EDITORIALS

## World's Biggest Junk Yard

 Sheriff Eugene Biscaluz has taken a move in the righ trection in asking the state eegisature to amend hae moo vehicle code so that haw enforcementansinheu the existing mare of legal complications. tha the recked and abandonened clunkers and our highways fringed ith tin cans, boxes, and rubbish.There are laws forbidding the throwing of rubbish on public roads, but these laws are seldom enforced. As a re Junk yard.
The throwing of rubbish on highways in some, easter tates is punishable with a $\$ 500$ fine and suspension of driver's license. The state police rigorously enforce that law The highways are clean. Sometimes a big stick is the onil substitute for a lack of civic pride.

## Our Christmas Dividend

 It was good news last week when our neighborhood banks nnounced the mailing to depositors of the annual Christma Club checks in total sums greater than in any previous year. ags plan and its rapid growth is a dramatic assurance the financial prosperity of the people. It is interesting to wote that this month $12,0200,000$ persons will receive Chris nas Club checks ial insilulions. It is $\$ 47$ million dollars more than last year with 460,000 more people participating.If you like to read happy news for a change, take a look t the estimated break down. $\$ 410$ million will go into Christ mas purchases. $\$ 313$ million will go back into permanent savings. $\$ 108$ million will be used to pay year-end bills. $\$ 86$ million for insurance premiums. $\$ 21 / 2$ milion for mortgage payments. $\$ 211 / 2$ million f
for miscellaneous purposes.

How do you like that for the size of the watermelon be ing cut this month by the American people? Figures ordin arily make dull readg, but not these figures. They prove the prosperity and frugality of the American people. The

## Messages For Millions

The importance of advertising in our modern world is with the April issue the Readers Digest will break a 33 yea precedent by accepting display advertisements. The ubiquitous tabloid will also set an all-time record for the price paid or a one issue insertion of a five and a half by seven and a arf inch advertisement. It will cost $\$ 26,500$, and advertisers egard it as a bargain! Did you ever consider what you readers? If you used the cheapest mailing medium-th postal card-the postage alone would amount to $\$ 200,000$. is still your community newspaper. The buy in advertising results from the community newspaper is percentage of mendous readership power. The community newspaper he a unique place in American Ife. It is eagerly read from first to last page because it is filled with the names of folks pe sonally known to its readers. The community newspape maintains an intimate contact with those who live within it circulation territory
is axiomatic that the value of news is in direct pro lives in a far-off flood in Pakistan interests us mildly, where as we get vigorously excited about the traffic accident that girl who grew into womanhood across the street.
bors!" and really mean it.


LAW IN ACTION


Ho herre. Yot, no ono cas

## our domestic affars to meet the approval of the socialst and communist nations of Eu- rope and Asia

## OUT OF THE PAST

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## \section*{30} <br> November, AGO

PTA asked of the Torrance

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Things Will Look Up In $\mathbf{5 5}$


