

# BEEF BUYS

Stock Up On Fabulous Values

QUEEN'S TASTE  
**FRESH OLEO**  
**10¢**



Save 35c

SLICED OR HALVES

**HUNTS PEACHES**

**5 \$1**  
LARGE NO. 2 1/2 CANS

Beautiful Volume 3 99c  
The New 16 Volume HOMEWORK-HELPER SET  
PICTURES THAT TEACH!  
CONNECTS EACH HISTORICAL EVENT FROM COLUMBUS TO KENNEDY!  
**PICTORIAL ENCYCLOPEDIA OF AMERICAN HISTORY**

**ROYAL GELATINS**  
**3 REG. PKGS. 19¢**

**ROAST BEEF**  
**31¢**  
U.S. CHOICE or TABLE PRIDE RIB STEAK L.B. 75¢  
U.S. CHOICE or TABLE PRIDE CLUB STEAK L.B. 98¢  
U.S. CHOICE or TABLE PRIDE SPENCER STEAK L.B. \$1.69

APRICOT • PEACH • GRAPE  
APRICOT-PINEAPPLE • PLUM  
**CHB U.S. GRADE "A" FANCY JAM & JELLY** FULL 2-LB. JAR **39¢**

Choose from all luscious flavors  
**ROYAL PUDDINGS** 3 REG. PKGS. **25¢**  
Don't You Wish Everyone Used Dial  
**DIAL SOAP** 3 REG. BARS **39¢**  
Feel Really Clean When You Use  
**DIAL SOAP** 2 BATH BARS **35¢**  
New Low Price/Tab Top  
**BUDWEISER BEER** 6 16-OZ. CANS **\$1.56**  
Swift's/Own/Fine Quality  
**ALLSWEET MARGARINE** 1-LB. CTN. **27¢**  
Like it Hot/Like It Just Right/Try Louisiana  
**HOT SAUCE** 3-OZ. BTL. **10¢**

**FOLGER'S COFFEE** ALL GRINDS  
**1-LB. CAN 59¢**  
2-lb. can \$1.17  
3-lb. can \$1.75

**MAJESTY LUNCHEON MEAT**  
Imported from Denmark  
Save 17c  
**3 12-OZ. CANS \$1**

**CHEESE FROM WISCONSIN**  
WISCONSIN  
JACK MILD CHEDDAR  
**49¢**  
10-OZ. PKG.  
GALILEO/SLICED  
**ITALIAN SALAMI 3 3-OZ. PKGS. \$1**

**Medallion PREMIUM QUALITY BEER**  
CASE OF 24 — \$2.89  
**6 12-OZ. CANS 75¢**

USDA CHOICE OR TABLE PRIDE  
**38¢**  
L.B.  
LUER/QUALITY

**PORK LINKS**  
SAVORY LITTLE LINKS, QUICK COOKING  
**5 1/2-LB. PKGS. \$1.00**

TENDER/TURKEY **WINGS or Drumstix** **29¢ lb.**  
SAVORY/NORTHERN WHITING L.B. **23¢**

**5 DAYS**  
OCT. 10 to 16, 1963  
on All Taxable Items

**WE LESS PAY MORE**  
HUGGINS YOUNG SUPREME/COFFEE 1-LB. CAN **61c**

BANQUET FROZEN DINNERS All Varieties, Ea. **49c**  
BANQUET CREME PIES Wow! Are They Great! 8" Size **39c**

BANQUET MACARONI & CHEESE CASSEROLES 5 8-OZ. PKGS. **\$1**  
CLOROX BLEACH In Convenient Plastic Jug 1/2 GAL. **69c**

**PERIOD**  
4466 TWEEDY BLVD. South Gate OPEN DAILY 9 A.M. to 10 P.M.  
223rd ST. at AVALON Carson - Torrance OPEN DAILY 8 A.M. to 10 P.M.  
S. WESTERN at SLAUSON Los Angeles 9 A.M. to MIDNIGHT SUNDAY 9 to 9  
5305 TORRANCE BOULEVARD Torrance OPEN DAILY 9 A.M. to MIDNIGHT  
4317 BEVERLY BLVD. Los Angeles OPEN DAILY 9 A.M. to 10 P.M.  
130 S. CENTRAL AVE. Glendale OPEN DAILY 9 A.M. to 10 P.M.

