

Your Right to Know  
Is the Key to All Your Liberties  
**EDITORIALS**

Four TORRANCE HERALD SEPTEMBER 27, 1959

THOUGHT FOR TODAY—It seems a little silly to bring it up now, but this country was founded as a protest against taxation.—Tax Digest.

**Polio Fight Renewed**

Did somebody goof?

Last year, with the reported success of the Salk vaccine in the battle against polio, the National Foundation for Infantile Paralysis changed its name to the National Foundation and struck out in several directions in a hunt for something to support.

It was the apparent reasoning of the executives of the national fund raising organization that if they were to remain in business, they would have to find some bigger enemy to fight in coming years—polio was whipped.

This, unfortunately, hasn't proved to be the actual result of the fine work done by the foundation through the years.

Largely through their efforts scientists throughout the nation were supported in their search for an anti-polio measure, and Dr. Jonas Salk made a major breakthrough with the vaccine which was named in his honor.

Last year at the time, the county reported 37 cases of polio, one of the lowest figures in years.

This week, the county reported its 124th case in 1959.

It would appear that the National Foundation for Infantile Paralysis moved too fast in its frantic effort to find projects to keep its highly specialized fund raising organization in operation.

With the proper campaign, the polio villain, which was on the ropes, might have been given a knockout blow. Now it's up and fighting again.

The job may be harder the second time around.

**Well Kept Secret**

Government is a middleman whose "take" is largely responsible for today's high prices, according to some figures compiled recently by the National Research Bureau, Inc.

Uncle Sam and his accomplices, the tax laws of 50 states, add one-third to the price of one quart of milk, for example, according to NRB figures. Here's how:

The farmers' truck and tractor are taxed. The deliveryman's truck and the tires on it and the battery in it. Even the air in the tires of that truck has four hidden taxes on it: the power to run the compressor motor is taxed; the oil for the compressor; the gas station attendant's wages; and the sales tax on the compressor motor and the rubber hose.

Counting all the indirect as well as direct taxes, there are more than 1000 taxes on one quart of milk, according to the bureau.

The best-kept secret in the United States today is the entire size of the hidden tax load.

**No Such Thing As A Bad Boy?**



**LAW IN ACTION**

**A Legal Rule for Ads**

Like some newspaper columns, newspaper advertising can be copyrighted.

In 1903 Justice Oliver Wendell Holmes declared that advertisements could be owned and copyrighted even without having any special literary or artistic merit.

An author, business, or agency that puts work and skill into an ad can protect it as a rule with a "general notice of copyright."

One publisher made special road maps for an advertiser, and got them copyrighted; the court held that the advertiser couldn't sell those maps to a rival publisher.

In another case, a clever picture ran in one ad. The court told a competitor he couldn't use the same picture for his ad.

You cannot copyright some things such as a list of names publicly available or and as so common it lacks uniqueness.

Most ads are "owned" by the advertiser, not the newspaper or magazine.

As an example, when a newspaper uses the word,

"coke", it had better be referring to blast furnace fuel, not Coca-Cola. The latter is capital "C". Each time a publication uses the name "Coke", with a capital "C", each time a publication uses the name improperly, it can expect to receive a stern, but nice, letter from a company official pointing out the difference and the necessity of protecting the trade name. The same applies to many other words which have come into common usage, although they are still protected trade names.

Trying to gain from someone else's ad will get you in trouble.

It can be a crime for anyone to violate a copyright on purpose, and he may have to pay money damages covering all his profits. And then some.

False or misleading ads can cause loss or suspension of certain business licenses; the post office sometimes gets rough if someone uses the mails to advertise fraudulently.

Of course, ads aim to brag about someone's product which is well known by the public and therefore, within limits, such "puffing" is allowed.

But the Fair Trades Commission often stops certain advertisements if they are false or misleading especially to factual claims.

Such action spelled the end to the gold era of the patent medicine peddlers in modern times. No longer do you see ads claiming that someone's pills, taken daily, will cure everything from falling hair to rheumatism. We now know better.

