

**MAGIC CARPET . . .** Market Basket's 23rd consecutive entry in the Tournament of Roses Parade, "Magic Carpets," sails down Pasadena streets during the annual spectacle. Thousands of chrysanthemums, carnations, violets, pansies, roses, and other flowers were used in the 48-foot float. Judy Cowles and Donna Arman road the entry.

## May Co. to Employ the Twist To Introduce New Dress Style

Shoppers at the seven May Co. stores this Friday and Saturday may be surprised to see Arthur Murray dancers doing the Twist.

The twisters will be part of the May Co.'s introduction of a new line of "peppermint" dresses, inspired by the newest dance rage to sweep the nation.

The Twist first became popular at the Peppermint Lounge on West 45th Street in New York a few months ago and rapidly spread across the country.

as quickly as has the Twist. Coincidentally, the Charleston led to the creation of the flapper dresses and the Twist inspired the "Peppermint" dresses.

**THE "PEPPERMINT" fashions** will be modeled at the Young Signature Dress Department of the May Co. stores all day Friday and Saturday with the dancers appearing at scheduled hours.

From 7 to 9 p.m. Friday Mur-

ray dancers from the Long Beach, Redondo Beach, and Arcadia studios will demonstrate the Twist at the Lakewood, South Bay, and Eastland May Co. stores, respectively.

From 2 to 4 p.m. Saturday, dancers from the Wilshire, Downtown, Crenshaw, and Van Nuys studios will twist at the Wilshire, Downtown, Crenshaw, and Valley May Co. stores, respectively.

(Advertisement)

**THE MURRAY studios** were among the first to pick up the Twist, which Arthur Murray terms a "subdued frenzy," and were instrumental in teaching it to thousands of Americans.

Not since the Charleston of the 1920s has a dance captured the fancy of Americans

## Are You Confused By TV Auto Commercials?



VEL MILETICH

Nowadays you just can't buy much merchandise with a wooden nickel. It simply doesn't ring true. Likewise, I'm sure your good common sense tells you that the Butcher, Baker and Candlestick Maker can hardly afford to sell you merchandise at a loss without sacrificing quality or service. No merchant is in business to lose money. He must make a fair and reasonable profit to cover operating costs in order to supply the goods and services you and your family require.

If I were to tell you in my advertisements that I were willing to sell you a new Ford or guaranteed used car at a price below my cost, you would have every right to suspect:

- (1) The merchandise is either inferior or undesirable
- (2) You would receive no guarantee of satisfaction or service
- (3) I am an idiot
- (4) You are an idiot
- (5) I will not deliver the merchandise as advertised
- (6) I want to go bankrupt.

However, none of these statements are true regarding Vel's Ford Sales, because I will not advertise my products and services at prices I can not deliver, nor will I offer you inferior quality, nor will I fail to guarantee satisfaction or complete after-sale service.

**WHY DO I BRING YOU THIS IMPORTANT MESSAGE?** Well, recently we have observed on television the battle of the so-called "TV VOLUME" Dealers. In gimmick-ridden commercials we have seen "Brand New" 1962 Fords, Falcons, Thunderbirds and Ford Trucks advertised at prices much lower than our normal factory cost. These dealers insinuate that because of their "high volume" of sales they receive special discounts and price considerations from the Ford Motor Company. Nothing could be further from the truth. No authorized Ford Dealer, regardless of how many or how few cars he delivers, receives any preferential treatment from the Factory.

Many local Torrance Residents have already shopped the "Volume Dealers" only to discover that wooden nickles just don't spend very well. They have returned to make their purchase here at Vel's Ford. They have discovered:

- (1) Our actual delivered prices are as low or lower, and for good reason. It costs us less to merchandise. YOU DO NOT PAY FOR THE HIGH COST OF TELEVISION COMMERCIALS AT VEL'S FORD.
- (2) We have excellent facilities, and plenty of time to service your car.
- (3) We do not employ confusing, high-pressure sales tactics.
- (4) We are sincerely interested in your transportation problems.
- (5) Our business is built around happy, satisfied customers that buy year after year. We need and want your repeat business.
- (6) We will deliver quality merchandise, plus the personal attention and service you deserve.

**THE FACTS ARE PLAIN.** We admit we sell new Fords and Fine Used Cars. We admit that we make a fair and reasonable profit. We won't insult your intelligence by implying otherwise. We like the automobile business, and we would like to have you as a customer. We will not advertise ridiculous prices. We don't believe in them. After shopping, you won't either. We can sell you a car at a good, low, honest, money-saving price on convenient terms, and we can prove it. We will appreciate the opportunity to serve you should you be in the market for another car.

