

EDITORIAL

They Need Every Penny

THE 33 YOUTH, health and welfare agencies financed through the United Neighbors Community Chest recently submitted their budgets to the Chest board. These budgets represented the minimum the agencies felt they should have to operate through the coming year. They need, and could beneficially use, every cent asked.

Had these budgets been accepted without change, the United Neighbors goal for the 1960 campaign would be \$1,138,000. But the Chest budget committee, through careful paring, reduced the requested budgets to the point where a goal of \$980,538 has been set.

This was a difficult, heartbreaking effort. It was done because it was felt that the smaller goal was all that could be reached in Long Beach, Signal Hill, Lakewood and Dominguez—the area covered by the Chest groups. The results of past campaigns indicated the

smaller figure was more realistic. We assume that the agencies can "get along" on their reduced budgets. But they should not be asked to take still another cut—and a crippling one—later on. The people of this community should see to it that every penny of the reduced allocations goes to these worthy agencies.

This can be done, of course, by making the goal of \$980,538. The Chest campaign comes this fall. It is time now to resolve to put it across, sparing the necessity of again cutting agency services.

The fact the budgets had to be pared shows that our generosity is in question. On the basis of past performance, we can hardly resent this. But we can answer it with an outpouring of contributions that will make the goal and with something to spare.

Remember—the agencies have already been cut. Let's not cut them again.

Health a Fair Issue

SINCE BOTH PARTIES have people who are perfectly willing to exploit any issue, real or imaginary, without regard to principle, the presidential campaign of 1960 is bound to produce some irrelevant and malicious discussion.

Likewise, it will produce cries of "unfair" against discussion of issues which are perfectly legitimate and which should be aired in the court of public opinion. Each candidate naturally would like to put quarantines on those areas of discussion in which he is weakest.

Such a quarantine was established most successfully on the health issue during the campaigns of Franklin D. Roosevelt. Mr. Roosevelt died in office. Tardily, the intimate witnesses of that campaign recalled that Mr. Roosevelt had been in declining health.

The taboo against talking about the

state of the health of a candidate for the toughest job in the nation was removed when President Eisenhower fell ill during his first term. That he recovered and was re-elected to office is a tribute not only to his doctors but to the judgment of the voters. It was proof that a discussion of the candidate's health does not necessarily mean his defeat. Perhaps Mr. Roosevelt, too, would have been re-elected even if the full story had been told about his condition. But nobody knows that for sure. The point is that the people did not have all the facts on which to base a judgment.

The record of a candidate's health is a proper concern of the public. It is not dirty politics to inquire on that score. The candidate who is at present in reasonably good health need not be afraid to answer. If he is afraid, the public should be afraid of him.

high motives and principles. These are not always advanced in ways that meet the approval of every citizen. But on that basis every individual, every organization, and both political parties are open to criticism.

Young Stephen Bayne of New York will learn that he can disagree without losing respect for his opponent. He will learn, too, that it is not a compromise of integrity to be courteous toward those who offer words or awards of esteem.

Young Steve Brady of Glendale will learn that the true measure of patriotism rests in much more than the enthusiasm with which one sings the national anthem or waves a flag.

Both Views in Error

HONOR STUDENT Stephen Bayne of Westbury (N. Y.) High School recently scorned an award offered by the American Legion, whose views, he said, he could not respect. Honor student Steve Brady of Glendale accepts a similar award from the Legion and declares that "If any boy does not believe in the principles of the American Legion, it is my opinion that he does not believe in the principles of the Constitution and government of the United States."

In both cases, we imagine the young man in question will realize 10 or 15 years hence that his views on this occasion were impulsive and intolerant. The Legion is an organization with

No 'Junk' on Pony Express

TODAY'S POSTAL LAWS and the nation's excellent transportation facilities encourage widespread distribution daily of tons and tons of junk mail that nobody reads.

It gluts the post offices, angers the householder, and gouges the taxpayer, and like an avalanche, it just keeps coming.

