

EDITORIALS

Hail Queen Norma

Torrance has a new beauty queen in the delightful personage of Norma Quine. She will reign for a year wearing a crown made famous by Sandra Constance who went on to become Miss California and a candidate for the title of Miss Universe.

Those who attended selection and coronation ceremonies in the civic auditorium Friday night were impressed, not only with the beauty and grace of the twelve contestants, but, with the remarkable poise the young girls revealed in their ordeal before the lights and microphone. A most delightful aspect of the occasion was the manner in which the young beauties expressed good sportsmanship toward fellow competitors.

Certainly this community has more than its share of lovely girls. Surely it must have been a task for the competent judges to select a winner from so many nearly perfect specimens of young womanhood.

So, it's: Hail to the new Queen! May her reign be a happy and fruitful one.

Car Bargains to End

A majority of officials in the automobile industry are agreed that the day of major discounts in the new-car market will probably come to an end by the end of this year. They expect retail dealers to order only as many 1955 models as they can sell, and not be caught with an over-supply of new cars.

Although the 1955 models will not be introduced until late in the year, retailers are already cutting down on their stocks of new cars. The all-time inventory high since the war was reached on May 1st of this year. At that time there were over 600,000 new cars in inventory.

Recent figures, however, show that this figure is steadily declining. A July 1st estimate was something over 500,000 new cars in inventory, and it is generally agreed that, by August 1st, the total will be below 500,000 for the first time since the end of last year.

There is a difference of opinion whether prices will be cut on 1955 models, although the recent increase in the price of steel may have hurt chances for price cuts.

There is no doubt that the buying public has enjoyed the plight of retail automobile dealers immensely in the last ten months. It was the first time that dealers had become so over-stocked since World War II, although there was a short period prior to the Korean War when new cars could sometimes be had on liberal trade-in allowances, or discounts.

If industry officials are correct, the consumer heyday will soon come to an end, and normal conditions may once again prevail in the automobile trade.

24 Million Policyholders

Many Americans do not realize the tremendous increase in the life insurance business which has occurred since the end of World War II. Recent figures show that life insurance in force climbed from \$122,000,000,000 in 1941 to \$304,000,000,000 at the beginning of 1954.

Moreover, the number of life insurance companies has increased by more than 300, and some 24,000,000 new policy-holders have been added to company lists.

It is now estimated that seventy-nine per cent of all families in this country own some type of life insurance and that seven per cent of these families put ten per cent of their disposable income into insurance premiums.

Life insurance seems to be most popular in the State of Delaware, where insurance in force per family averages \$9,100. Connecticut ranks next, with \$8,200 and New Jersey third with \$8,000.

Mississippi families, meanwhile, have only \$2,400 on the average and Arkansas only \$2,700. In addition to the increase in life insurance, group insurance and all forms of insurance have increased sharply since World War II.

The rise in insurance reflects the rise in prosperity in the United States in the last thirteen years, and is a healthy condition for both the national economy and the insurance companies earning profits on this business. The most encouraging thing is the establishment of 300 new insurance companies, many of them in sections where insurance companies were a rarity only a few decades ago.

Sunday clears away the rust of the whole week.

—Joseph Addison

God made two great lights; the greater light to rule the day, and the lesser light to rule the night.

—Old Testament

Submit, and thou conquerest; serve, and thou'lt command.

—Ovid

No style is good that is not fit to be spoken or read aloud with effect.

—William Hazlitt

A vile conceit in pompous words expressed is like a clown in regal purple dressed.

