

# Amazing SAVINGS

ROGER'S BITS 'O HONEY  
CREAM STYLE  
**CORN** 10<sup>c</sup>  
303 Can

**BLEACH** 19<sup>c</sup>  
ROTHS  
1/2-Gal.

FIRST PRIZE  
**OLEO**  
1 LB.

**NO**

Delicatessen

Fine Quality Sliced  
**Cotto Salami** 39<sup>c</sup>  
14-oz. Pkg.

Full Cream Oregon  
**Cheddar Cheese** 45<sup>c</sup>  
lb.

Oscar Mayer All Meat  
**Smokie Links** 49<sup>c</sup>  
12-oz. Pkg.

County Fare  
Sweet or Hot  
**BANANA Peppers** 27<sup>c</sup>  
24-oz. Jar

Oscar Mayer  
BRAUNSCHWEIGER  
**CHUBS** 35<sup>c</sup>  
8-oz. Pkg.

Specials For Your **DEEP FREEZE**

CAL FAME  
**Orange Juice** 15<sup>c</sup>  
6-oz. Can

SWANSONS  
**Chicken Dinners** 59<sup>c</sup>  
11-oz.

SWANSONS PIES  
Chicken, Turkey & Beef—8-oz.  
**4 for \$1**

Extra Fancy Northern

**Broccoli** 10<sup>c</sup>  
lb.

NEW CROP  
**PINTO BEANS** 33<sup>c</sup>  
1 LB S

COMFORT  
TOILET TISSUE  
4 Rolls 37<sup>c</sup>

Granulated  
Lge.  
**SOAP** 33<sup>c</sup>

Detergent  
Lge.  
**SOAP** 32<sup>c</sup>

Reg.  
**2 for 23<sup>c</sup>**

FREE PARKING

**Roths**

SUPER FOOD MARKETS

109 S. Hawthorne Blvd., Hawthorne  
1321 POST AVE., TORRANCE

10040 E. ROSEORANS, BELLFLOWER  
310 E. Manchester, L.A. — 12021 W. Washington, Culver City — 3024 S.  
Sepulveda, L.A. — 2412 Pico Blvd., Santa Monica — 2709 E. Main, Ventura

We Reserve the Right to Limit Quantities!

## THE MAIL BOX

(The Torrance Herald welcomes expressions from its readers which can be published on this page. The editors retain the right to edit the copy for matters of libel, good taste. Letters should be kept brief and must be signed. The writer's name will be withheld if requested. Opinions expressed in letters are published represent those of the writer and not necessarily those of the Torrance Herald.)

### Fast Double Take

Editor, Torrance Herald:  
In answer to inquiries as to why there was no float in the Pasadena Rose Parade representing the city of Torrance, I would like to express my viewpoint as a Torrance housewife.

Naturally I was disappointed when I didn't see a float from Torrance in the parade, but I did a fast "double take" on the thought and could find several plausible reasons for this absence.

In the first place, Torrance is too busy trying to keep up with the influx of new residents and the rapid growth of this booming city. We are too occupied building lasting mementoes to our future. For instance, my son enrolled in a beautiful new school just the day after New Year and this and several like it mean more to me than several thousand dollars' worth of flowers that will wilt in a couple of days and all you have are the memories. Frankly, we can't afford it at this time. It makes much more sense to promote street lighting for these new streets of ours to make this All-America City safe as well as attractive.

To coin a phrase, "A baby has to cut its teeth before it can eat." When Torrance has had time to catch its breath under the present strain it is now undergoing, you can bet we will have a float and one deserving of the All-America City—A WINNER!!!

I was more disappointed not seeing our Torrance Area Youth Band in the parade. I don't think we can put enough emphasis on this worthy organization in teaching our children civic pride as well as giving them something to do. I don't know a better way of curbing juvenile delinquency than to let Junior "toot his horn." I don't know of a more capable person in handling this situation than our own Mr. James Van Dyke.

MRS. D. PARKS  
Torrance

### 'Float' An Issue

Editor, Torrance Herald:  
I'd like to put in my two bits worth on our "float" deal. I get real sick when I hear the word, "float." Know why? Because that word sounds too much like "float" another bond issue.

Did you ever see it fall, the guy who helps the most-est always does the least-est, when it comes to really doing anything.

I didn't see or hear any one of the consistent complainers doing anything about a "float" for the Rose Parade, but you could bet your bottom dollar that every one of them was on the firing line when it came to "floating" a huge bond issue for some pet project of "theirs."

Let's get back to normal with our thinking here in Torrance, shall we? We need a float in a parade in Pasadena like we need a hole in our head. That parade is nothing more than a windfall (commercially) for a bunch of flower vendors and Pasadena merchants in particular.

Let's keep our money (thousands of dollars) here at home and provide more po-

### Art Group Helped

Editor, Torrance Herald:  
A year ago, a story in The TORRANCE HERALD helped the Torrance Art Group get its start by calling attention to the need for such a group.

I would like to thank The HERALD and its staff for the way it has helped publicize the things we have done in Torrance, and in this way helped our Art Group grow. We plan another year of art activities, and look to The HERALD for continued support.

