's singer, Rush Adams believes in starting at the bottom. He once sold diapers.

For many years now, my Uncle Shoemp has been a timid man around his household. Suddenly, last night, he summed up enough courage to talk back to his wife. She glared at him through her cold eyes and snapped: "Are you all through?" and suddenly he realized he was.

Dear Ladies: Never become discouraged about finding a husband. It's just like a foot race. When you think you'll never find a husband, you suddenly discover you're on your last lap.

"I don't mind having my new baby," wailed the expectant mother, who already had five children, "but I just can't face going through that whole routine again with the PTA!"

A group of UCLA professors have announced you can avoid colds by making sure your wife loves you. "Sol Betty Brown Eyes! You've been weeping again, huh? That's why my cold has been hanging on for five weeks!"

When Oscar Levant was introduced to Composer eden abhez, Levant said: "Whenever I hear your name it sounds like there's unrest in the Middle East."

My old classmate Sprockley had a violent argument with the Income Tax Collector today. "Cancel my account!" screamed Sprockley, "I'm transferring all my business to another firm!"

Reid Bundy reports a new drink, half Pepsi-Cola and half Emergine. "It not only kills the spot," promises Editor Bundy, "it removes it!"

Fearless Faxe, our human calculating machine, has just discovered that men live longer than women. "For every man 35 years old," reports Faxe, "there are 6 women, but by that time it's too late."

"A trumpet player used to live next door," remembered Siggle, the green stamps collector. "My greatest satisfaction came," said Siggle smilingly, "not when I called that horn tooter names but when his orchestra called him away."

My personal tailor, Charlie, maintains he's a perfect gentleman at all times. "Whenever I'm in a bus," asserts Chivalrous Charlie, "I always give a lady a head start before I get on."

fore racing her to an empty seat." Uncle Phipp, the old philosopher, says: "Better than having a girl who is wonderful to behold is having a girl who is wonderful to be held."

"Did you ever notice," observes my best friend Fallick, "that when an old grouch gets his first set of false teeth, he always starts giving you that broad grin again?"

Mister Veteran don't believe it when you're told that old soldiers just fade away. Try getting into your old uniform and see what I mean.

Uncle Phipp, the old philosopher, says: "Better than having a girl who is wonderful to behold is having a girl who is wonderful to be held."

My niece Jibber is strictly an old-fashioned girl. She hates martinis and Manhattan.

It has taken our family 20 years to realize that Auntie Draytop has a head like a doorknob. Anybody can turn it.

IT'S A FACT

by JERRY CAHILL

LET COME IN SCOT, RAN SCOT IN COMMAND OF THE BRITISH C-29, SAVED HUNDREDS AND HIS CREW FROM ASSASSINATION WHEN ROUSED FROM A SLEEPER AFTER 20 HOURS OF FLIGHT—BY A MISTAKE HE DREAMED HIS SISTER WAS INVOLVED IN A MUNITIONS PLANT EXPLOSION AND WROTE TRUING TO WARN HER... AT THAT SAME INSTANT—

SCOT'S SISTER WHO WAS IN A MUNITIONS PLANT, WAS SAVED FROM DEATH BY NOT ENTERING AN ADJACENT ROOM WHERE AN EXPLOSION WAS OCCURRING. SHE FELL ASLEEP IN HER ROOM AND DREAMED THAT HER BROTHER WAS TRAPPED IN SUICIDE BOMBING. SHE WROTE TO WARN HIM IN HER DREAM SHE UNDOUBTEDLY SAVED HER OWN LIFE—JUST AS HER BROTHER AND OTHERS WOULD HAVE.

HOW DID PEARL HARBOR COME TO BE A GREAT NIGHT? NEXT ISSUE

HERE'S A LITTLE HELP, CHUM

EXTRA FEDERAL GAS TAX

TAXES

36 GAS TAX

36 GAS TAX

36 GAS TAX

CROSSWORD PUZZLE

CROSSWORD PUZZLE

100 WORDS ANSWERS

Atlas Features Syndicate

1. Problem
2. Cause of water-damaged plants
3. Long tubes
4. Ship
5. Not say
6. Wonder
7. In reverential
8. Midwest state
9. Weather
10. Cloud
11. Church
12. Wind
13. Double
14. Underused
15. Success
16. Weather subject
17. Mail and rain
18. Simple
19. Cello
20. Stratum can be
21. About (Abb.)

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