

# EDITORIALS

## Firm Backs Float

Although the new Torrance plant of Coleman Engineers is still in the construction stage here, and the company will not be set up for another three months, at least, officials of the firm were among the first this week to buy memberships in the new Tournament of Roses Assn. here to help pay for a Torrance float in the parade next Jan. 1.

The gesture by Ted Carroll, manager of company services, in buying a membership in each class for his company and another membership for himself is a heartening indication that the new company is going to be an important addition to the city's industrial family.

Just a note about the company as it is seen by the people who work there — more than 95 per cent of the employes will make the move here next spring when the plant is moved to its new Madrona and Torrance Blvd. facilities from Culver City. We wonder how many other firms could move halfway across the sprawling Los Angeles area and take all of its personnel along?

## A Weighty Decision

A Long Beach court will decide on Dec. 6 whether the alleged slayer of a small Rolling Hills Estates girl will be tried as a juvenile offender or as an adult.

There is no question that the crime was as horrible as any reported here recently—a 22-month-old toddler slain brutally, without provocation, by a 15-year-old boy.

The decision to be made about the lad's trial is a weighty one—if tried as a juvenile, he would be eligible for release in a few short years; if tried as an adult, the sentence could be of any severity.

We can only hope that the court will consider long and carefully the potentials of a boy approaching manhood who "always wanted to kill someone."

## Opinions of Others

We are dealing in 48-cent dollars today. That means that for every dollar we paid for life insurance during the past few years, ever dollar we paid on a mortgage, and every dollar we put in the bank is really worth less today than half of what we paid out. —*Pointe-A-La-Hache (La.) Plaquemines Gazette.*

We've noticed a trend in the thinking of the American people since the war. "Let George Do It" is becoming a more and more popular attitude . . . Perhaps we should return to the old-time policy of hell-raising every time we see a crooked politician or a bad deal. Maybe hell-raising isn't polite but it is effective—and it's AMERICAN! At least, that's what the men at Bunker Hill thought and they seem to have accomplished quite a lot. —*London (Ohio) Madison Press.*

History makes it tragically clear that punishing the press for publishing facts is fatal to a nation's freedom. Aware of this, the framers of the first 10 amendments to the U. S. Constitution provided that "Congress shall make no law . . . abridging the freedom of speech or of the press." And this principle has precedence as the first article of our Bill of Rights—not to favor the press, but to perpetuate our people's freedom to be informed. —*Coatesville (Pa.) Record.*

There has arisen in our midst a body of thought which is as unreal as the idea that water is a gas. This body of thought holds it that work is an abomination and that it should be avoided wherever possible. The advocates of this sophistry insist that the way to luxury and plenty is for more and more people to work less and less and to be rewarded more and more for their flagging efforts.

But it follows that this doctrine is false. For the way to have more is for more and more people to work more and more. Subtraction and division will never be the same processes as addition and multiplication. —*Colorado Springs (Colo.) Gazette Telegraph.*

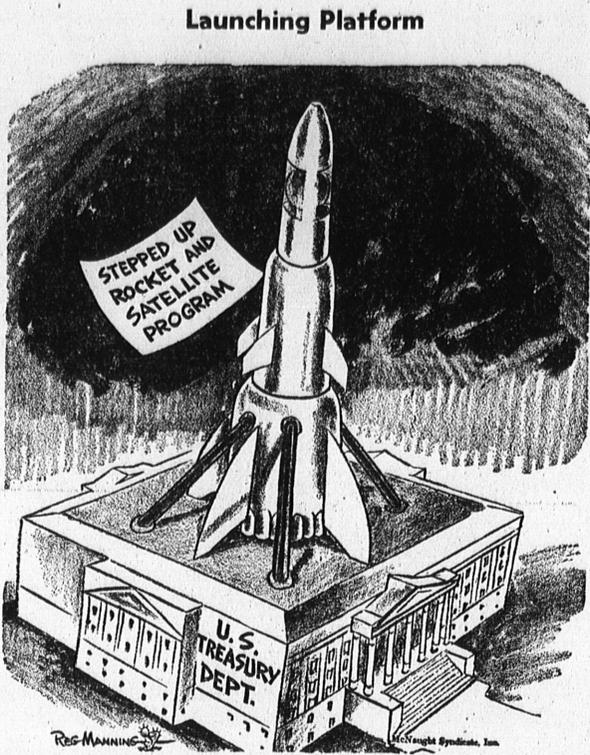
Possibly the most terrifying news to come off the press wires in a decade is the advent of "subliminal" commercials for televisions and movies. This diabolical idea involves the use of a visual advertising message flashed on the screen with such split-second swiftness that the eye and mind do not record it, but the subconscious does. Thus, mother, while weeping over the forlorn fate of the soap opera heroine may all the time be building up an inner but inexorable urge to sink out and buy a flagon of "Purple Passion" perfume. —*Anaheim (Calif.) Bulletin.*