—Alexander Pope

IT'S A FACT

By JERRY CAHILL

DEAD SCOUNDRELS could be made a solid 400-1000-2000-3000-4000-5000-6000-7000-8000-9000-10000-11000-12000-13000-14000-15000-16000-17000-18000-19000-20000-21000-22000-23000-24000-25000-26000-27000-28000-29000-30000-31000-32000-33000-34000-35000-36000-37000-38000-39000-40000-41000-42000-43000-44000-45000-46000-47000-48000-49000-50000-51000-52000-53000-54000-55000-56000-57000-58000-59000-60000-61000-62000-63000-64000-65000-66000-67000-68000-69000-70000-71000-72000-73000-74000-75000-76000-77000-78000-79000-80000-81000-82000-83000-84000-85000-86000-87000-88000-89000-90000-91000-92000-93000-94000-95000-96000-97000-98000-99000-100000-101000-102000-103000-104000-105000-106000-107000-108000-109000-110000-111000-112000-113000-114000-115000-116000-117000-118000-119000-120000-121000-122000-123000-124000-125000-126000-127000-128000-129000-130000-131000-132000-133000-134000-135000-136000-137000-138000-139000-140000-141000-142000-143000-144000-145000-146000-147000-148000-149000-150000-151000-152000-153000-154000-155000-156000-157000-158000-159000-160000-161000-162000-163000-164000-165000-166000-167000-168000-169000-170000-171000-172000-173000-174000-175000-176000-177000-178000-179000-180000-181000-182000-183000-184000-185000-186000-187000-188000-189000-190000-191000-192000-193000-194000-195000-196000-197000-198000-199000-200000-201000-202000-203000-204000-205000-206000-207000-208000-209000-210000-211000-212000-213000-214000-215000-216000-217000-218000-219000-220000-221000-222000-223000-224000-225000-226000-227000-228000-229000-230000-231000-232000-233000-234000-235000-236000-237000-238000-239000-240000-241000-242000-243000-244000-245000-246000-247000-248000-249000-250000-251000-252000-253000-254000-255000-256000-257000-258000-259000-260000-261000-262000-263000-264000-265000-266000-267000-268000-269000-270000-271000-272000-273000-274000-275000-276000-277000-278000-279000-280000-281000-282000-283000-284000-285000-286000-287000-288000-289000-290000-291000-292000-293000-294000-295000-296000-297000-298000-299000-300000-301000-302000-303000-304000-305000-306000-307000-308000-309000-310000-311000-312000-313000-314000-315000-316000-317000-318000-319000-320000-321000-322000-323000-324000-325000-326000-327000-328000-329000-330000-331000-332000-333000-334000-335000-336000-337000-338000-339000-340000-341000-342000-343000-344000-345000-346000-347000-348000-349000-350000-351000-352000-353000-354000-355000-356000-357000-358000-359000-360000-361000-362000-363000-364000-365000-366000-367000-368000-369000-370000-371000-372000-373000-374000-375000-376000-377000-378000-379000-380000-381000-382000-383000-384000-385000-386000-387000-388000-389000-390000-391000-392000-393000-394000-395000-396000-397000-398000-399000-400000-401000-402000-403000-404000-405000-406000-407000-408000-409000-410000-411000-412000-413000-414000-415000-416000-417000-418000-419000-420000-421000-422000-423000-424000-425000-426000-427000-428000-429000-430000-431000-432000-433000-434000-435000-436000-437000-438000-439000-440000-441000-442000-443000-444000-445000-446000-447000-448000-449000-450000-451000-452000-453000-454000-455000-456000-457000-458000-459000-460000-461000-462000-463000-464000-465000-466000-467000-468000-469000-470000-471000-472000-473000-474000-475000-476000-477000-478000-479000-480000-481000-482000-483000-484000-485000-486000-487000-488000-489000-490000-491000-492000-493000-494000-495000-496000-497000-498000-499000-500000-501000-502000-503000-504000-505000-506000-507000-508000-509000-510000-511000-512000-513000-514000-515000-516000-517000-518000-519000-520000-521000-522000-523000-524000-525000-526000-527000-528000-529000-530000-531000-532000-533000-534000-535000-536000-537000-538000-539000-540000-541000-542000-543000-544000-545000-546000-547000-548000-549000-550000-551000-552000-553000-554000-555000-556000-557000-558000-559000-560000-561000-562000-563000-564000-565000-566000-567000-568000-569000-570000-571000-572000-573000-574000-575000-576000-577000-578000-579000-580000-581000-582000-583000-584000-585000-586000-587000-588000-589000-590000-591000-592000-593000-594000-595000-596000-597000-598000-599000-600000-601000-602000-603000-604000-605000-606000-607000-608000-609000-610000-611000-612000-613000-614000-615000-616000-617000-618000-619000-620000-621000-622000-623000-624000-625000-626000-627000-628000-629000-630000-631000-632000-633000-634000-635000-636000-637000-638000-639000-640000-641000-642000-643000-644000-645000-646000-647000-648000-649000-650000-651000-652000-653000-654000-655000-656000-657000-658000-659000-660000-661000-662000-663000-664000-665000-666000-667000-668000-669000-670000-671000-672000-673000-674000-675000-676000-677000-678000-679000-680000-681000-682000-683000-684000-685000-686000-687000-688000-689000-690000-691000-692000-693000-694000-695000-696000-697000-698000-699000-700000-701000-702000-703000-704000-705000-706000-707000-708000-709000-710000-711000-712000-713000-714000-715000-716000-717000-718000-719000-720000-721000-722000-723000-724000-725000-726000-727000-728000-729000-7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