

FALSE MODESTY is the refinement of vanity. It is a lie. —Brutere.

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DEAR EDITOR....

Crime, Punishment And Religion
Editor,
Torrance Press:
Last week's letter by L. S.

who advocated compulsory church attendance instead of punishment for juvenile offenders was well intended but, I believe, basically wrong.

Punishment is unpleasant, but necessary. We shouldn't try to excuse crimes even though we can find explanations for them. Rape is rape, robbery is robbery, and murder is murder. Just as every action has its equal and opposite reaction, so society must be protected against individuals. That's why it is necessary to punish crimes. If moral and social laws are not enforced, order and security are threatened.

Religion, I am sure, helps prevent crime. Religion can aid wandering souls. But religion must invite, not force. Religion must be used as a reward, not as a punishment.
(s) **TED DOSS,**
Torrance

In Defense of Big Business

Editor, Torrance Press:
Mrs. Robert Stock asked last

week whether "big business" is harmful to "small business." She said that the general tendency, especially among "small" businessmen, is to think that it is. I'm glad that Mrs. Stock has an open mind in the matter. Big business, I believe, is good rather than bad. Here are a number of benefits that have come to us as a result of "big business" enterprises and some of the reasons why "big business" shouldn't worry us.

1. Big business has been able to provide the money to maintain intensive research possible in every field. This has paid off in new and numerous discoveries, inventions, and improvements all of which have made life easier, pleasanter, and more convenient for every individual.

2. Jobs have increased rather than decreased because of discoveries, inventions, and improvements. As production increases, the supply increases

and the cost decreases; as this becomes the case, the demand increases; this in turn requires more production and provides more jobs.

3. Big business does not charge excessively for its goods. If one firm does, another firm will come along and offer the same or a better product at a cheaper price.

4. Big business is dependent on small business and small business is dependent on big business. There are some jobs which only big firms can handle efficiently; there are others which are best handled by smaller firms. There are a number of major firms who produce the finished product. But they rely on numerous firms who make the parts and materials for these products.

Big business, while highly competitive, is not ruthless. While its selfish objective is to make money, its unselfish objective is to provide the public with the best variety of goods possible.

That principle is the best controlling influence that big business—or any business—has.

Sincerely,
(s) **Gerard Waterman**
Lomita

VON'S CELEBRATION SALE!



ALL VON'S MARKETS JOIN IN THIS ALL OUT GRAND OPENING OF ANOTHER BRAND NEW VON'S MARKET. TAKE ADVANTAGE OF THE MANY SPECIAL LOW PRICES AT YOUR NEARBY VON'S!

Von's Newest and Biggest Market is Located at 4200 NORTH WOODRUFF AT CARSON **LAKESWOOD**

Grand Opening Special!
CRISCO 3-LB. CAN **69¢**
"The All Purpose Shortening"

GRADE AA--1st QUALITY BUTTER
JERSEYMAID
ONE POUND CARTON **59¢**
COUNTY FAIR TOMATOES
2 NO. 2 1/2 CANS **25¢**

Grade A Bacon
VON'S TABLE-KING
SLICED 1-LB. PEG. **45¢**

Spare Ribs
EASTERN CORN FED PORK
SMALL SIZE 1-3 LB. **39¢ lb.**

Hen Turkeys
VON'S TABLE-KING
OVEN READY 10-12 LB. **49¢ lb.**

Ground Beef
FRESHLY GROUND—TENDER **23¢ lb.**

U. S. GOVERNMENT GRADED "CHOICE" STEER BEEF
CHUCK ROAST
BLADE CUT ROAST **27¢ lb.** CENTER CUT ROAST **29¢ lb.** ROUND BONE **35¢ lb.**
BONELESS SHOULDER ROAST **49¢ lb.**

Gold Medal Flour
2-LB. BAG 5-LB. BAG 10-LB. BAG
23¢ 45¢ 89¢

Canned Milk
JERSEYMAID
3 TALL CANS **25¢**

Wesson Oil
THE FINEST LIQUID SHORTENING
QUART BOTTLE **55¢**

WAVELY WAFERS 13-OZ. PEG. **29¢**
TREAT CRACKERS 1-LB. PEG. **33¢**
THORO-FED DOG FOOD 3 CANS **35¢**

COUNTY FAIR UNPEELED WHOLE APRICOTS
NO. 2 1/2 CAN **19¢**

SUPERIOR HONEY 12-OZ. JAR **35¢** 24-OZ. JAR **61¢**
KARO SYRUP BLUE LABEL **23¢** RED LABEL **24¢** GREEN LABEL **25¢**
KAL-KAN HORSEMEAT 2 TALL CANS **47¢**

FAB DETERGENT 1-LB. PEG. **31¢** 5-LB. PEG. **74¢**
VEL DETERGENT 1-LB. PEG. **31¢** 5-LB. PEG. **74¢**
LIQUID VEL 12-OZ. CAN **38¢** 22-OZ. CAN **66¢**

TOILET TISSUE
NORTHERN BRAND
3 REGULAR ROLLS **25¢**

"AD" DETERGENT 1 1/2-LB. PEG. **37¢** 3 1/2-LB. PEG. **85¢**
"ALL" DETERGENT 24-OZ. PEG. **35¢** 10-LB. PEG. **212¢**
WHITE KING SOAP 1-LB. PEG. **32¢** 5-LB. PEG. **63¢**

DON'T MISS VON'S NEW T.V. SHOW **"VON'S MOVIE MANOR"**
DAILY ON KRCA—CHANNEL 4 AT 4:35 P.M.