**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.

<b>ARIES</b> 23-28-42-48 54-57-72	<b>Taurus</b> 21 8-10-11-24 38-47-80-87	<b>GEMINI</b> 22 1-18-20-38 45-69-78	<b>CANCER</b> 23 2-6-17-26 29-44-53-58	<b>LEO</b> 24 1-40-32-45 45-74-77	<b>VIRGO</b> 24 37-46-53-62 69-73-85-90	<b>LIRA</b> 23 5-23-31-36 61-71	<b>SCORPIO</b> 23 13-21-33-44 55-75-79-82	<b>SAGITTARIUS</b> 23 4-9-14-16 22-32-43 47-49-51-58 63-70-82-86	<b>CAPRICORN</b> 23 47-49-51-58 63-70-82-86	<b>AQUARIUS</b> 23 2-17-19 24-27-32-41 55-60-81-84	<b>PISCES</b> 23 2-17-19 24-27-32-41 55-60-81-84
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2-42 In  
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13-53 Associate  
14-54 Gift  
15-55 A  
16-56 Be  
17-57 Hope  
18-58 Behind  
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31-71 Adverse  
32-72 Neutral



## YOUR PROBLEMS by Ann Landers

### Someone's Getting Home Free

Dear Ann: Will you please print this in your column at once and perhaps save some innocent guy from getting into trouble with his wife?

The elevator in which I was riding this afternoon stopped suddenly. I fell against a nice-looking gentleman who was leaving as I was entering. He was about six feet tall and had on a white shirt and a dark suit. I'm certain I got some lipstick on his suit as well. When I turned to offer my apologies the elevator door had shut.

Please, Ann, hurry this into the paper. I'm afraid some nice guy is going to have a problem and I feel terribly guilty. —TROUBLE MAKER

Attention all wives whose husbands camp home recently with lipstick on a white shirt and/or suit. When he denies any knowledge of how it got there—believe him. This man was the innocent victim of a woman who fell against him in an elevator. I think.

There's an outside chance this letter was written by a wisenheimer who anticipated trouble at home. However, I'm willing to assume it's on the level and hope that you'll give the spouse at the house the benefit of the doubt.

(P. S. I'm not going to divulge the name of the city from whence the letter came. Now don't say I NEVER give the man a break in the column, boys! Somebody, somewhere, is getting home free.)

Dear Ann: I've been dating a fellow with a terrific personality and I like him a lot. I'm afraid I've ruined it for myself, however, and need your help.

We went to a night-club the other evening and I do not know what came over me but I drank more than my usual limit. Before I knew what hit me, I was staggering around looking for the ladies room.

When I returned I tried to cover up the fact I didn't feel well by suggesting we dance. He said, "Don't disgrace yourself further. You can't even stand up much less dance."

On the way home, I became awfully sick and ruined his car. He was really mad and I don't blame him. I'm afraid he'll never call me again and I'm heartbroken. How can I let him know I'm sorry I made a fool of myself? I want another chance to show him I can behave like a lady. —D.C.T.

This boy has every right to cross you off his list and I wouldn't blame him if he did just that. There's nothing more revolting to a fellow than a drunken girl—particularly one who ruins his car.

do to "get him back" but if you should run into him one of these days, you might mention how thoroughly ashamed you are of that evening's performance. And just to make sure you don't ruin your chances with another "terrific guy," why not stay off the grape completely and then you won't need to worry about exceeding your limit.

Dear Ann: I made a mistake many years ago and had a son out of wedlock. I later married a wonderful man and we've had three children of our own.