## LETTERS

Dear Editor,  
Once again an out of town, Redondo, newspaper wrote a blistering editorial against a few members of the Torrance City Council and especially against me, Councilman Sciarrotta.

This editorial was vicious, biased and slanted. It also shows the frustration the publisher must be going through because he has not been able to control my vote.

I was elected by the people to exercise my individual judgement. If my judgement is wrong, the voters will advise me at the election polls. I resent being "accused," "tried," and "sentenced" by an out of town newspaper publisher. His indictment is unfair and smells of bossism and machine politics. The day a councilman must account for his vote to an outside newspaper publisher is the day that responsible local government is forfeited.

The editorial is typical of the half truths he has been printing. I say this because he mentioned nothing of the compromise proposal made by me. My proposal would have opened the examination for fire chief to eleven qualified men in our fire department instead of one. It would have been closed to outsiders. No city of 100,000 or more in the entire state of California permit outsiders to compete for the position of fire chief. The practice of going outside is practiced only by small cities.

My proposal would have permitted many members of our police department to compete for the job of police chief and also an unlimited number from the outside.

It is my firm belief that if you have a good department, nothing should be done to disrupt it and nothing should be done to lower its morale. Our fire department is tops, its morale is excellent, its techniques are the very best, our fire insurance rates are favorable and our men have been honored on many occasions for its excellence. I do not intend to do anything to disrupt a good situation.

Our police department too, has been praised by many—including the present critics. What's happened all of a sudden? Because of the present situation and prevailing circumstances, I was in agreement with the majority of the council to open the competition to outsiders. The publisher heard me say so and yet said nothing about it in his editorial.

I am sure that we, of the city council, will arrive at a just solution. The present ordinance is inadequate. Temporary differences of opinion are wholesome and healthy. The end result may probably be better for it. In the meantime we saved the morale of a wonderful fire department by a "whisker." That "whisker" was the vote of Councilman Sciarrotta.  
Ross A. Sciarrotta  
Councilman

Dear Sir:

Since you have published the point of view of proponents of incorporation of Lomita, I am confident that you will extend the same courtesy to those of us who oppose it. In politics, anything can be made a pre-text for panic, but in this case a new law which provides for a commission which will decide whether a proposed incorporation or annexation is in the best interests of the area, seems to have been misrepresented.

Assembly bill No. 1662 provides for the appointment of a commission of five members, two to be appointed by the board of supervisors, two to be chosen by the mayors and councilmen of the cities of the county, and the fifth, a "non-elected" member, to be chosen by the first four.

The commission is empowered to consider each proposed annexation or incorporation to determine whether it is in the best interests of the area. If either an annexation or incorporation is approved, it then must go through the prescribed procedure as at present. If it is disapproved, the appeal is to the courts.

The law appears to us to be in the interests of the taxpayers. At present the county has to pay for many elections which result in the defeat of unwise incorporations. Such ill-advised attempts are costly in time and money to residents of the areas involved. It is extremely unlikely that five experienced men would approve any scheme whereby one area could "gobble" another, "bite by bite."

Sincerely yours,  
Mrs. L. E. Ross  
For Committee Opposing Incorporation of Lomita

JOIN THE LINE-UP  
  
FOR THE RED CROSS BLOODMOBILE

## Dripless, 1,500 Shade Acrylic Paint Developed

A no-drip acrylic latex paint that can be tinted more than 1,500 shades has been perfected by Mary Carter Paint Co. after three years of intensive research effort, and is now being introduced to the public through more than 900 Mary Carter retail outlets from coast to coast, according to I. G. Davis, Jr., company president.

Called "Rol-Hide," the new interior paint's characteristics make it unique in the no-drip paint field, the company official said. The thixotropic product was developed by Mary Carter Research Center laboratories in Tampa, Fla. It is being sold with a written, unconditional guarantee.

Prior to launching Rol-Hide nationally, Mary Carter conducted extensive market tests in the Greater Miami area and in Jacksonville, Fla., where two-color newspaper ads advised consumers the company would pay them to try the product by refunding one dollar for every Rol-Hide label mailed to its Tampa headquarters. Display ads in Miami, Hollywood, Fort Lauderdale and Jacksonville newspapers produced so many label returns the company had to hire additional help to process the promotional rebates.

Utilizing the names of those sending in labels, a survey form was mailed to purchasers of the product. With no incentive other than a return-addressed, postage-paid envelope, nearly 50% of customers contacted filled out and returned questionnaires.

"We were astounded by,