

# EDITORIALS

## What Do We Do?

A north Torrance father called the HERALD to say he was scared . . . "real scared."

The man, who said he had a 12-year-old son, had been reading about the brutal slaying of a 17-year-old youth at the drive-in theater a short distance from his house, and as a father, it caused him to be concerned for the future of his son.

"My boy likes the movies, and we often go to that same theater with him to see a picture," the father said.

He pointed out that in a few years, the boy would want to borrow the family car and go.

And the father is rightly concerned. If his boy faces the same end that the youth did last Wednesday night, other parents throughout the area can reasonably expect that they face the same tragedy some day.

The north Torrance parent calling suggested a city law requiring adult attendants at all public restrooms.

This may guard against future occurrences—and it may not. After all, a number of excited youngsters, stimulated by a few snorts of beer or wine, present a formidable threat if they are looking for a slugfest.

Such a crime is a black mark on Torrance and the rest of the area. The only solace now can come from the apprehension and punishment of those responsible.

The HERALD wishes Godspeed to those charged with this assignment.

## Outstanding Record

Statisticians and safety experts have been decrying California driving safety records, saying they are among the worst of the nation . . . etc.

This is to claim that it's all a point of view. California (and visiting) drivers drive millions of miles daily on the highways and streets of the state.

In Southern California area alone, it has been our observation that no matter where you go at what time of day, you can see hundreds and usually thousands of drivers roaring along the speedways.

And yet, the fatality figures in the state can be stated in the hundreds during the year.

When you drive from here to Pasadena—as we did a couple of times during a recent vacation stint—you can see that many drivers trying to kill themselves by dangerous lane changes on the freeways, by following six feet behind another car at 70 miles per hour on the same speedbeds, and by a hundred other death-defying stunts.

Considering this, and multiplying it by the thousands of times it is being repeated hourly between San Diego and Yreka, it's our considered opinion that California has an outstanding traffic safety record. In fact, you might say it's unbelievable.—REID BUNDY.

## Opinions of Others

HARMONY, MINN., NEWS: "To train children at home, it's necessary for both the parents and children to spend some time there."

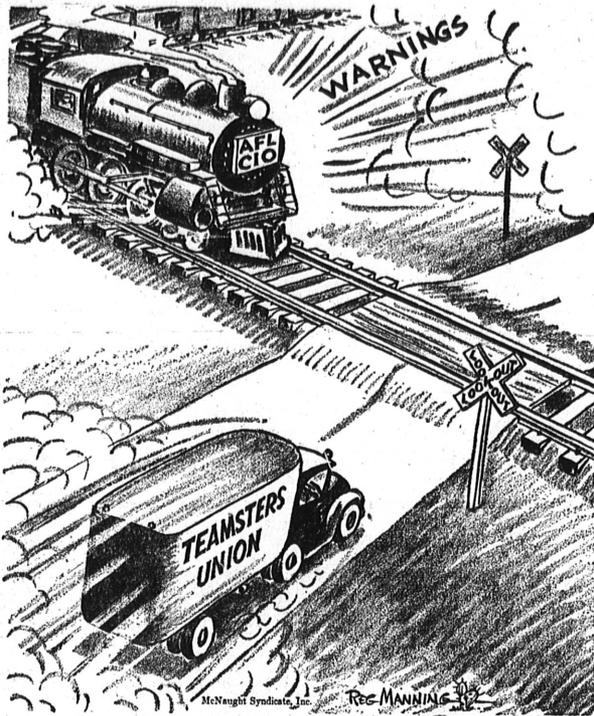
### IN HOMETOWN AMERICA

#### THE TUESDAY AFTERNOON CLUB MEETING—



STAR GAZER by CLAY R. POLLAN. Your Daily Activity Guide According to the Stars. To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

## Crossing



YOUR PROBLEMS by Ann Landers

## Tell 'em to Go Hire a Hall

Dear Ann: A couple of our acquaintance is planning a fall wedding. They are a pair of off-beat characters and have a reputation for doing odd-ball things. This is the latest:

They met in Bermuda two years ago. This is where the romance flowered. They think it would be unique to have a Bermuda wedding. They plan to have it in a church, Bermuda style—everyone including bride and groom, wearing Bermuda shorts. The guests may wear what they wish, but they will be told that Bermudas is the preferred dress.

My husband thinks they are trying to get their wedding in a national magazine. He says this is their business and has nothing to do with what we think of the idea. I ever heard of and if we accept an invitation to such a zany affair, we are nuts also. What is your opinion? —UNDECIDED

It's a good thing these two ding-bats didn't meet in Bikini. If they went to hok up a religious ceremony they ought to rent a night-club and not insult a clergyman by asking for the use of the House of God.

I wouldn't waste my time going to a wedding if I wanted to see a circus. I'd go directly to the fairgrounds.

Dear Ann: We are five brothers and sisters badly in need of advice. We aren't youngsters. All of us are married and have families. This is the problem:

Our father remarried last year. When he "courted" this woman she was sweet as pie. Soon after the marriage she began to find fault with all of us. After some embarrassing scenes we decided to stay away. Dad was hurt and phoned us, pleading that we continue to visit.

