

Breakfast To Welcome New Sears Store

"Welcome Sears" will be the theme of the Torrance Chamber of Commerce breakfast meeting August 25 to be held at the Masonic Temple, 2326 Cabrillo Ave.

Representatives of the company, whose great new store is nearing completion in Del Amo shopping center, will be guests of honor when they will be given an official welcome including the keys to the city by Mayor Albert Isen.

MEMBERS are urged to bring a guest with them, according to Mary Pajac and Bernard Lee, co-chairman of the breakfast meeting always held the last Tuesday of each month.



COLLEGIATE . . . With the Recreation Department's Annual Aquacade title being "Campus Capers" Janet Thompson, Brent Moser, Judy Wolf and Jerry Kill, dressed in the latest college togs of the early thirties, pose with a vintage Model A. Aquacade will be held at Benstead Pool August 13 and 14 at 7:30 p.m. (Herald Photo)

Calif. Newspaper Circulation At All-Time Record High

Reaching an all-time high, the circulation of California's regularly produced and distributed weekly and daily newspapers is 10,602,721, including Sunday.

This was revealed today when the California Newspaper Publishers Association released circulation figures of CNPA member newspapers as reported in the new 1959-60 California Newspaper Directory, just off the press.

This all-time high is evidence that the acceptance and demand of the people of California for their hometown newspapers has increased in keeping with the ever-expanding population of the state. A further breakdown of the tremendous total circulation

shows that 4,691,757 people buy dailies, and 2,239,415 subscribe to weeklies. In addition, 3,131,559 people regularly buy Sunday newspapers.

The 1959-60 Directory of 92 pages, the largest ever produced by the State publishers group, carries an Index of California Newspapers, listing newspapers throughout the state according to the city in which each is published. Detailed information on advertising rates, mechanical features, and circulation of newspapers belonging to the California Newspaper Publishers Association is shown in the various rate sections.

Newspapers are also grouped according to counties and this listing gives street ad-

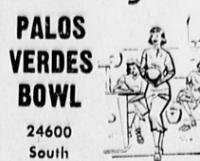
dresses, mail addresses, and telephone numbers.

ONE INNOVATION in the 1959-60 Directory developed after several years study, is the Combination Rate Section, giving information on combination rates available to advertisers by many California newspapers.

Besides information on California newspapers, the Directory gives statistical data on CNPA members in Arizona, Nevada, Oregon, Alaska and Hawaii, and also information on 31 Student member publications as well as Allied and Associate members of the Publishers Association.

Advertising of CNPA members, some in color, is carried in the new Directory to augment the individual listings and to give a more detailed picture of extended circulation, available markets, population and business trends.

FREE Baby Sitting While Bowling at PALOS VERDES BOWL



24600 South Crenshaw Torrance

TEAMS AND INDIVIDUALS WELCOME

- free instruction
- free parking
- snack bar
- air conditioned

County Road Department Largest in State—Chace

Los Angeles County, larger in population than 43 of the 50 states, has the biggest County Road Department in the state.

In fact, it is larger than most State Highway Departments throughout the nation.

From July 1, 1958, to June 30, 1959, the Los Angeles County Road Department improved and expanded its 4,267 miles of highways by designing 152 construction projects for a total contract value of \$11,820,000.

These and other facts pointing to the vastness and scope of the Los Angeles County road activities disclosed last week by Supervisor Burton W. Chace, Chairman of the County Road Department.

"Los Angeles County, with its 65 cities and estimated population of 5,800,000, is exceeded in total motor vehicle registration only by the States of Illinois, Michigan, New York, Ohio, Pennsylvania, and Texas," Chace said. "With this tremendous population and vehicle registration, it is easy to see that thousands of miles of streets and highways are needed, exclusive of State freeways and highways, and this the County of Los Angeles has attempted to provide."

POINTING OUT that in the past 12 years, motor vehicle registration of the County has doubled and is now well over three million, Chace said the County and cities maintain some 15,700 miles of roads, 3,700 miles being major highways or Master Plan Highways.

Of this, 40 per cent, or 1,500 miles of the major highway system, and 25 per cent of the total local road system is under the jurisdiction of the County Road Department.

In meeting the highway problems created by the expanding population and increasing number of cars on streets and highways in the County, Chace said, the County Road Department has completed plans for cash contract pro-

jects with a total estimated value of \$6,782,000.