Van de Kamp's CAKE Carnival SPECIALS
June 7, 8, 9
13-Egg ANGEL FOOD CAKE Large **69¢** ea. Small **39¢** ea. (Reg. 79¢ ea.) (Reg. 45¢ ea.)
2 Layer-Milk Chocolate, Pineapple and Devil's Food CAKES **79¢** ea. (Reg. 89¢ ea.)
Orange CHIFFON CAKE Large **79¢** ea. Small **45¢** ea. (Reg. 89¢ ea.) (Reg. 49¢ ea.)

Frozen Food Specials!
BANQUET PIES
CHICKEN, TURKEY OR BEEF
5 FOR 1.00

TURKEY DINNERS
BANQUET BRAND
EACH **49¢**

Delicatessen Specials
SWISS CHEESE
GENUINE WISCONSIN FANCY WHEEL SWISS
IN THE PIECE AS CUT **59¢** POUND

SALAMI CHUBS 1-LB. **49¢**
COTTAGE CHEESE PT. CTN. **19¢**
POTATO SALAD PINT CARTON **29¢**

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Von's biggest and most exciting **HAWAIIAN HOLIDAY CONTEST**
FREE TRIPS TO HAWAII
LOTS OF BIG PRIZES

"Fresh Produce Specials"
DELICIOUS LOCAL GROWN
CANTALOUPE
VINE RIPENED **6¢** PICKED FOR FLAVOR

CORN ON THE COB TENDER SWEET KERNELS LARGE EAR **5¢**
FRESH CARROTS TENDER JUST PULLED LARGE BUNCH **5¢**
CUCUMBERS LARGE SIZE CRISPY AND CRUNCHY 2 FOR **15¢**

Baby Food BEECH-NUT 4 4 1/2-OZ. JARS **43¢** CHOPPED 3 7 1/2-OZ. JARS **46¢**
Hienz Vinegar PINT BOTTLE **16¢** QUART BOTTLE **28¢**
Lemonade Mix WYLER'S 2 3-OZ. PEGS. **23¢**

Dial Soap THE DEODORANT SOAP 2 REG. BARS **25¢** 2 LGE. BARS **35¢**
Super Coola CANNED BEVERAGES 5-OZ. CAN **10¢**
Chef Boy-ar-dee PREPARED DINNERS EACH **43¢**

Health & Beauty Aids
FOAM SHAVE MEN'S REGULAR OR MENTHOL **79¢**
HAIR NETS LADY LORA ASSORTED SHADES **5¢** EACH
TOOTH PASTE BRISK GIANT TUBE **53¢** ECONOMY TUBE **69¢**

Funk & Wagnall's Encyclopedia
GET VOLUME NO. 13 THIS WEEK AT YOUR NEARBY VON'S MARKET!

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PRICES EFFECTIVE THUR., FRI., SAT., SUN., JUNE 7-8-9-10
SALES TAX ADDED TO TAXABLE ITEMS

'Thank You' Week

Editor: Torrance Press
This (June 3 to 10) is Community Chest's "Thank You" week. In my book every week could be "Thank You" week for you and the TORRANCE PRESS.

You and your staff have really gone all out to follow the Chest's objective of publicizing its sustained all-year-around community service through its 168 Red Feather services on a year-around basis and your tremendous help in promoting the Chest's community fund raising efforts during the annual campaign, believe me, is really appreciated.

Joining with me in this expression of appreciation are over 3,000 campaign volunteers in the Harbor Area, the agencies, staff and the nearly 74,000* people, in our area, who last year received the services which Chest funds—with your helpful support—made possible.

Again from all of us a heartfelt "Thank You."
(s) **George Bradbeer,**
Chairman, Harbor Welfare Board

* The above Harbor Area Community Chest service figure includes:
25,638 people served in San Pedro.
14,109 served in Wilmington and Harbor City
10,662 served in Gardena
23,484 served in Torrance, Palos Verdes, Rolling Hills and Lomita.

Mental Health—Number 1 Problem

Editor: Torrance Press
I can't understand why the council took such a foolish stand recently on the Mental Health Foundation's request to solicit funds in Torrance.

But what's even harder for me to understand is why anyone could be against such an organization.

It's like being against the Red Cross or the Community Chest. I wonder if anybody realizes that 1) there are more than ten million Americans (one out of 16) now suffering from some form of mental disorder; 2) there are 750,000 men, women and children under the care of mental hospitals today—more than there are in all other hospitals combined; 3) there are only 600 full-time clinics—there should be at least 3300!

Anything that is done to correct these conditions should be encouraged, not discouraged. Mental health is our number one problem!

(s) **Mrs. ROSE WOOD**
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