On Father's Day we all went calling with gifts for Dad. His wife picked some petty argument with me over nothing at all. Suddenly, she removed her glasses, flew into a fit, and tried to hit me with a pan. She acted as if she was cracked and I said so. We were all asked to leave the house and stay out of her sight.

The next day Dad called, heartbroken. He begged us to please overlook the incident and continue to call on them. What shall we do, Ann—ignore her for his sake and act as if everything is normal? Please tell us. —THE FAMILY

This woman obviously has a bee in her bonnet. Your dad married her so he HAS TO put up with it—you don't. Stay out of their home but tell Dad he's free to visit you whenever he likes. Since he

witnessed her attempt to crown you with the aluminum, he'll surely understand your position.

Dear Ann: I'm a girl, 19, and have a tough heart-problem. I'm fully aware that some females like to be abused and mistreated by their boy friends, but I'm definitely NOT this type.

My romeo started to get romantic when his Big Moment threw him over for someone else. I'd known him for a long time but he never showed more than a polite interest in me although I secretly went for him in a big way.

This is the problem. In the past two months he's broken two dates by telephone and one by letter. Recently, he just never showed up, and blamed it on a misunderstanding (wrong meeting place). I know he's dating his old flame on the sly as they have been seen together. He says I am the solid, mature type and should help him by

standing by and being patient. What is your advice? —BABS

You're playing second fiddle. My advice is to get out of the orchestra. The best way to help him grow up is not by patiently putting up with his immaturity and being the old stand-by. He'll learn a lot faster if you show him he can't kick people around and get away with it forever. Give him the full Fuller—the brush, that is. . . .

CONFIDENTIALLY: IN A MESS: You sure are, Brother. What you have in mind is not only against the law but also it's dangerous. Tell your folks at once and let's hope they stick by you.

CONFIDENTIALLY: MOTA BELLA: It's the same in any language. Get busy and question the Pop, then pop the question.

(Ann Landers will be happy to help you with your problems. Send them to her in care of the HERALD and enclose a stamped, self-addressed envelope.) (C) 1957, Field Enterprises, Inc.

### THE FREELANCER by Tom Rische

## Pay As We See?

Should we pay as we see TV? Nuts!

Right now, there's a plan afoot to give us the "better" programs right in our homes for a "small" monetary consideration, eliminating the commercial-studded material which we can watch now for nothing.

This may be strictly one man's opinion, but I don't like the idea.

The "pay as you see" plan may have some merit in that it would keep a lot of people at home who should be there now, and it might help to bring "cultural" material to the screen that couldn't make it otherwise.

All this is fine, but—Whotheheck wants to sit home every night, eyes glued to the TV set? I enjoy getting away from the place some evenings to take in the neighborhood movie, happily munching on a bag of popcorn. I don't like spoon-fed culture.

Already, too many people are bleary-eyed, sitting watching TV every night. It leads to circles under the eyes, a curved spine, an enlarged rear end, and an aversion to bright lights.

There are some people who claim that TV is making us a nation of spectators, not doers.

wrestling from the comfort of our living rooms.

Instead of the old neighborhood gabfests on international, national, and neighborhood issues, everybody sits in front of his TV screen, making conversation almost a lost art.

Instead of fixing up the yard, washing the dishes, or cleaning the house, we sit around watching the TV shows out of a vague curiosity over how the darned thing will end.

Instead of reading a good book and learning something, we keep our eyes glued on a Western or a girlie show and learn nothing.

One of the biggest topics of conversations these days is the quality of the various types of television programs.

Now, they want us to pay money to watch TV, as if the doggone set didn't cost enough in the first place. Annoyed as I am with some of the commercials, paying for television would be even more annoying, even if they develop color to its peak.

Easy as it may be, I don't want to go around my house dropping coins in the various appliances to make them work, especially if I run out of change. A man's home is his castle, not the site for a bunch of vending machines.

After all, this "automatic living" can be carried too far. Bring on the commercials.

### REYNOLDS KNIGHT

## Business Caught in Dilemma

Business finds itself caught in the pinch of inflation—along with the housewife and the wage-earner. It takes more dollars to buy tools, plants, and other equipment to provide jobs. It takes more dollars to pay local, state, and national taxes.

Because of these inflationary pressures, it is costing companies more today to finance outmoded plant and equipment. Companies find also that it costs more to provide jobs. Today, the top 100 companies have an average investment of \$17,000 per employe. Ten years ago it was around \$10,000.

The alternative to even higher prices is greater productivity—increased output per worker—to offset higher wage and material costs. As it is now, higher prices are meeting consumer resistance. This is reflected in the smaller ratio of profits to sales. The stockholder suffers now as dividends dwindle. But smaller profit ratios eventually lead to decreasing plow-backs for expansion and, ultimately, fewer job opportunities.

SHORT CUT—In building aircraft such as the F-105 Thunderchief fighter-bomber, it is necessary to test anywhere from 100 to 1200 different electrical circuits.