The 100th anniversary of the Pony

Express is being celebrated this month, and it is a reminder that it was not always so easy to distribute junk mail.

The Pony Express moved mail across country on a 2,000-mile route in saddle bags.

If a horse couldn't carry it, it didn't go.

Pity we do not today have the same consideration for the mailman.

RAY TUCKER

Kennedy Faces Big Task

WASHINGTON—Although the Kennedy organization performed with machine-like precision in winning the nomination for the

Bostonian, he must call upon all his political brilliance to immobilize Vice President Nixon in November. The Johnson nomination for VP is a step in that direction.

The Senator's coup has been likened to the Roosevelt-Farley operation in 1932, a fusion of many conflicting and controversial forces. But there is a vast difference in the composition and the circumstances. Aside from the contrast between the austere Kennedy personality

and the Roosevelt warmth, even though slightly synthetic, the 1960 nominee was chosen for negative rather than positive reasons.

Northern city bosses would not accept Senator Johnson of Texas as President out of stark fear of losing the labor and colored vote. As Vice Presidential candidate, Johnson placates the South, and Kennedy the liberal elements. Senator Stuart Symington frankly called himself "the second Missouri compromise."

Adlai E. Stevenson was a tired, twice-defeated has-been. Senator Kennedy's tremendous task is shown clearly by an analysis of the sources of his convention support. Eleven industrial states in the East and Middle West gave him about 500 votes. States of the Far West contributed only 156. From the South he obtained only seven.

There are other differences between 1932 and 1960. FDR had behind him the professionals, the liberals, the intellectuals, the farmers, labor, the racial elements—all those who had been heavily burdened by the depression and who resented Herbert Hoover's timidity in meeting the economic crisis. FDR's following was based on a resentment born of desperation and depression.

Today, with changed economic and foreign conditions vastly different from 1932, almost every boss and influential Democrat is indifferent to the candidate. The list includes such eminent as Eleanor Roosevelt, James A. Farley, Herbert Lehman, Harry S. Truman and many others. But these people—the Democratic Old Guard—are men of a past generation. Today, the accent is on youth.



DREW PEARSON

Cannon Ruling Gave Votes to Put Kennedy Over Top

WASHINGTON—Sen. Jack Kennedy, who has written a book on tense and courageous moments in the lives of senators, someday may write the story of a tense and historic moment at the Los Angeles convention when key delegates swayed in the balance and almost deserted him.



PEARSON

However, since Kennedy will be busy with other matters for some time, here is the story as I have pieced it together. It boils down to the fact that, despite his shrewd and intensive organization, Kennedy may owe his nomination to one man—Congressman Clarence Cannon, 81 years old, representing the Mark Twain District of Missouri, the parliamentarian of the convention.

The story begins several weeks ago when Iowa Democrats voted to support Gov. Herschel Loveless for President. Kansas delegates were also pledged to support Gov. George Docking.

OFFERED VICE PRESIDENCY—Prior to the convention, however, Kennedy forces made overtures to both Docking and Loveless separately and privately that they would be considered for Vice President if they delivered their votes to Kennedy on the first ballot. Immediately thereafter, bitterness broke out inside the Iowa and Kansas delegations as to whether their two governors had the right to desert the state Democratic pledge on the first ballot and, if so, whether they should vote for Kennedy.

Governor Loveless made no secret of switching votes because of vice presidential nomination. He approached Ellsworth Hays of Hamlin, Iowa, who has a state job and was for Symington. The Governor also approached Mrs. Dorothy Malone of Atlantic, widow of the highway commissioner, who switched from Senator Johnson to Kennedy.

Lauren Hullinger, a delegate from Cedar Rapids, was for Symington, but finally yielded to pressure and voted for Kennedy. D. C. Berge, of Garner, a Stevenson man, and Alden R. Godwin of Indianola, a Johnson man, also got worked over and agreed to switch to Kennedy.