My son thinks I was divorced and so does everyone else. My husband is the only one who knows the truth. The boy will be 12 soon and I've started to tell him a dozen times but I get cold feet.

I've been a good mother and want my children to continue to respect me. How can I tell the boy about his background without sounding like an immoral woman?

Please suggest a few opening sentences. It's awfully hard for me to put my story into words. —P.Y.

There's no reason for you to go into this with your son now—or ever. Your husband is the only father he's ever known, so why drag up the sordid past? The only one who should rightfully be filled in on the background is your husband. He already has the facts, so forget it. . . .

CONFIDENTIALLY: MISS 32-22-36: If dimensions are his greatest concern tell him to pick up his tape measure and shove-off. (No, I don't believe in creams. The lingerie store makes more sense.)

(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

### What Do 'They' 'Always' Say?

Have you ever noticed how many things "they" are saying or the multitude of things that "everybody" knows?

It's positively amazing the number of things that are attributed to these mysterious groups designated only as "they" or "everybody."

"They" say that Mrs. Murphy got drunk last night.

"They" say that Mr. Murphy is seeing another woman on the side.

"Everybody" knows that all the politicians at city hall are crooked.

"Everybody" knows that the things teenagers do when they get together would shock a body right out of his wits.

These two words often are used to hide a multitude of sins. If somebody has a choice bit of gossip to pass along or wants to give added weight to a personal opinion, he invokes "everybody" or "they."

If some old busybody announces that "they" say that Mr. Murphy is seeing another woman on the side," what she may actually mean is that she saw Mr. Murphy in conversation with a strange woman on the street.

If some righteous citizen announced that "everybody" knows that all the politicians at City Hall are crooked," what he may well mean is that a cop came by and gave him a ticket.

It's an entirely human trait to exaggerate the truth somewhat. If you're expressing your views on politics, wom-

## REYNOLDS KNIGHT

### Firms Face Economy Wave

Profit margin slippage, combined with declining sales, will bring fourth-quarter profits of many companies below year-ago levels.

Price increases are planned by some manufacturers to shore up profit margins, but many say competition in their fields is too keen to permit passing rising labor and material costs on to the consumer.

The alternatives: cost-cutting and sales promotion. Managements are screening payrolls with an eye to eliminating some jobs. Many companies are relying increasingly on machines to do chores formerly done by hand. Some say they intend to take a stiffer stand against wage demands in coming months. Many firms are taking a closer look at expense accounts and long-distance phone calls, banning overtime work.

Sales and merchandising operations are under closer scrutiny. More and more companies are concentrating selling efforts in markets where their products have a strong foothold. Retail chains are taking a second look at "marginal" stores and holding out for low-rent sites.

TO SURVIVE: IMPROVE—Companies maintaining, or even increasing, the percentage they earn on each dollar of sales almost invariably turn out to be the ones with the sharpest knowledge of the consumer's wants—not only now but a year, two years, or ever five years from now—and keying their plans accordingly.

The export sales managers pay close attention to what E. D. Mann, president of the National Council of America, calls a national "psychology of conservatism." This is a real power behind our strong economy, Mann contends.

"People expect things always to be better," according to this business leader. "They constantly demand improvements. They expect and demand higher quality, year after year, in every product on the market, from soap to ceramic tile."

Mann points out that manufacturers of floor and wall ceramic tile, for example, are keeping step by concentrating on product improvement. They now offer more than 200 different colors and a multitude of sizes, shapes and textures. "Every industry," Mann contends, "must improve to survive."

THINGS TO COME—A portable phonograph-radio combination that weighs six pounds, is housed in a case eight and one-half by eleven inches, and is powered by four flashlight batteries. . . . To prevent children, and others, from using an electrical appliance without permission, there's a little plastic box which can be snapped on the plug end of an appliance cord and closed with a miniature lock. . . . Now even tooth-brushes have rhinestones. . . . Two stone-studded brushes come in a colorful box, for guests and gifts.

EYE, EAR, HAND, AND THROAT—When the nation's largest pen-making company purchases an electronics company it might seem to be entering a completely new field. But Walter A. Sheaffer II, president of the pen company that has just acquired the Maico Company, Inc. Minneapolis, manufacturer of hearing aids and electronic devices, sees the move as a logical "extension in the field of communications."