Republican Aviation engineers, looking for a short cut, came up with an electronic analyzer that reduces the time for checking multiple-circuit assemblies from hours to less than five seconds for every 100 circuits.

The testing device is said to be so simple to operate that the average worker can start using it after less than an hour's instruction. Five different models have been designed, among them a 100-circuit, lightweight, portable unit that is ideal for field use. They can be built to operate from almost any power source.

Having thus solved one of own problems, Republic now plans to offer the analyzer to other companies. It intends to manufacture and market the instrument in standard models, or tailored to requirements.

THINGS TO COME—Simple solution to the roadside trash problem is a "litter trap"—an ordinary paper bag with gummed tape at the top. Stick it to the dashboard. When it's filled, seal the bag with the tape and drop it into the nearest trash receptacle. . . . A new type of vaulting pole may speed the breaking of the 16-foot barrier. It's made of tubular laminated glass fibers, impregnated with low-basin resins and is said to have "great flexural strength."

DRIVE BY DETERGENTS—As recently as 10 years ago detergents were virtually unknown except in industry. Last year they accounted for well over half the record total of four billion pounds of soaps and detergents sold in the United States.

### LAW IN ACTION

## Help, Not Revenge

Primitive people look on wrongdoers as objects of revenge—"an eye for an eye." Gilbert and Sullivan put it more gently in the "Mikado": "My object all sublime I shall achieve in time—To let the punishment fit the crime."

Each time our lawmakers meet we have public debate as to the aims of our penal policies.

In 1944 California set up her penal system in a new Department of Corrections which today has an Adult Authority, a Youth Authority for minors, and the Trustees of the California Institution for Women.

Today instead of trying to make the punishment fit the crime, we try to make "unishment" fit the individual's needs in making a come-back—if he can, in reforming himself. Yet we seek to protect others from the criminal.

For this purpose our courts may use psychologists, social workers, and probation officers, upon whose recommen-

American Can Co., which in 1953 developed the first metal container for liquid detergents, figures that by 1975 detergents may account for about three-quarters of the entire market.

Canco's development of a non-drip container has spurred detergent sales. And the growing popularity of detergents has resulted in a new mass-production item for the can-making industry, which now produces hundreds of millions of the detergent containers annually.

Thus a research development of American industry—a happy blending of product and package—brings to the American home another new product to make mid-20th Century living easier and more convenient.

MOONLIGHTING, unlike moonshining, is perfectly legal. There are several million moonlighters in the country at the present time, says the National Industrial Conference Board, explaining that moonlighting is the practice of holding two jobs.

The motivation, obviously, is the desire for additional in-

come to offset the high cost of living. Conditions that abet the practice are: the five-day, 35-40 hour work week; the extension of automation, making jobs easier, and the tight labor market, offering the worker a host of job opportunities.

How does management feel about it? The question was asked 25 representatives. Fifteen called it not serious. Five said it was a "minor headache." The remaining five felt it to be a fairly serious problem.

BITS O'BUSINESS—Traffic jams ahead on the waterways: A 10 to 15 per cent increase in 1957 outboard motor sales is predicted. . . . Don't feel bad if you can't afford a maid or a gardener: Your tax dollars helped Uncle Sam to provide jobs for 16,869 more civilian employes in the year ended June 30 bringing the total on government payrolls to 2,401,200. . . . City governments aren't retrenching, either. The Census Bureau reports they spent a record \$11.3 billion last year, up 7 per cent from the previous year.

## Newspapers, Magazines, Menus Soon May Have Built-In Smells

Imagine the effect of bread wrappers printed with the odor of warm, fresh-baked bread? Of automobile pamphlets that give off a heavy, "new car" aroma? Of luggage shop cards redolent in leather scents?

PIA predicts that advertising readership—that is, "smell-ship"—and product sales volume will be appreciably increased by the new printing process.

Any kind of natural or artificial aroma can be printed—from lavender to creosote, balsam to sweet pea. Even liquor scented bottle labels are distinct possibilities.

Odors Galore Your doctor bills may someday yield hospital odors. Flower seed packages will probably issue forth aromas of honey-suckle, jasmine, carnation, or whatever floral species they contain.

Fragrant printing cannot work miracles though. You won't be able to make a cow barn smell like Milady's boudoir. But you might be able to make a fertilizer sack give off Chanel No. 5.

Someday you'll come home from a hard day at the office or from a hard-won bout at the local help-yourself market. You will see your son or daughter deeply engrossed in the latest best-seller, and will probably make polite inquiries as to the quality of the book.

And if the reply is, simply, "It stinks," you won't be at all surprised.

"Sell Through Smell" PIA predicts that "Sell through smell" will soon be the watchword of advertising. The ink used in aromatic printing will last indefinitely. It is 50 per cent pure aroma compound with base and color added. It will not smear. It will not erase. It dries immediately.

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"I knew the Government would save us—our quarterly income tax hasn't been paid yet!"

### Torrance Herald

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