However, Governor Loveless had trouble with several Stevenson delegates, especially Mrs. F. O. W. Voight of Oskaloosa. Sherwin Markman of Des Moines

and Stephen Garst of Coon Rapids, son of the famed corn farmer who entertained Premier Khrushchev last fall. They flatly refused to be pressured. So did Dr. R. G. Moore of Dunlop who refused to desert Symington.

Mrs. Voight was so upset at the pressure that she turned in her credentials and sat in the gallery.

"I had an alternate take my place," she told me. "I felt lonesome sitting in the gallery all by myself, but inside I felt I had done right."

CANNON REVERSES—Governor Loveless exerted his greatest strength against Sherwin Markman, attorney for the Civil Liberties Union who had gone to Congressman Cannon on Tuesday, July 12, to ask for a ruling that Governor Loveless could not withdraw his name, and that Iowa delegates must therefore continue voting for him. Cannon ruled that Loveless was bound by his own state convention and could not withdraw before the first ballot.

"Loveless raised hell with me," Markman explained. "What did he say?" I asked.

"He threatened to ruin me politically. But then overnight, Congressman Cannon changed his ruling. He reversed himself and ruled that Loveless could with-

draw his name. I spent four hours next day arguing with him, showing that all his own precedents were to the contrary. Senators Humphrey (Minn.), Mike Monroney (Okla.), Gene McCarthy (Minn.) and toward the end, Sam Rayburn, were with me, all trying to get Cannon to go back to his original ruling. But he wouldn't."

The ruling was all-important. If Iowa with 26 votes and Kansas with 21 had not voted for Kennedy on the first ballot, he would not have made it on the first ballot. And on the second ballot Indiana and Maryland were ready to desert him, plus some important defections inside New York and California.

Thus, by the ruling of 81-year-old Clarence Cannon, history was made.

"Who do you think talked to Cannon overnight?" I asked.

"I don't know, but somebody did."

Later I learned that another vice presidential promise was dangled—this one before Sen. Stuart Symington of Missouri. His friend from Missouri, Clarence Cannon, was trying to help him deliver.

In the end, neither Loveless nor Docking nor Symington got the No. 2 spot, but they sure helped Jack Kennedy get the No. 1 spot.

Town Meeting

Up Trees, Down With Firetraps

EDITOR:

Whereas we appreciate the plans for planting trees along the shoreline from the Harbor to the San Gabriel, we are concerned about the destruction of trees in Lincoln Park, where weary shoppers can rest and ease their aching feet in shade, and listen to the music of the famous Long Beach Band.

IT IS proposed by certain property owners in that vicinity to dig up the soil that nourishes the roots of hundreds of thousands of dollars worth of mature and beautiful trees so that they can profit from an underground garage. They offer only \$50,000 as reimbursement to the people of Long Beach, who now are benefited by this little spot. That is what is locally called a "steal."

Taxpayers' money has gone into the production and sustenance of these trees for a long time. It will be a short order for their ruin. There are old buildings

on Pacific Ave. that are fire traps. Why not destroy them and build the underground garage there? Then a new building can be erected on firm foundations and the city be improved?

IT SEEMS that I remember that we were promised tree planting on the subsidence fill around the Auditorium many years ago. There once was a pleasant park there, where we could enjoy beauty, fresh air and exercise on paths among flowers. It is a dismal waste now. Will Lincoln Park also become a grass grown space without shade on sunny days?

Everyone who wants to halt this gigantic injury to the City of Long Beach should protest in writing to the City Manager, the City Council and the newspapers. Why let a few take all?

A resting spot of beauty in the center of a city is an asset beyond price.

MISS EDNA STOCK
500 W. Ocean Blvd.
Long Beach 2, Calif.

Finding Other Self a Task for Saints

By SYDNEY J. HARRIS

One of the wisest and shrewdest men of our time, Jose Ortega y Gasset, the Spanish philosopher, said something to me at Aspen a few summers ago which I have never forgotten.

When kind and charming ladies at that resort recognized him and approached him and asked, "Are you Senor Ortega?" he said he was moved with the desire to reply: "Madam, I am he only in a vague way—because I feel so much that I am only a remote approximation of him whom I should be, of him whom I have to be."

