



**RECOGNIZE ME?** I'm the kid from down the block, and I've just been elected President of the local Crib-Bangers, Toy-Busters and Anti-Play Pen Society.

I've been asked to tell you folks how we feel about the issues, so here goes. We like it fine here ... we think this is a grand place. We're looking forward to growing up here, receiving our education in the schools of this community, enjoying the parks and playgrounds, benefiting from the protection of our police and fire department.

Now we know all these services cost money. This money comes from taxes. The taxes come from the folks who live here, who work here, who do business here. And we say what's fair is fair, and if we get the benefits, we should help out by doing our shopping right here in the local stores.

My own allowance doesn't amount to much, but Mom and Pop spend quite a few dollars, and I'm proud to tell you that they do all their shopping right here. Mom says the prices are just as low as anywhere else, so why should she spend hours away from home, fighting heavy traffic and crowds in the big-city stores? Pop says we actually save money by shopping close to home, because we're not putting a lot of mileage on the car, wasting gasoline and oil, and getting the fenders wrinkled in jammed-up parking lots.

Mom says shopping right in our own community is a pleasure . . . it's relaxing . . . she enjoys meeting her friends . . . and she enjoys the special courtesies and services the local businessmen offer their regular customers.

So take a tip from your small fry neighbors. Save money . . . save time . . . be a good neighbor. Shop in your own home town.

THE ABOVE MESSAGE PUBLISHED IN COOPERATION WITH RETAIL MERCHANTS OF THE TORRANCE CHAMBER OF COMMERCE