

Torrance Herald

Co-Publishers
KING WILLIAMS - GLENN W. PFEIL
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THURSDAY, JANUARY 17, 1963

-And Leave The Driving To Us!



AFTER HOURS By John Morley

Whitehouse Publicity Working in High Gear

WASHINGTON, D. C. — President Kennedy is beginning the new year with the most high-powered White House publicity staff in history.

He has gathered around him the most expensive, expert speech writers, public relations-publicity people ever seen around the presidency. This staff also serves his brother Robert, the attorney general, and the First Lady.

One of the reasons for this extraordinary emphasis on publicity is that all three are former newspaper reporters, with first-hand knowledge of both technique and importance of publicity in creating the right "political image."

The cost of this administration's publicity bill is by far the most expensive in Washington political history.

President Kennedy directs his own press relations and publicity. His press secretary, Pierre Salinger, is the detail and legman.

It is common knowledge in Washington that the President, Robert and Jacqueline originate and plan all publicity and public-relations programs.

The most time-consuming conferences in the White House, barring emergencies, have to do with news and publicity releases, TV and radio appearance.

The President has won over the White House press corps with the know-how finesse of a veteran public relations lobbyist. It has paid off, for he enjoys the most cooperative press ever seen around the presidency.

This smooth relationship is due also to the traditional majority of Democrat reporters who are in tune with the aggressive, liberal-socialist policies of the administration.

President and Mrs. Kennedy are the first occupants of the White House to initiate their own TV appearance. In the past this originated with the networks and usually were declined by the President except in rare instances.

Mrs. Kennedy has appeared on more TV shows originating in the White House in the past two years than all her predecessors combined in the past 20.

This is true for more important reasons than her photogenic qualities. It is due to the planning and desire to promote their "personal image" direct to the people.

With a cooperative press and cooperative First Family it is not surprising to have such constant publicity exposure in magazines, press and television.

President Kennedy is the first president to our knowledge to break precedent and frequently visit the homes and apartments of favored newsmen.

Charles Bartlett of the Chattanooga Times, who wrote the controversial Saturday Evening Post story exposing UN Ambassador Stevenson's "soft Cuba policy," probably dines with the President once or twice a week.

It is generally believed among Washington newsmen that the President himself leaked the story to Bartlett about Stevenson. While later defending Stevenson, the President never questioned the veracity of the Bartlett story.

The close relationship of Bartlett and Kennedy would have made such a story impossible without the full consent of the President. Kennedy has leaked front-page news before to other favored columnists, like Reston, Krock, Alsop and others.

This practice has definite California's teachers belong to the teachers' union, the great majority belonging in stead to the California Teachers Association, an independent professional organization without ideological axes to grind.

Ultra liberals generally believe that the school curriculum is too conservative oriented, while ultra conservatives believe just the opposite. As long as neither group is happy about the kind of indoctrination our children are getting, the public schools probably are in pretty good hands.

advantages, even though unpopular with the "outsiders" on the White House press corps.

It is obvious that this concentrated White House publicity policy is effective in creating a favorable "Kennedy-image," as the popularity polls show.

But it is only the "personal image" which is popular. Certainly the presidential record of the first two years is void of accomplishments worthy of such public popularity.

Kennedy's presidential decisions on balance do not come up to either Truman's or Eisenhower's. What Kennedy has done to make front-page copy primarily is his personal participation in matters, like ordinary labor-management disputes, opera fund collections, amateur sports controversies and other issues which presidents refrained from participating in the past.

Today even a minor labor management arbitration decision comes from the White House, instead of the secretary of labor or appointed committees.

All this obviously makes for more White House front page copy. It has an influence on Congress, the party and the voters looking to 1964.

There is no question that the "Kennedy image" is front page fare, even without the world situation.

But there it stops. It has been created artificially on a personal publicity basis.

Such promotion techniques are bound to reflect on the presidency and dignity of the White House sooner or later.