VICKIE FELDON  
President

### Readers Reminded

Editor, Torrance Herald:  
We feel that your readers should be reminded that the gentleman who has set off the spark that has captured the imagination of all public-spirited citizens, as well as our civic leaders, to see that our fair city is well represented in the 1958 Rose Parade, is the same Mr. Frohnoefer who appeared on the ballot in last year's race for Councilman.

It would be well for us to remember this man's far-sightedness and civic interest should he be nominated for such a position in any future elections.

MR. AND MRS.  
RICHARD JEBIGION

### City Gets in Line

Editor, Torrance Herald:  
I have sent the following letter to the Pasadena Tournament of Roses Assn. on behalf of the City of Torrance: Gentlemen:

In November, 1956, this office placed an inquiry with your organization to determine the possibility of entering a float in the Tournament of Roses Parade and was advised to submit an application after the first of the year.

Please accept this letter as a formal application from the City of Torrance to enter a float in the Tournament of Roses Parade on Jan. 1, 1958.

We feel the city has been quite "backward" in not having participated in your beautiful celebration for many years, and if accepted, have every intention of entering a float that will bring credit both to the city of Torrance as well as add even more luster to your event. Probably our largest problem has been one of "growing pains" as our community has increased in population from 22,000 in 1950 to a present 84,000. We have, however, just been selected as an "All-America City" by the National Municipal League. We hope you can understand our sincere desire to truly be an "All-America City" by bringing proper recognition to our community through a beautiful entry on Jan. 1.

Thanking you for your consideration and hoping for a favorable reply soon, I am,  
Sincerely yours,  
DICK FITZGERALD,  
Manager.

Ice and fire protection and, of course, more city employees who could stand a little more backing than a used-up gang of dried-up posies.  
J.L.D.

## Douglas Pins Service Bars On Four Men

Four Torrance residents—R. D. Long, 1568 W. 208th St.; J. W. Marshall, 1731 Date Ave.; H. E. Tamez, 2829 W. 179th St., and J. R. Trippy, 1632 Plaza Del Amo—have been presented with gold pins commemorating 15 years service with Douglas Aircraft. It was announced this week by T. E. Springer, vice president general manager of the company's El Segundo Division.

The Torrance residents are part of the Douglas El Segundo team of approximately 24,500 people currently producing high performance military aircraft for the U. S. Navy—including the A4D Skyhawk, A3D Skywarrior, F4D Skyray, F5D Skylander, and the AD Skyraider series.

Marshall and Trippy are em-

## Robt. Whitcomb Returns to Base

Specialist Robert B. Whitcomb, son of Mr. and Mrs. Irving E. Whitcomb, 1805 Andrea Ave., has returned to his Army duties at Fort Bliss, Tex., after spending the holidays in Torrance visiting his parents and friends.

Whitcomb, a graduate of Torrance High School with the class of '52, is an instructor in guided missiles at the Texas Army installation.

Prior to entering the service in 1953, Whitcomb attended El Camino College for one year. He plans to return to El Camino when he is released from the service next March. He will continue studies toward a career in electronics.

Whitcomb is currently employed at the El Segundo Division's Torrance facility where the F4D's are in production.

Meet the **"NEW DIMENSION"** in Sound...V-M Model 711 tape-a-matic

Plays binaural tapes Only \$8.00 Per Month

Now you can enjoy the thrill of stereo-phonetic sound at a sensible price. Just team tape-a-matic with any amplifier-speaker for "live-performance" binaural sound. You'll find hundreds of uses for this portable, professional-quality, high-fidelity tape recorder. Records monaurally from any source of sound. Smartly styled two-tone gray leatherette case is really rugged... stays good looking, goes anywhere.

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1629 Cravens -- FA 8-1721  
(Corner of Gramercy and Cravens)  
Downtown Torrance

## TOWN TOPICS from Bank of America

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION  
Torrance Branch  
Dean L. Sears, Manager

HOW DO YOU ADD UP A YEAR?

Was '56 the year you bought a new house? Had a baby? Landed a new and better job? Or, if you're a youngster, sprouted up a little taller? Sure—there are lots of different ways you can add up a year. Bank of America likes to measure a year by *how much* it improves its service to Californians. Last year, for example, we made banking more convenient for thousands throughout the state by opening 31 new branches—including our 600th, opened last month in San Mateo. As a result, our bank continues to show a healthy growth in resources. Bank of America's year-end statement of condition, dated December 31, showed our dollar resources at an all-time high of \$9,991,842,011.70!

MONEY DOESN'T GROW ON TREES?

Well, people are getting a lot of money from branches right now. Of course, we mean our Bank of America branches and all the other branches throughout California. You see, Bank of America is now adding a total of more than \$30 million in interest to its customers' savings accounts. This happens every six months, and makes a tidy addition to savings people are tucking away in Bank of America—for emergency funds, college educations, new homes and other worthwhile future needs. Good reason to open a savings account at our bank, isn't it?

**B.O.A. Quiz Corner**

DID YOU KNOW THAT if you have a checking account at our bank we will, at your request, automatically transfer funds to your savings account at regular intervals. It's a handy, sure way to build up your savings at Bank of America, where you always know your savings are safe... available... convenient!