What is this puzzling and paradoxical answer to a straight question? He meant that each of us has a double personality, not in the dramatic Jekyll-and-Hyde sense, but in a deep authentic sense. The Ortega known to the public, through his writings and social behavior, is not necessarily the Ortega he feels within himself, or knows he should become.

There is another self, the true personality, which lives beneath the social self, behind the face and mannerisms and occupation and life-situation. And, most often, the profiles of these two selves do not coincide.

WHAT DISTINGUISHES genuine human beings from those who have already become monsters is this—that human beings know they are not living as they really should, morally and spiritually, no matter how much success or esteem they achieve in the eyes of the world.

The monsters have given up the struggle to conquer themselves and have reshaped their private identities to fit their public visage. The monsters define themselves by their occupations, their status, their reputations—and have sacrificed their total inner life in order to present a bland and impressive countenance to the world.

What constitutes a philosopher, like Ortega, is that he knows how far he falls short of his public profile. He knows what an authentic man should be, in his thoughts, his actions, and his ideals. And he never fools himself that the figure on the platform, receiving the honorable award, is the same as the naked personality in the silence of his soul.

EACH MAN has to win a victory over himself—which is another way of saying that each man has to lose his life in order to find it. For only when he sheds the snake-like skin of our social selves are we reborn as creatures of freedom and integrity. The achievement is a task for saints, but even the knowledge alone prevents us from becoming monsters.



TODAY'S QUOTES

By United Press International

BRISBANE, Australia—

10 YEARS AGO—First Officer T. Bennett, pilot of an Australian airliner, to a passenger guarding a ravine to be the only one of his kind in the nation, was opened at Long Beach Veterans Administration Hospital by the Security-First National Bank. Designed for use by wheelchair and ambulatory patients, it had a specially designed window where paraplegic patients could transact business.

20 YEARS AGO—INCORPORATION of a Long Beach promotional organization, the Long Beach Associates, which would strive to coordinate many fields of Long Beach publicity and advertising, was announced by David Olmsted, managing director of the Municipal Auditorium.

LONDON—British Prime Minister Harold Macmillan, in a note to Soviet Premier Nikita S. Khrushchev, expressing his concern over the new trend in the conduct of Russia's foreign policy:

"If the trend of events in the world continues, we may all of us one day, either by miscalculation or by mistake, find ourselves caught in the situation from which we cannot escape."

INDEPENDENT

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Strictly Business



"And to think we fired a girl who used two fingers!"

Cruise Ship Fire Probed by Coast Guard

The Coast Guard Tuesday announced an investigation will be made of a fire that destroyed the 69-year-old cruise steamer Avalon at anchorage here Monday night. The 1,985-ton ship was reduced to a charred hulk, but did not sink.

TEN COAST GUARD cutters and fireboats from Los Angeles and Long Beach circled the blazing 264-foot vessel for more than two hours in a frantic effort to extinguish the flames and

keep the steamer from settling to the bottom in the 45-foot-deep channel. The single-stack steamer, its holds and cabins rapidly filling with water, developed a precarious four-degree starboard list at one point, but fire fighters were able to get pumps and lines aboard and righted her.

The fire, still undetermined in origin, broke out shortly before 10:45 p.m. while the Avalon, awaiting salvage, was anchored about a mile and a half off Pacific Land-

ing on Pier A. that a welder had been working and that smoldering slag lying about the ship Monday could have caused the fire.