"This Age of Communications could well be called the eye, ear, hand and throat era," Sheaffer remarked. "Science and education have made great strides in this century in improving communications through visual, aural and written means. Since our founding in 1913, Sheaffer's has been contributing to written communication which involves both the hand and the eye. Now we have an active interest in communication by voice and ear."

Maico is a precision manufacturing company, as is Sheaffer's, and appears able to produce electronic consumer items that can be merchandised in much the same way as quality writing instruments. Maico will function as a Sheaffer subsidiary. It produces hearing aids, magnetic recording heads for tape recorders, electronic-acoustic civilian and military devices, and medical instruments such as electronic stethoscopes. Maico leads the nation in sales of audiometers used by physicians, schools and industry to test hearing.

CASUALTY REPORT — If you're thinking of going into business for yourself, you'd do well to examine the composite picture of the typical business casualty, as drawn by Dun & Bradstreet.

Over the years, retailers have made up 50 per cent or more of the total casualties. Exceptional years were 1946-47, when manufacturing failures outnumbered those in retailing. Food stores and eating and drinking places together account for at least one-third of the retail toll.

Bits of Business—Salaries of engineering, scientific and administrative employees rose an average of 5.9 per cent between June 1956 and June 1957, compared with an 8.6 per cent rise for the year before, according to the American Management Assn. . . . Housing starts in 1958 are estimated now at 1,070,000, up six per cent from this year, according to F. W. Dodge, construction marketing firm. . . . Dairy people report that calorie counting by more and more consumers is responsible for a six per cent rise in skim milk sales in the first seven months of the year while whole milk sales were up only two per cent.

## THE SQUIRREL CAGE By Reid Bundy

### Procrastinators Crown Queen

I see where my favorite club—the Procrastinators Club of America—has got around to crowning its 1956

queen in Philadelphia . . . and the group already is making plans for its Christmas party. It will be held in April—or thereabouts. Decision on the actual date has been postponed.

The Procrastinators Club sounds like an ideal organization, and one that should have no trouble signing up prospective members if they get around to it.

In fact, I could probably submit the names of a few prospective candidates — if you'll give me a few days to get to it.

Club President Lester Waas says procrastination is "relaxing, healthful, and leads to success in life."

The firing of Sputniks I and II have brought a lot of strange words into the everyday language of many Americans — words which have been around all the time, but were relegated to the fields of heavenly orbits.

For example, there are those crossword favorites, APOGEE and PERIGEE. Turns out that perigee is the farthest point in an elliptical orbit while apogee is the opposite—the nearest point in an ellipse. Escape velocity is the

speed necessary to escape gravity and depart into outer space—calculated to be approximately 25,000 m.p.h.

These terms, while still strange, may be as common as "differential" and "transmission" in a few years.

Other words, some common, which are coming into new uses include "pad" which is the thick concrete base on which a rocket launcher is erected; "trajectory" which is the curve described by an object moving through space; and the always present atmosphere divisions of troposphere, stratosphere, chemosphere, ionosphere, exosphere, Beyond that is space—and Sputniks.

South High's architect, noting the discussions here on the advisability of erecting a sun dial on the mall of the new south Torrance school now nearing completion, sent along a note to School Superintendent J. H. Hull this week which conveyed the information that the latitude of the mall is 33°48'48" north while the longitude is 118°21'49" west.

"Who says sun dials aren't educational?" he added.

## Mailbox

Floats, Floats . . . Editor, Torrance Herald:

I say let's show Mr. Frohnhoefer that we are more than 10 per cent citizens, but 100 per cent citizens, by sending in our dollar now for the membership card.

Three cheers for the quarterback of the float program. Now let's see the whole team go to work with the old "go-go-go" enthusiasm.

NELLIE WATKINS

And More Floats Editor, Torrance Herald:

That Frank Frohnhoefer letter sure helped jar 'em loose. Bet we all have that float in the parade.

I'm glad the band got the money. BEN FRANKLIN

## and I Quote

No man really becomes a fool until he stops asking questions.—Charles P. Steinmetz.

Beaten paths are for beaten men.—Voltaire.

Whether you be man or woman you will never do anything in this world without courage. It is the greatest quality of the mind next to honor.—James L. Allen.

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