We question the propriety, for example, of the First Lady's recent TV show, using the White House as a backdrop for the promotion of "Purex bleach," which sponsored the network program, however popularly interesting it proved to be.

The high Hooper rating was due to the presence of the White House and First Lady, for without their traditional national appeal, Purex undoubtedly would have preferred Danny Kaye.

New Harbor General

Dedication of the new Harbor General Hospital this week marks an important achievement in helping to care for the medical needs of the area, in the fields in which such a great public institution must serve.

About 12 years ago, Harbor General opened to service, housed in World War II barracks. The idea to put the old barracks buildings to better use is credited to the late Harry B. Lewis, then secretary of the Torrance Chamber of Commerce. Enlisting other Torrance civic leaders in the project, he succeeded in having the Board of Supervisors acquire the site and buildings from the federal government to open a temporary branch of Los Angeles General Hospital.

Among these community leaders was Sam Levy who again did yeoman service when he chaired a citizen's committee to raise \$15,000,000 through passage of a bond issue to make possible the present site improvements.

While the postal address of Harbor General is Torrance, the new hospital actually is located in county territory and certainly complements Torrance Memorial, Little Company of Mary and other privately operated hospitals in this city.

Medically speaking, the Torrance area is ready for further development certain to come in the next few years.

March of Dimes Time

January is the March of Dimes month, marking the 25th anniversary of the foundation begun as a tribute to the late President Franklin D. Roosevelt, himself a victim of the dread disease, polio.

Many of the dimes and dollars contributed to the March of Dimes have gone into research that has paid off so well that there is reason to hope polio may be eliminated altogether as the scourge of all mankind.

Although the March continues its good work for those unfortunately crippled by polio, it has extended research in new directions with the intention of conquering other tripping and killing diseases.

Despite all other drives to contend with throughout the year, there are still many who will want to have a part in the good work accomplished by the March of Dimes, either as a volunteer in the service or as a contributor. It is to be hoped, therefore that the people of the Torrance area will respond generously.

Opinions of Others

The real business of a government of free people is not to strive to guarantee economic security for that people. Any government that undertakes to provide guaranteed economic security must take away freedom in exchange for that fancied security.—Menville, (Iowa.) Record.

TVA, according to its creators, was designed to become a yardstick to take the measure of electric current—to determine its cost and a fair price for it.

TVA was subsidized by the government, having no stockholders it need not produce a profit, a political pet it is not forced to pay taxes. How can such a crooked yardstick take the fair measure of electric current produced by privately owned companies that must be financed under the good old free enterprise system, and must show a profit over and above a heavy tax burden to stay in business?—Gulfport, (Miss.) Guide.

Americans have a tradition of hard, efficient work, of bold, imaginative experiment, of cheerful, hopeful assault on all their problems. They are believers in meaningful liberty, in the freedom of men to rise to their best achievement and well being.

Men in this country who at least try to live according to these tenets can proudly wear the label of "American." Those who do not are empty shells, lacking in the substance of greatness. If at any time in our history we shall find too many of these among us, then our national greatness itself must be called in question. For America is only as good as the Americans who make it up.—Franklin, (Ind.) Republican.

Politics of the late years has pretty much developed into a game of competitive promising.—Fort Sumner (N. M.) News.

A small boy's ambition: To grow up and be a farmer so he can get paid for not growing spinach.—Haines City (Fla.) Herald.

ROYCE BRIER

Kennedy Triumph, Defeat After Two Years in Office

President Kennedy closed out his first two years in office with one big triumph behind him, and one bitter defeat. This is perhaps a little better than par as Presidencies run.

It is probable most Americans are glad to have the 1113 Cuban invaders rescued, even though, they were ransomed with food and medicine. It was no less a ransom because it was not a money transaction, but at least the food and medicines must be consumed by the Cuban people, and cannot be consumed by the ruling clique of Fidel Castro.

While the return of the Cubans was ostensibly a private operation, it could not have been achieved without Government pressure and action. When the operation is completed, and if it includes release of American prisoners held by Castro, the President should schedule a chat to tell the people what went on.