THE LONG BEACH Fire Department reported Tuesday

CHRONIC "DRY SCALP" ITCH STOPPED IN 12 SECONDS

With New Soothing Lotion!
"3 shakes" and a scalp rub — once a day — and you'll never scratch again!
Amazing new SEA BREEZE — the antiseptic skin lotion — ends every trace of itching in 12 seconds! Just "3 shakes" of SEA BREEZE and a quick rub —

Broken Glasses Now Replaced in Four to Twenty-four Hours

Thanks to ultra-modern lens grinding equipment now in operation in Long Beach, glasses wearers are spared discomfort and loss of work-hours when lens breakage occurs. Dr. J. M. Soss, optometrist at 37 Pine Avenue for 32 years, gives top priority to fast replacement of lenses, and his own optical laboratories adjacent to his offices are a prime factor in turning out lens replacements in a minimum of time. The time required is dependent on the complexity of the prescription, but any lens can be duplicated in a day. Glasses wearers are cautioned to bring in all the pieces of lenses if possible. You are invited to consult Dr. Soss on all your optical needs — contact lenses, blended lenses (no dividing line bifocals), continuous vision glasses (for 3-range vision), sunglasses, TV glasses, etc. Easy budget terms. Dr. Soss' 37 Pine Avenue offices are open Friday evenings and all day Saturdays. Phones HE 5-6219 and HE 6-6739. Offices in Torrance and Wilmington.

DR. J. M. SOSS, Optometrist
37 Pine Avenue • HE 5-6219

LOS ALTOS CENTER

BELLFLOWER AT STEARNS

DOWNTOWN LONG BEACH

PINE AT FIFTH

STORE HOURS: 9:30 TO 5:30. MONDAY, THURSDAY, FRIDAY, 9:30 TO 9 P.M.

STORE HOURS: 9:30 TO 5:30. MONDAY AND FRIDAY, 9:30 TO 9 P.M.



Over 1680 stores reduce prices! Every department brings you merchandise you'll use right now and for months to come... at a fraction of what you would have paid yesterday!

JULY CLEARANCE



MEN'S SUMMER SUIT CLEARANCE
29⁸⁸

Sensational prices on a sensational group of summer weight suits! Penney's easy-care tropicals... NOW AT ONLY 29.88. Wonderful carefree Dacron polyester and wool fabrics in just the styles and colors you want. All in the fine quality tailoring you've come to expect at Penney's.

EASY-CARE MEN'S DACRON POLYESTER AND RAYON SLACKS
\$5

Sizes 28 to 40
Tested in Penney's own laboratory to machine wash, machine or drip dry with little or no ironing. Dress tailored, too, in charcoal, brown, blue, more! Sizes 28 to 40.



MEN'S KHAKI SHORT SLEEVE POPLIN WORK SHIRT

Come 'n get 'em at this special Clearance price! They're durable, cool and comfortable! Smart looking. Great for on-the-job, back-yard lounging, camping. Summer weight cool cotton poplin shirts with short sleeves. Small, medium and large. **\$1**

MEN'S KHAKI TWILL WORK PANTS
2⁵⁰

Rugged carded cotton twill pants... the toughest, best wearing fabric since buckskin. They're tailored to Penney's exacting specifications for proportioned-fit. Machine washable! Sanitized, too! 29 to 42.



FINAL SWIMSUIT CLEARANCE!



WOMEN'S LASTEX FAILLE SWIMSUIT
6⁹⁹

Figure-flattering swim suit in Lastex faille. Boned bra, chevron pleat trim. White, black, blue, turquoise. Sizes 32 to 38.



