

ROTHS! at ROTHs! STOP-SHOP-SAVE at ROTHs! STOP-SHOP-SAVE at ROTHs!

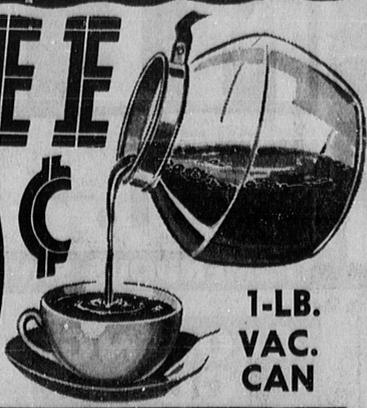
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69¢



1-LB. VAC. CAN



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MANHATTAN BRAND SLICED — 1-LB. PKG.

LARGE BOLOGNA

39¢

ARMOUR STAR SKINLESS WIENERS

1-lb. Cello Pkg. 39¢

WHITE LILY AMERICAN CHEESE FOOD

2-lb. Box 59¢

PILLSBURY BUTTERMILK BISCUITS

Can of 10 12¢

PHILADELPHIA CREAM CHEESE

3-oz. Pkg. 13¢

ROTHS FINEST WINES and LIQUORS

ACE-HI EASTERN BEER

6 12-oz. Cans 75¢

HOUSE OF ROTH LONDON DRY GIN

FULL FIFTH \$3.19

HOUSE OF ROTH STRAIGHT WHISKEY

FULL FIFTH \$3.69

HOUSE OF ROTH BOTTLED IN BOND KENTUCKY STRAIGHT BOURBON

FULL FIFTH \$4.19



FREEZER SPECIALS

COUNTY FAIR PIES

8 inch 43¢

DOLE PINEAPPLE CHUNKS

14 oz. 23¢

Red Beef, 12 oz. 31¢	Bud Waffle Syrup, 12 oz. 25¢
Salad, 14 oz. 25¢	Sunkist Grapefruit Juice, 46 oz. 27¢
1 No. 1 Can 10¢	Argo Gloss Starch, 12 oz. 11¢
Ad Oil, Qt. 55¢	Cudahy Tang, 12 oz. 37¢
One Sugar, 5 lb. 49¢	Dude Ranch Syrup, 16 oz. 21¢
Orn. 10¢	Goodwin Ammonia, Qt. 22¢

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STOP-SHOP-SAVE at ROTHs!

REYNOLDS KNIGHT

Business Reporter Considers Nation at Crest of Prosperity

The crest is here. All kinds of America's progressive aviation industry, gets more and more top-management attention.

At Republic Aviation Corp., for example, conserving materials, machinery and manhours in building fast jets for the U.S. and Allied Air Forces comes under the eye of a top-level company conservation committee. On this committee serve representatives of the major operating departments, and the vice president and general manager, Walter G. Bain, is chairman.

Zain estimates that this committee has spurred improvements in manufacturing methods which in 1955 alone saved the company \$2.8 million.

The company's full-time conservation director acts as the committee's executive secretary, following through on decisions, promoting conservation ideas, and cooperating with the departments. He is a member of the research and development committee as well, to make sure that designs of future aircraft embody to the full conservation ideas.

Things to come—A new called cord for the photo-flash bulb added is four feet long extended and only seven inches coiled. . . You can get a motor-driven switch to turn you henhouse lights on and off, which is guaranteed to work at 40 below or 140 above. . . An imported optical gadget allows the housewife to look over anyone who stands outside her closed door, before she opens it. . . Polishing mitts promise to make your silver cleaning chores a breeze. The shining

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JAN. 26, 1956 TORRANCE HERALD

compound is impregnated in them.

SAFEGUARDING CONSUMERS—Food merchants are merely purchasing agents for America's consumer. Ralph W. Burger, president of A&P Food Stores, the nation's leading food distributor, said recently: "The food industry operates in the public interest. Therefore, efficiency must be its main concern."

Noting that while food costs went down in 1955, distribution costs rose because of factors outside the industry's control, the A&P president said the industry would continue to meet the demand for convenience services. He warned, however, that labor-saving product improvements were of no real benefit to consumers if they led to unreasonable rises in prices.

"Neither long hours nor the new built-in services should be allowed to raise the cost of food," said Mr. Burger. "Long hours with night and Sunday business, giveaways and premiums were scrapped by the food industry years ago because they raised prices. Now we must guard against the danger of a revival of these old, costly practices."

FERTILIZER CUTS NEXT—Makers of plant food fear that this year's sharp cuts in farm acreage, under the Benson-Eisenhower soil bank proposals,

will finally halt the boom they have long enjoyed. Where the only limitation on crops has been acreage, farmers have simply retired their least productive land, and lavished fertilizer and cultivation on what was left. Sometimes, as in the 1955 cotton crop, this yielded larger crops from fewer acres.

Forage crops, however, depend mainly on sunshine and rain for their growth. Moreover, it appears now that restrictions on use of the soil-bank acreage will preclude getting one's money back for spurring these crops with plant nutrients. In the last 15 years fertilizer use has tripled while acreage has stood still or declined a little.

BIT 'O BUSINESS—Steel production in the week ending Jan. 14 was a record 2,428,000 tons. . . Ravon yarn prices were raised 3 to 5 cents a pound by American Enka Corp., with other spinners expected to follow. . . The price of lead fell half a cent a pound in New York on Friday the 13th. . . Soft coal prices in Southern fields will rise 15 cents a ton on April 15.

MARRIAGE RATE—There are one-third more married women from 15 to 44 years in the U. S. today than there were in 1933.

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