

### West High Sends Trio To Meeting

Three West High students and their teacher attended the 11th annual convention of the California Junior Classical League last weekend in West Covina.

Representing West High at the meeting were Laura McFarlane, Lynn Lewis, and Lynn Rhodes. Miss Margaret Dougherty, foreign language teacher, also attended the convention.

The two-day event included a traditional Roman banquet, several seminars on Latin, and an address, "The Spirit of Olympus," by John K. Sloan.

### Careers in Advertising Fast Moving, Rewarding

Advertising careers offer talented young people with imagination and ideas an opportunity to succeed in their chosen occupation at a remarkably early age.

This was pointed out today by Betty Jane Williams, president of the Los Angeles Advertising Women, who explained that rewards are based on creativity, hard work, and the ability to meet the fast-moving challenges of a profession yielding a direct impact on the American standard of living.

"Good advertising makes the American consumer the best informed buyer in the world and one of the most efficient," she declared. "No where else is advertising used so effectively and so extensively as in the United States and nowhere else is

there so high a standard of living.

"CONDITIONED by advertising, the American buyer demands and gets the best goods and services available," she added.

"Advertising is a sparkplug of our economy. It helps make possible mass distribution and production. Together, mass production and distribution employ most of us and they generate the prosperity on which all of us depend."

Last year, Miss Williams reported, just about \$15 billion, or nearly 2 1/2 per cent of our gross national product, was invested in advertising by more than four million businesses ranging from General Motors to neighborhood shops and stores.

ADVERTISING, she continued, also serves as the lifeblood of television and radio and makes a major contribution to the existence of newspapers by supplying income for all these industries.

Consequently, at a minimum of cost to each individual American, she stated, "we enjoy a mass information system which offers us the opportunity to be the most enlightened people on earth."

Miss Williams suggests that young men and women interested in advertising as a career explore the requirements and possibilities of this profession with high school counselors or by contacting colleges and universities offering advertising courses.

Pvt. David B. Ellis, son of Mr. and Mrs. Lloyd R. Ellis, 3236 188th St., completed a six-week power generation communication center specialist course at the Army Southeastern Signal School at Ft. Gordon, Ga., March 18.

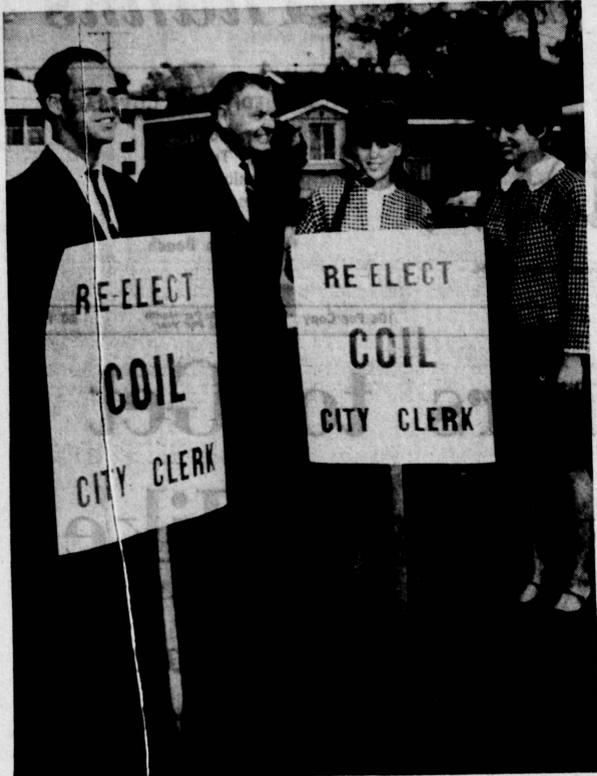
The 18-year-old soldier entered the Army in October, 1965, and received basic training at Ft. Polk, La.

He is a 1965 graduate of North High School.

Pvt. Robert L. Snyder, son of Mrs. Clara J. Snyder, 18603 Crenshaw, completed a six-week power generation course at the Army Engineer School, Ft. Belvoir, Va., March 15.

The 19-year-old soldier entered the Army last November and completed basic training at Ft. Polk, La.

He was graduated from North High School in 1964.



**HOMEWORK** . . . Students in James Armstrong's senior government class at Torrance High School have been assigned to do some political campaigning as part of the class's current study of the municipal election. This trio decided to work for re-election of City Clerk Vernon Coil and started by posting a few signs. Pictured are, from left, Greg Oliver, Coil, Rianna Bell, and Alice Groven. Armstrong's students learn through participating in local, state, and national elections—always working for the candidate of their choice. (Press-Herald Photo)

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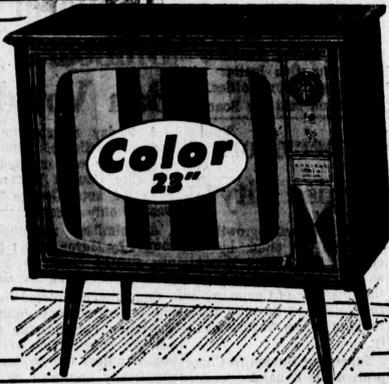
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