**CROSSWORD PUZZLE**

DOWN

- 1-Evil
- 2-Church service
- 3-Ado
- 4-Exist
- 5-Tree on
- 6-Dolphinlike cetacean
- 7-Main's nickname
- 8-Indispensable
- 9-Compass point
- 10-Poem
- 11-Proposition
- 12-Remuneration
- 13-Be in debt
- 14-Decants
- 15-Dualist
- 16-Note of scale
- 17-Calm
- 18-Platforms
- 19-Wall painting
- 20-Resort
- 21-Merger
- 22-Dress border
- 23-Near
- 24-Approach
- 25-Puff up
- 26-Kind of animal (pl.)
- 27-Century plant
- 28-Later
- 29-Silkworm
- 30-One who changes color of cloth
- 31-Nerve network
- 32-Dry, as wine

ACROSS

- 1-Edible fish
- 2-Sea in Asia
- 3-Require
- 4-Horse's neck hair
- 5-Man's nickname
- 6-Withdraw from an organization
- 7-Cubic meter
- 8-Breaking up into parts
- 9-Spanish for "you"
- 10-Title of respect
- 11-Quiana
- 12-Conjunction
- 13-Brother of Odin
- 14-Greek letter
- 15-Journey
- 16-Mountain in Greece
- 17-Compass point
- 18-Instrument
- 19-Lubricate
- 20-Remuneration
- 21-Be in debt
- 22-Dualist
- 23-Male sheep
- 24-Note of scale
- 25-Calm
- 26-Platforms
- 27-Cubic meter
- 28-Declarative
- 29-Remuneration
- 30-Be in debt
- 31-Dualist
- 32-Note of scale
- 33-Calm
- 34-Platforms
- 35-Wall painting
- 36-Resort
- 37-Merger
- 38-Dress border
- 39-Near
- 40-Approach
- 41-Puff up
- 42-Kind of animal (pl.)
- 43-Century plant
- 44-Later
- 45-Silkworm
- 46-One who changes color of cloth
- 47-Nerve network
- 48-Dry, as wine
- 49-Edible fish
- 50-Sea in Asia
- 51-Require
- 52-Horse's neck hair
- 53-Man's nickname
- 54-Withdraw from an organization
- 55-Biblical word
- 56-Man's name
- 57-Mourful
- 58-Work at one's trade
- 59-Fish eggs
- 60-Decay

Dist. by United Feature Syndicate, Inc. 26

**Opinions of Others**

History tells us that every nation and people who look for security instead of opportunity decays and rots. All advancement comes through discovery of new ideals and ideas. In a half century we have discovered and developed thousands of ideas in flying and other ideas of transportation to nuclear energy and overcoming of space by atomic power. Let us pray that we never become a nation of drones or victims of socialism.—Oswego (Kans.) Independent.

In the present age, when television, movies, automobiles, and many other luxuries we now enjoy take so much time, the art of finding pleasure and satisfaction at home, in the form of hobbies or projects, is sometimes overlooked.—Summerville (Ga.) News.

During these days of inflation and cheap money, when a person says he feels like a million dollars, he is, in fact, about half sick.—Norwalk (Conn.) Hour.

The government statisticians show concern over the fact that 25 per cent of the American families live beyond their incomes. Look whos' talking.—West Branch (Iowa) Times.

Someone has suggested that every person who is on the public payroll wear a uniform, and that would disclose the condition we are in, with a large percentage of our population employees of government. These people who work for the government . . . render a "service." Unless and until we are willing to call a halt to some of the "services" we have become accustomed to, we'll never have less taxes to pay.—Laurel (Miss.) Leader-Call.

The greatest percentage of arrests involving juveniles concerned auto theft, where 67 per cent of the arrests involved youths of 18 and under. Once again we will call attention to the fact that most of the blame for this situation lies with parents, not children. More cars, time and interest from parents will go a long way toward solving the problem of juvenile crime, and it is a growing problem.—Shelby (N. C.) Cleveland Times.