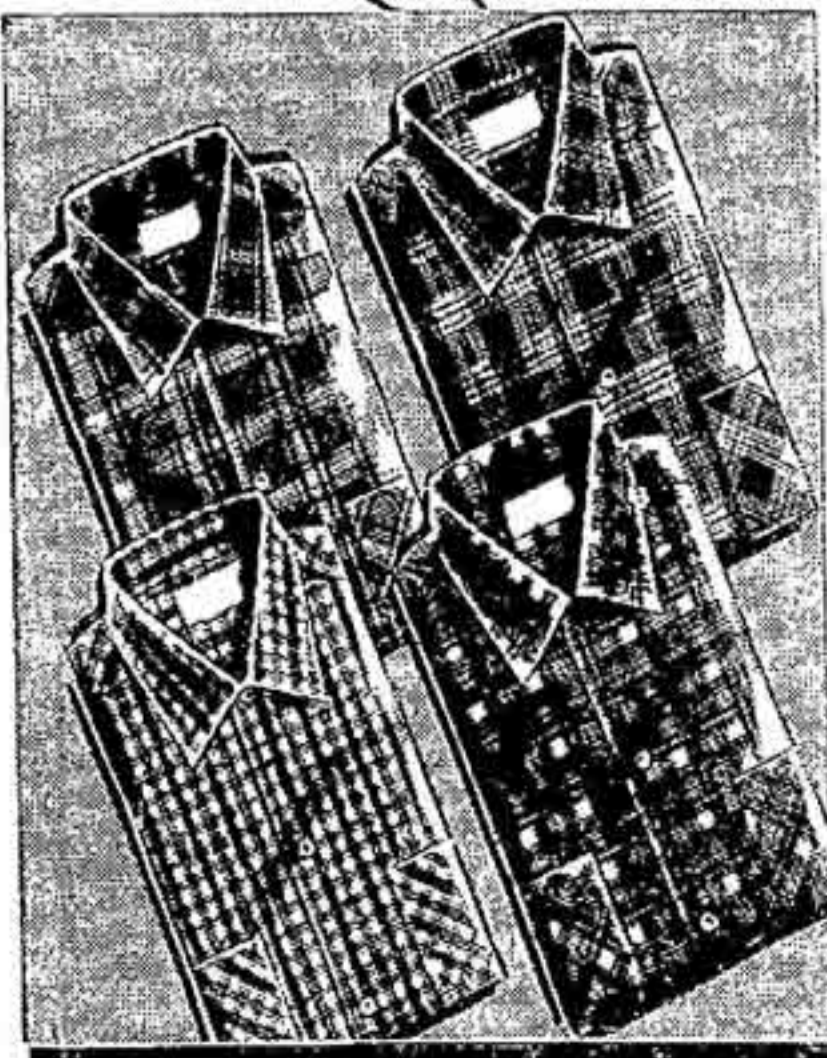
WOMEN'S FLATTERING KNIT SHEATH
6⁹⁹

Glamour swimsheath, knit with deep plunge back! A real "eye-catcher"! Black, white, red, blue. A terrific value! Sizes 32 to 38.



GIRLS' PLEATED SKIRT COTTON SUIT
2⁹⁹

Whirl-pleated cotton buy! Lined in front! Elasticized back. Pink, blue. Sizes 8 to 14. Also in junior girls' sizes 4 to 6x at 1.99.



MEN'S Eye-Catching ASSORTMENT OF SHORT SLEEVE SPORT SHIRTS
1⁵⁰

Final clearance of summer sport shirts, prints, stripes, checks and solids. And that 1.50 tag is our lowest in a month of Sundays. Buy all you'll need this summer, now! Small, medium, large.

WOMEN'S WHITE TERRY DUSTERS

So pert! So practical! Our women's summer terry cloth dusters offer breezy styling in tubbable white cotton terry! Smart roll-sleeve fringe collar and pocket trim. Sizes small, medium, large. **\$4**

SIZE 22x28-IN. KAPOK BED PILLOWS

Jumbo sized (22 x 28 inches) comfort at Penney's little price! Extra-large, extra-plump-filled pillows. Sturdy, blue and white striped ticking, corded edges. **2 FOR 3⁸⁸**



NEW GRAIN PLASTIC "BEAT BAGS"
2⁴⁴

PLUS FED. TAX
Penney's newest fashion-value! Casual styling at its smartest... we mean really "beat"! Versatile, washable grain plastic. Dark and light colors.



GIRLS' COTTON SHORTS
66^c

Assorted quality cotton prints and solids in trim-fit shorts which boast band front and elastic back! At this fabulous price you'll want several! 4-14.



WOMEN'S GORD JAMAICAS
1⁴⁴

Cool Jamaica styling in quality cotton cords at Penney's red hot clearance price. Trim fit hi-rise waist, back zip. Assorted colors. Sizes 8 to 18.

PLAY IT SMART! CHARGE IT! Take Advantage of Penney's Summer Values Now!