THESE PROJECTS have varied in scope from a traffic signal installation at an estimated cost of \$4,000 to \$581,000 for improvements on Valley Boulevard from Ferrero Lane to Nogales Street," he declared.

Some of the other larger projects undertaken by the Road Department are Aviation Boulevard, from El Segundo Boulevard to Manhattan Beach Boulevard, \$310,000; Eastern Avenue, from the San Bernardino Freeway to Palsom Avenue, \$237,000; Carson Street at the Dominguez Channel, \$235,000; and Pearlblossom Highway from Sierra Highway to 37th Street East, \$464,000.

The County Road Department also aids cities by providing services when requested by the cities on a contract basis, Chace said.

"This service contract system was popularized by the City of Lakewood in 1954 and since then 23 cities have requested a similar service," Chace concluded.

RH Men Completing 30 Years at General
Two resident of Rolling Hills are marking 30 years of service each with General Petroleum Corporation this month. They are Horace D. Pratt, 5542 Graylog Avenue, and H. W. Williams, 17 Chuckwagon Road.

Pratt is an interviewer in the manufacturing department at the company's Torrance refinery.

Williams is products co-ordinator in the refining department, also at the Torrance refinery. A native of Utah, he attended Utah State Agricultural college.



DEATH PLUNGE . . . Dotted line shows where Mrs. Helen Lawrence Klum, 44, fell from the roof of a house under construction next door to her own residence at 748 Via Somonte. Police investigating the death said the woman apparently tied her ankles with a cord and then fell backwards to the cement driveway 20 feet below. Mrs. Klum had been under a doctor's care and was believed to have been despondent over ill health.

FOOD GIANT

It's No Surprise . . .

PRICES ARE LOWER AT FOOD GIANT!

3 Big Sale Days Mon-Tues-Wed. Aug. 17-18-19

ENRICHED • Smooth Spreading

NUCOA

Makes Everything Taste Better!

1-lb. Pkg. **19¢**

Price includes "3c" Off Label

Full Quart Jar

49¢

FOOD GIANT ALL PURPOSE BLEACH

1/2-Gal. Bottle **29¢**

MILANI-FAMOUS 1890 FRENCH DRESSING

12-oz. Bottle **39¢**

Flavor That Keeps You Refreshed

TENDER LEAF TEA

48 Bag Pkg. **59¢**

Price includes "10c Off" Label

FARM FRESH PRODUCE

RED RIPE WATERMELONS

2 1/2¢ lb

Thompson Seedless GRAPES **10¢ lb.**

LION'S • Packed Full of Energy • 15-oz. Pkg.

Seedless RAISINS **23¢**

NABISCO • Sugar Honey • Big 1-lb. Box

Graham Crackers **33¢**

DELICATESSEN

FOOD GIANT TASTY PICKLE & PIMENTO LOAF

For really different Party Sandwiches

6-oz. Pkg. **29¢**

PATMAN'S • MILD CURED

Boneless Corned Beef Rounds

All Solid Lean Meat **69¢ lb**

PILLSBURY Spice, White, Yellow, Chocolate CAKE MIX

17-oz. Box **29¢**

MOTHER'S SUGAR WAFERS

5-oz. Cello Package **29¢**

RUMBLE BEE • SOLID PACK WHITE MEAT TUNA

No. 1/2 Can **39¢**

KARO • BLUE LABEL CORN SYRUP

Quart Bottle **49¢**

KRAFT ITALIAN DRESSING

8-oz. Jar **31¢**

FOR SOUPS OR STEWS

FRESH STEER **Beef Hearts 29¢ lb.**

TENDER FLAVORFUL **Beef Brains 15¢ lb.**

FOR SOUPS OR STEWS **Ox Tails 25¢ lb.**

Delicious & So Very Economical

EASTERN • GRAIN FED PORK BUTT STEAKS

EXTRA LEAN **49¢ lb.**

FANCY COLUMBIA RIVER SMELTS

Try Frying These **25¢ lb**

NORTH TORRANCE
4848 W. 190th St.
at Anza

SOUTH TORRANCE
Highway 101
at Hawthorne Blvd.

WESTERN
At Imperial
in Los Angeles