**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.

ARIES MAR 21-20 2-8-21-24 53-67-69	TAURUS APR 21-20 6-11-12-20 29-33-30-31	GEMINI MAY 22-21 9-22-39-42 44-78-84-89	CANCER JUNE 23-22 16-19-24-31 37-52-79-96	LEO JULY 24-23 18-19-24-31 37-52-79-96	VIRGO AUG 24-23 13-16-17-22 77-86-88	LIBRA SEP 23-22 OCT 24-23 3-28-54-74 75-76-83-88	SCORPIO NOV 24-23 OCT 24-23 32-33-47-56 58-60-82-85 86-89-90	SAGITTARIUS NOV 23-22 DEC 22-21 34-36-38-40-41 46-49-50	CAPRICORN DEC 23-22 JAN 20-19 59-63-64-65 71-73-77	AQUARIUS JAN 21-20 FEB 19-18 41-42-50-51 52-54-55-56 61-70-72	PISCES FEB 20-19 MAR 21-20 41-48-51-55 61-70-72
---	--	--	--	---	---	--	---	---	--	--	---

Good Adverse Neutral



NIKE UNIT HONORED . . . Brig. Gen. John T. Honeycutt (left), commanding general of the 47th Artillery Brigade, receives assistance from Capt. Jack M. Daniels, commander of the Nike guided missile unit in Torrance, as he prepares to raise the 47th Brigade's Operational Readiness Evaluation (O.R.E.) pennant at the site. The local unit, Battery B of the 4th Missile Battalion, 251st Artillery, topped all 16 Regular Army and National Guard missile batteries of the 47th in this month's readiness tests. At center is National Guardsman SP/5 Tommy Parnell, battery clerk. (U.S. Army Photo)

**Lomita CC Schedules \$1 Polio Clinic**

Plans to offer 2000 polio shots during the first two weeks of October were announced yesterday by B. Kenneth Gibson, secretary-manager of the Lomita Chamber of Commerce.

The Chamber, in cooperation with area osteopathic physicians and surgeons, has scheduled the inoculation service on the grounds of the new Harbor Osteopathic Hospital at Lomita Blvd. and Belleporte Ave. in Harbor City, weather permitting. The doctors, under the direction of Dr. Roger A. Thill, are donating time and instruments. Those receiving the shots will be asked to donate \$1 for the serum.

Gibson also reported that a nominating committee, headed by Bill Cowen, was busy preparing a slate of nominees for the 1960 board of directors of the Lomita Chamber. Four of the 13 posts cannot be filled by incumbents, he said, because of a by-law which limits directors to two consecutive terms. Current directors who may not be nominated for reelection include John R. Stanton, James Becker, Linden Chandler, and Dr. Warren H. Low.

The Harbor Youth Symphony Band, currently sponsored by the Lomita-Harbor City Lions Club, is seeking additional sponsors, he said.

**ARE THE APPLIANCES YOU WANT MOST IN THE NEW HOME YOU PLAN TO BUY?**

**MEDALLION HOME**  
LIVE BETTER ELECTRICALLY

Every MEDALLION HOME has an all-electric kitchen with electric range and oven —and more from this list of additional appliances:

- electric DRYER
- electric WASHER
- electric DISHWASHER
- electric REFRIGERATOR
- electric WATER HEATER
- electric GARBAGE DISPOSER

The Medallion Award on a new home guarantees you major electrical appliances, already installed. Plus more than ample wiring for today and tomorrow . . . plus lighting which is both functional and beautiful.

So look for the Medallion — national symbol of better housing and modern electric living. It identifies today's best new-home buys in every style, size, location and price range. No family should buy a home without the Medallion Home award.

SOUTHERN CALIFORNIA Edison COMPANY helps you LIVE BETTER—ELECTRICALLY