**PLEASE REMEMBER! WE MAY BE OUT-GIMMICKED, BUT WE WILL NOT BE UNDERSOLD. SHOP AND COMPARE! IT WON'T COST YOU ONE PENNY TO CHECK OUR DEAL BEFORE YOU BUY. YOU WON'T BE SORRY.**

And, don't take any wooden nickles.

Very truly yours, VEL MILETICH, President  
Vel's Ford Sales Co., Torrance 1420 & 1600 Cabrillo Ave.  
also at 101 Hwy. at Hawthorne Blvd.

## Dance Class Registration Set at Park

The highly popular social dance classes will be offered again at Alondra Regional Park, 3850 Manhattan Beach Blvd., for pre-teens, teen-agers, and adults.

Classes for beginners will be held for teen-agers, ages 12-18 years on Tuesday from 7 to 8 p.m., and adults, 18 and older on Thursday, 8 to 10 p.m. The pre-teen 8 to 12 years on Thursday 7 to 8 p.m.

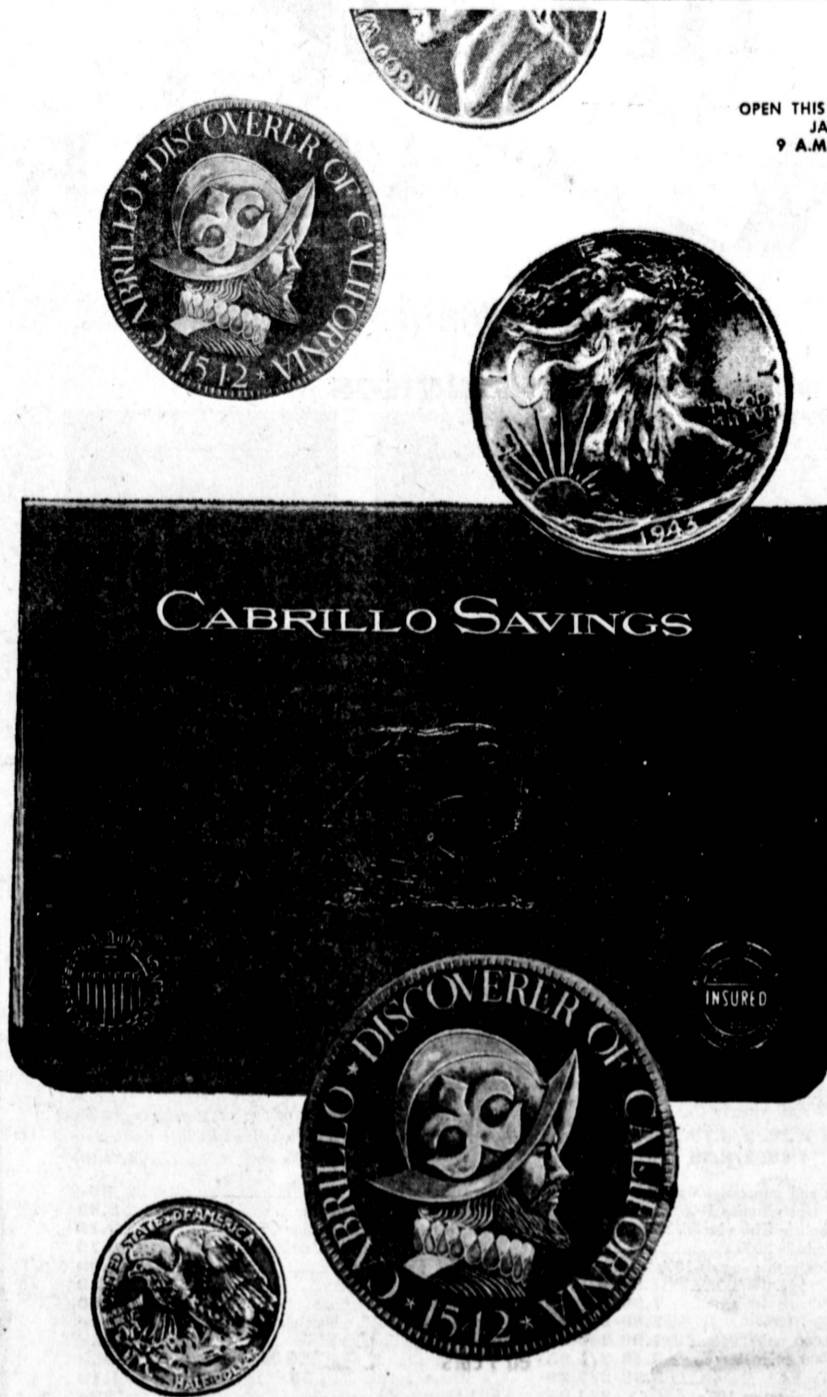
The dances taught in these classes will be fox trot, waltz, swing, and cha cha. Registration will be on the first meeting of the classes and will be limited to 40 men and 40 women per class. Classes commence Jan. 2, for teenage beginners, and Jan. 4, for pre-teen and adult beginners.