He must be sharply aware after his experience in recent weeks, that secrecy in non-security matters is not the best way to administer a country. It only begets news leaks, and news leaks produce a distortion of reality, and a climate of vague unrest and suspicion in the Nation which is damaging to a free society.

The Bay of Pigs fiasco in 1961 was one of the worst of its kind, and we have had a few similar ones off Ameri-

can soil. Mr. Kennedy has taken responsibility for it, but he has conceded that he had some "wrong" advice, and his administration was compelled to do what it could to retrieve the blunder.

Because this is so obvious, it appears likely the partisan criticism of the administration's part in the ransom will be at a minimum.

On the other hand, the pseudo-blockade of Cuba and the forced removal of the Soviet missiles was a notable victory for Mr. Kennedy, and has virtually silenced all charges that the United States was being permitted to drift into a position of subservience to the ambitions of the Kremlin.

It is the Kremlin which is now talking of an indispensable peace, and for a change, meaning it.

You recall that, starting with Woodrow Wilson, many isolationists protested America's participation in world affairs on the chief ground that it would be swindled in negotiation, anyway. The idea was we were too dumb for the smart Europeans. Now Prime Minister Macmillan is on the receiving end of a similar protest, vis-a-vis the Americans in general, and Mr. Kennedy in particular.

Altogether it was a productive two years, and if we are not maneuvered into a position where we will have to invade Cuba, the next two years should be as productive.

TALK OF THE WORLD

PALMA DE MALLORCA, SPAIN—The 25th anniversary of the birth of Father Junipero Serra will occur this year.

Since the famous founder of the California missions was born on the Mediterranean island of Mallorca, Mallorcans are as excited about the anniversary as Californians.

Los Amigos de Fray Junipero Serra can't decide whether to hold a big celebration on May 12, which Governor James Rolph Jr. proclaimed as Junipero Serra Day, or Nov. 25, the actual birthday.

Their compromise is to hold festivities all year long with special events whenever the most Californians turn up to join the celebration.

Headquarters for California visitors in the big city of Palma is the Hotel Alcina, one of the world's most pleasant hotels.

From there they can make their 25-mile pilgrimages to Petra, Padre Serra's birthplace.

Junipero Serra was born in a simple peasant cottage in

1713 to farm workers Antonio Serra and Margarida Ferrer. He was baptized Miguel Jose, but he took the name Junipero (beloved disciple of St. Francis) when he received the Franciscan habit.

In 1932 the house in which he was born was dedicated to San Francisco as a "bridge of friendship."

The pig sty is attached to the house, and there is attic space in which to hang tomatoes, garlic, pork sausages and paprika sausages known as sobrasada.

Petra is a small, dusty village overwhelmed now by its convent and church.

Wreaths are laid at the Junipero Serra monument, visits are made to the baptismal font just restored to its original niche, and receptions are held in the Museum Center of Studies.

When it's all over, you can go to the nearby city of Inca with its celebrated cellar for dining. First, jerez, tapas y mariscos at a sidewalk cafe, sherry and snacks of shrimps, clams, calamars, sausages and hot meats.

To the south is the blue

Indoctrinate

A 'Bad' Word?

By JAMES DORAIS
Is "indoctrinate" a "bad" word?

During the recent campaign for State Superintendent of Public Instruction, the successful candidate, Dr. Max Rafferty, was criticized for advocating indoctrination of school children in patriotism and traditional American principles.

Webster's New International Dictionary gives the prime meaning of indoctrinate as follows: "To instruct in the rudiments or principles of learning, or of a branch of learning; to instruct, or imbue, as principles or doctrines; teach."

What's Wrong with Teaching? It seems a little difficult to quarrel with the proposition that a school teacher ought to teach.

As a secondary meaning, however, Webster defines indoctrination as "sometimes, in a derogatory sense, to imbue with an opinion or with a partisan or sectarian point of view."

