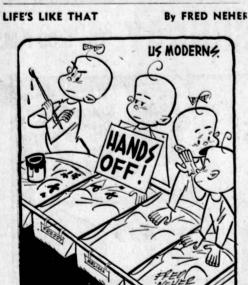
THE TORRANCE HERALD 8



Edison Manager Announces 1963 Construction Budget for County JANUARY 6, 1963

Southern California Edison Co., one of the biggest invest-biges county, will be going at it with vigor again this year, and yesterday in announcing bigters thangen LE Jenkins and yesterday in announcing within Los Angeles county of 778,574,246. This amount is part of an verall Edison expansion budge tor Jonston Kurden and the Segundo status ind, Jenkins said. The money will be invested in new generating plats, sub stations, transmission and dis tribution lines and other elec-trical facilities needed to heney stations, transmission and dis-stations, transmission and dis-tribution lines and other elec-continue to grow," he said.

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"Boy! Is she starting early."

A Closer Look By Ernest Kreiling

HOLLYWOOD—A \$130 mil-lion tempest is sweeping through the radio and tele-vision industry, a tempest broadcasters hope will stay within the family. LeRoy Collins, president of the National Assn, of Broad-casters, recently raised an is-sue with the very people who employ him and which threat-ens at least part of their pro-digious income from cigarette advertising.

"The latest figures I have seen," Collins said, "points out that 20 per cent of boys have started smoking in the ninth grade, and almost 30 per cent of all girls smoke before they are graduated from high school. We also know this con-dition is being made continual-ly worse under the impact of advertising designed primarily to influence young people."

COLLINS PLACED much of the moral responsibility on the tobacco companies, the adver-tising agencies and on sport figures who allow their pres-tion of the sport of the sport of the sport of the sport the sport of the spore of research findings about health and smoking or made it unmistakably clear that he tige to be exploited for cigar-ette advertising. "But," he added, "where others have per-sistently failed to subordinate was talking for himself alone, not for the industry. No one can expect any imtheir profit motives to the higher purpose of the general good health of our young peo-ple, then I think broadcasters hould make corrective moves then just broadcasting. For exfor much more is involved than just broadcasting. For ex-ample, tobacco is the sixth ranking money crop in the United States; annual tobacco taxes to all levels of govern-men total over \$2 billion an-nually: 3 million people are should make corrective moves on its own.

These are indeed brave words from a leader of an industry whose pocketbooks would be visibly flattened if sanctions visibly flattened if sanctions limiting cigarette advertising were adopted. And they be-come even braver when one considers that Mr. Collins \$75,000 per year contract with be industry comes up for ne. the industry comes up for ne

gotiation very soon.

CIGARETTE advertising brings \$130 million a year into station and network coffers, and represents the fourth

Know Your Traffic Laws Prepared in cooperation with the Traffic Education Bureau of the Torrance Police Department

Traffic fatalities in 1962 de- made one of the safest cities in creased by five over the prev- the state. ious year.

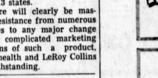
Although traffic statistics show the total number of fatal accidents and number of peo-ple injured, they fail to show the pain, suffering, heartache

. . .

THIS COMING year poses a challenge to all who walk, ride a bicycle or drive, since the state is now claimed to be the the pain, suffering, heartache and misery that accompany all too many traffic accidents. by the pain accompany all too many traffic accidents.

CONSIDERING Torrance's growth, added traffic on the streets and highways and othe factors, the traffic record of the city for 1962 can be con-sidered good but as long as citizens are injured and killed, improvement is still needed. Traffic accidents are often walk or drive. PUNJABS by gump

BROADCASTERS' reaction





nually; 3 million people are employed by more than half a million tobacco farms; and tobacco is a vital crop in at There will clearly be mas-sive resistance from numerous

thought of as unavoidable oc-curances but statistics show that better than 80 per cent of all traffic accidents are the result of human failure rather than mechanical malfunction or breakdown.

FIVE LEADING causes of accidents are speed, following too close, failure to yield the right of way, and the drinking driver and other improper driving such as unsafe lane change, failure to give proper signal when turning and im-

proper turning of a vehicle. With new values placed on traffic laws and a determined effort to become a better driv er or pedestrian, senseless killing and injury could be cut down and Torrance can be

HAPPY GNU YEAR!