An intermediate class will be held on Tuesday evenings from 8 to 10 p.m. for adults. This class is designed to teach variations to dances and new steps not offered in the beginning class. This class is limited to 40 men and 40 women. Registration for this class will be the first class session, Jan. 2, at 8 p.m.

These classes are sponsored by Los Angeles County Department of Parks and Recreation.

## BIRTHS

**SOUTH BAY HOSPITAL**  
RHODES — Mr. and Mrs. Marvin, 2218 W. 239th Place, a daughter, Dec. 10.  
RAKOWSKI — Mr. and Mrs. Philo T., 2228 Newton St., a daughter, Dec. 12.  
DOWNEY — Mr. and Mrs. Earl E., 5528 Green Meadows St., a son, Dec. 12.  
FOX — Mr. and Mrs. Raymond D., 4730 Darlien St., a daughter, Dec. 12.  
PORTER — Mr. and Mrs. Prentiss, 1548 W. 207th St., a son, Dec. 14.  
KROO — Mr. and Mrs. John, 2217 Sierra St., a son, Dec. 14.  
KUBIAK — Mr. and Mrs. Leonard, 21513 Hillwood Drive., a daughter, Dec. 14.  
BOYETT — Mr. and Mrs. Wiley, 5151 Eeran St., a son, Dec. 14.  
HILLINGER — Mr. and Mrs. Clove, 2154 W. 188th St., a daughter, Dec. 19.  
**RIVIERA COMMUNITY HOSPITAL**  
BENCH — Mr. and Mrs. Boyd Dean, 1620 W. 256th St., Harbor City, a son, Dec. 5.  
BASSETT — Mr. and Mrs. Gordon Henry, 1961 W. 253rd Place, Lomita, a son, Dec. 10.  
VAN BURKIRK — Mr. and Mrs. Donald, 5033 Ruby St., a daughter, Dec. 12.  
RILEY — Mr. and Mrs. Michael G., 21140 Broadwell Ave., a daughter, Dec. 13.  
STEIN — Mr. and Mrs. Kenneth E., 22115 Hansome Ave., a daughter, Dec. 14.  
REIBOLD — Mr. and Mrs. Robert C., 1055 W. 210th St., a son, Dec. 15.  
JOHNSON — Mr. and Mrs. Jerry M., 18820 Yukon Ave., Apt. B., a daughter, Dec. 17.



OPEN THIS SATURDAY,  
JANUARY 6th,  
9 A.M. TO NOON

# You'll discover there's more for you in '62...if you open your account now at Cabrillo Savings.

■ Get more of the good things in life for yourself and your family by moving your savings to Cabrillo Savings. Here you'll receive the highest return with complete safety (why be satisfied with less?) ■ Neighboring and neighborly, Cabrillo Savings offers you the "extra dividend" of friendly, personal service at a locally owned, independent association.



# CABRILLO SAVINGS

and LOAN ASSOCIATION

2629 Pacific Coast Highway, at Crenshaw Blvd.  
In Rolling Hills Plaza, Torrance  
Just East of Foods Co. Market

PAYING THE HIGHEST PREVAILING RATE

INTEREST PAID 4 TIMES A YEAR CURRENT ANNUAL RATE  
FUNDS RECEIVED BY THE 10TH EARN INTEREST FROM THE 1ST

Accounts Insured to \$10,000.00 by a Permanent Agency of the Federal Government.  
Free Save-By-Mail Service: Come in or phone SP 5-3611 for postage-paid envelopes.  
Pietro Di Carlo, President and Chairman of the Board. Fred Strohmenger, Vice-President and Manager.