The trouble with the word seems to be that it is good or bad depending on whether one agrees with what is being taught.

The California State Federation of Teachers, a union affiliated with the AFL-CIO, got rattled tripped up by the word at its state convention in San Francisco last week when in one breath it called on its members to resist "the great pressures on teachers to make education an instrument of indoctrination, rather than a means toward open and dispassionate learning," and in the next urged teachers "to work for the abolition of war, and teach students the necessity of outlawing war in the modern world."

Like motherhood, every one favors peace, but surely a teacher devoted to open and dispassionate learning rather than indoctrination would have to point out that even the world's number-one pacifist, India's Prime Minister Nehru, has discovered that a time can come when it is necessary to take up arms in one's own defense.

Extreme Positions

The teachers' union then went on to urge abolition of the House Un-American Activities Committee and the removal of Christmas programs from the schools.

Less than 10 per cent of

Mediterranean, and to the north the great mountain range. It is reminiscent of California.

Our Man Hoppe

The Pentagon's Brand Old Idea

Art Hoppe

It's budget time. As usual the Pentagon wants a couple of billion more next year to stockpile hydrogen bombs. For peace. But despite this surface unanimity, I have it on the authority of a well-placed friend that actually our military faces a grave split which could well rock this nation.

My friend figures he's well-placed because he just got out of the Army. Where he did his bit in the front lines of the Cold War. Writing speeches for the Brass.

He reports there are two cardinal regulations for writing military speeches: (1) they must contain nothing controversial and (2) they must be composed entirely of language used in old military speeches. On the theory that if an idea's old, it isn't controversial.

And he says the only trouble is the military speech writers are running short of old speeches and are daily having to dig further back in the archives. You can see, I'm sure, what's going to happen.

Grave Split in Military!
The Pentagon—Air Force Colonel Hosmer (Flash) Flashe was attacked by his fellow officers today for his speech last night to the West Virginia Whist Federation advocating "Victory Through Air Power."

"Wars will be won," cried Brigadier General H. A. Tynfoil in a luncheon address to the Happy Days Breakfast Club, "only by the foot soldier moving on his stomach. And I might add that studies conducted at the Aberdeen Proving Grounds have shown conclusively that elephants will never be able to cross the Alps in wintertime."

The new dispute heightened tensions created by high military spokesmen in recent speeches around the country. In the Pentagon itself, pro-Monitor admirals have not lunched with pro-Merrimac admirals in three weeks. And it is rumored that one naval officer, who had spoken out publicly for quinquereemes, actually struck a trireme man with an excess oar. But this has been vigorously denied.

On the record, however, is the division in the General Staff between those who have been loudly calling out for increased production of tanks in hopes of a breakthrough on the Western Front and those who have been publicly promoting the Gatling gun as the ultimate weapon. These latter, nevertheless, are privately being called "saber-rattlers"—a term of opprobrium used by older officers who favor more funds for the broadsword and the mace.

Thus Colonel Flashe's call last night for increased research and development appropriations for the Spad and the Jenny was bound to have a divisive effect on...

But maybe it's a tempest in a teapot. After all, our military may disagree some times on what weapons we need more of. But they always agree we need more, because only by making more weapons to kill people can we prevent war. It's a very non-controversial idea.

It's also a very old idea. The military has been promoting it for several thousand years. And for several hundred wars.

Morning Report:

Although he didn't mean to, Fidel Castro has brought us and the Russians together. In a joint letter, both countries told the U. N. they would like to forget Cuba. In public anyway. We want to forget Castro as an enemy. And they want to forget him as a friend.

It's not often that a fellow can annoy both his friends and enemies at the same time. But Castro has managed to pull it off.

This leaves us, of course, with a new worry: Who will Fidel find to play with now? He does still have one little friend, Albania. But where will he turn to find a new enemy?

Abe Mellinkoff



If we let YOU spend fortunes on going to the moon... you can't object to OUR spending a few pennies on furs!