

COOKWARE!



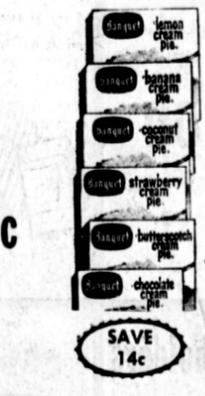
2 QT. SAUCE PAN
FOURTH WEEK ONLY
AUG. 6-12
\$1.00*

THIS COUPON WORTH \$1.00
Toward the Purchase of
2-QT. SAUCE PAN
REGULAR PRICE \$2.00
COUPON VALUE \$1.00
YOU PAY ONLY \$1.00*

Stainless Steel
Various Sizes and Shapes
Clean and Care For
In Better Foods ad each week.
or set. A different piece each week.
with \$5.00 purchase. These pots and
up to \$2.00 elsewhere.

FINAL/ALL GRINDS BANQUET/FRESH FROZEN

COFFEE
59



CREAM PIES
25
7 VARIETIES
LARGE 8" FAMILY SIZE PIES
SAVE 14c

CORNERED BEEF
KOSHER STYLE BRISKET
All Our Meats Are Unconditionally Guaranteed Your Money Back If Not Completely Satisfied



29

T-BONE STEAK
U.S.D.A. CHOICE OR TABLE PRIDE STEER BEEF
98

AGED TO PERFECTION
CLUB STEAK lb. 98c
TENDER TASTY STEAK
SIRLOIN TIP lb. 98c
LEAN TENDER
Chuck Steak lb. 49c
BONELESS TENDER
FAMILY STEAK . lb. 79c
FRESH LEAN
GROUND ROUND lb. 59c
TENDER AND DELICIOUS STEAK
Porterhouse lb. \$1.09
BONELESS DELICIOUS STEAK
TOP SIRLOIN lb. \$1.29
BONELESS
ROUND Steak lb. 87c
U.S.D.A. CHOICE OR TABLE PRIDE
B-B-Q STEAK . . lb. 98c
USDA CHOICE OR TABLE PRIDE BONELESS
TOP ROUND . . . lb. 98c

SWIFT'S PREMIUM DUCKLING
MEATY PLUMP TENDER
45c lb

Corn Husker Grain Fed SMOKED PICNIC
Sliced & Tied 39c lb
PICNICS **33c lb**

WILSON CORN KING SLICED BACON
LB. PKG.
45c

OCEAN TREATS
FILLET **FRESH PERCH . . lb. 49c**
FILLET **FRESH SOLE . . . lb. 69c**

BETTER FOOD
223rd ST. at AVALON, Torrance
5305 TORRANCE BOULEVARD, Torrance
OPEN DAILY 8 A.M. TO 10 P.M.
OPEN DAILY 9 A.M. TO MIDNIGHT

Special Breed of Expert Ike's Convention Target

One of the more intriguing results of the national GOP convention in California was the realization that something has happened to the image of national newspaper and television commentators in the minds of the great American public. When former President Eisenhower, in the midst of a calm but well received speech, lashed out at "sensation-seeking columnists and commentators," he struck a responsive chord among convention delegates and spectators that not only obviously surprised him, but amazed and startled the press and television corps as well.

Eisenhower was not addressing himself to Smalltown Newspaper, U.S.A., nor even the day-in, day-out reporting in most metropolitan newspapers. Instead, he was talking about a special breed of communications expert that has sprung into prominence in the decades since World War II: the nationally syndicated columnists and television commentators who have in common an intolerance of dissenting view-points, an air of superior wisdom and Olympian omnipotence, and above all an unctuousness, particularly when viewed on TV, of gagging proportions. The cheers that greeted Ike were in recollection of such columns as Joseph Alsop's of last March which smugly declared that "no serious Republican politician, even the most Neanderthal type, any longer takes Goldwater seriously." And of the many columns of Walter Lippmann, who a year ago, when the nomination of Senator Goldwater seemed remote, opined that "it might clear the air" if the Republicans nominated a truly conservative candidate "after 40 years of frustration," but who developed a truly alarming case of hysteria when the Senator's nomination became eminent.

The enthusiastic approval which greeted the former President's remarks was a reaction to the extremism of such columnists as Drew Pearson who "reported" that "the smell of fascism has been in the air at this convention." And to the smear report of a CBS com-

mentator, never properly retracted, that Goldwater's planned trip to West Germany was to seek a liaison between U.S. conservatives and neo-Nazi groups in Germany. And to the type of misquoting exemplified by NBC's Sander Vanocur when he referred to the controversial passage in nominee Goldwater's acceptance speech as "excess being no vice."

It is hardly surprising that the excesses of the nation's opinion-makers have backfired with the public, and that, in the words of Claire Booth Luce, a "reader backlash" apparently has set in. What is surprising and a little shocking, is the response of the professional critics to criticism: in their stunned, unbelieving reaction to President Eisenhower's comments and the emotional agreement they evoked, the great ones revealed that underneath it all, they are thin-skinned and sensi-

tive, waiting to be loved and capable of being terribly, terribly hurt.

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Rugs, Carpets & Furniture Need A Bath Too!
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TORRANCE
PHONE FR. 1-4471

First Aid saves lives--perhaps yours!
This is one way:
Mouth-to-mouth resuscitation is one of the many lifesaving skills taught by Red Cross. Over 25,000,000 certificates have been awarded to persons completing Red Cross first aid courses. You can depend on the Red Cross to help you keep your family safe. And the Red Cross depends on you.

Wipe mucus or food out of victim's mouth with your fingers.
Tilt his head back to open air passages--chin up
Pull or push the jaw so it juts out. Pinch his nostrils shut, put your mouth over his and blow--12 times a minute for adult, 20 for child.
Continue until you see chest lift. If there's no air exchange, recheck head and jaw position, and try again. If still no exchange, turn victim over, give him several sharp blows between shoulder blades to remove possible foreign matter from throat, then repeat all steps of procedure.

Always there... with your help

Stamp Club Sets Monday Meeting

The Torrance Stamp Club will meet Monday evening at 7:30 at the Scott Park Community Building, 23410 Catskill Ave., Wilmington. Members are invited to bring lots for the bid board. Several members will put their collections on display during the evening.

T. Sgt. William F. Marsh, son of Mrs. Lucy M. Marsh, 1418 E. "L" St., Wilmington, has arrived for duty with a unit of the Strategic Air Command at Mather AFB. Sg. Marsh, an autopilot maintenance technician, previously served at Lincoln AFB, Neb. He attended Polytechnical High School, Los Angeles.

WELCOME VISITOR
There's a lot to do in **TORRANCE**
If you've newly arrived, looking for the newest shows, the best places to eat, a week-end resort, your church or synagogue, places to shop or perhaps a house or apartment . . . read the

TORRANCE HERALD
Welcome Wagon

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