



VEL MILETICH

That Something "Extra"

Today, many of us are so conscious of "savings", "discounts", "fleet prices", "no money down", "budget terms", and the like, that we overlook the most important motive behind buying a new car in the first place.

The basic purpose in buying a new car is securing modern, dependable transportation. If you are successful in buying an automobile at sensational savings, and if you do so on terms that really are "tailored" to fit your budget, you should take pride in the fact that you are capable of arranging a good bargain.

But, if you fail to receive thorough and complete, reliable and dependable pre-sale and after-sale service on your automobile, you have been deprived of an "extra" that you surely deserve with purchase. Matter of fact, you have been "short-changed", no matter how good a deal you made from the standpoint of price and payments.

We here at Vel's Ford in Torrance learned long ago not to fear competition. We welcome it, because people who take the time to include a visit to one of our three locations in Torrance to "check" our deal before buying have learned that it pays off in dollars and sense savings. What's more, it is a matter of record that our courteous credit department is capable of arranging whatever terms are best suited to your needs at low bank rates with acceptable credit.

But, while we are genuinely interested in offering a fine product to our customers at a price that represents real savings, we have not lost sight of the fact that our main purpose for existing is to supply consistently dependable transportation to you, the customer. That is what you're paying for, and you're likely to be displeased unless you receive it.

You might be interested to know that we employ two full-time mechanics in our service department solely for the purpose of pre-checking each new car received from the factory before delivery. Both of these men have worked for Vel's Ford nearly 15 years. They will spend an average of four hours in pre-servicing each car before you have a chance to see it in our showrooms, or on any one of our display lots. They will check out and adjust as necessary every working part of each new car in our vast stock before it is sold.

We realize that it is almost impossible for any piece of machinery to be absolutely perfect. However, this routine of thorough pre-service narrows the margin for defects, and greatly improves the possibility of your being completely happy and satisfied with any new automobile you may purchase at Vel's Ford in Torrance.

Another important part of our planned customer service program is after-sale service. In an effort to do our job of pleasing you better, we have enlarged our facilities to include two large service centers and body shops at 1420 and 1600 Cabrillo Avenue in downtown Torrance. We now have the experienced staff and space to handle nearly 40 automobiles in various stages of service at one time. This means there's always a place for your car, even without an appointment, and a Ford Trained Specialist on hand to give it prompt attention.

Perhaps you have never purchased an automobile at Vel's Ford. I hope someday you will. I am confident through shopping that you will find our deal is very competitive.

Equally important, I honestly believe you will come to

appreciate our pre-sale and after-sale service program as an "extra" bonus with your deal at no extra cost. It truly is extraordinary. It's the high type of service you just don't expect anymore that makes your new car purchase a real delight and insures many trouble-free driving miles of pleasure.

Please take your first opportunity to stop in and get acquainted with our two excellent Service Managers, Roy Geiser and Clarence Maples, soon. You will find these two gentlemen not only courteous attentive, and interested in your transportation problems,

but also very capable of helping solve them at a minimum of inconvenience.

Our main service reception center is located at 1600 Cabrillo Avenue at the corner of Gramercy in downtown Torrance. I hope you will make it your car's home away from home... if and when necessary. You'll be happy you did. Many thanks for your consideration.

Very truly yours,
VEL MILETICH,
President
Vel's Ford Sales
1420-1600 Cabrillo Avenue
Hwy. 101 at Hawthorne Blvd.
Torrance

Junior College Students Seeking Business Awards

Junior college students here may be among the 134 students who will receive checks for \$100 in the 1962 Bank of America Junior College Business Awards program.

Sixty-seven California junior college faculty committees are now judging the records of candidates and will announce the winners soon.

There are 33 colleges in the Southern California Junior College Association participating in the awards program. Dr. John Given, president of

the Los Angeles Metropolitan College of Business, is chairman of the committee of college presidents. Local students are competing at El Camino and Harbor colleges.

GIVEN REPORTS that two winners will be picked from each school — one majoring in business administration or banking, the other in clerical or secretarial studies. They will be judged on scholarship, business personality, and participation in additional school

activities or outside employment.

Jesse W. Tapp, chairman of Bank of America's board of directors, will present the winners with their checks on March 23 when the bank honors them with a banquet at the Beverly Hilton Hotel in Beverly Hills.

THE WINNERS also will receive certificates of merit in honor assemblies in their own schools, and will have their names engraved on permanent

plaques displayed at the schools.

Serving on the college presidents' committee with Chairman Given are: Dr. Benjamin K. Swartz, East Los Angeles College; Dr. Oscar H. Edinger Jr., Mount San Antonio College; Dr. John W. Dunn, Palomar College; and Dr. Phil H. Putnam, Compton College.

The Department of Agriculture reports American men and women are getting taller — and heavier.

Don A. Lancaster, seaman apprentice, USN, son of Mr. and Mrs. Donald A. Lancaster of 175 W. Jay St., is serving aboard the attack aircraft carrier USS Lexington, operating with the Seventh Fleet in the Western Pacific.

The huge vessel departed her home port at San Diego last November and is scheduled to visit Hawaii, Japan, the Philippine Islands and Hong Kong before returning to the states.

WE GIVE BLUE CHIP STAMPS THURS., FRI., SAT., SUN., FEB. 1, 2, 3, 4

THRIFTIMART HORMEL'S MIDWEST BRAND **SLICED BACON 53¢ lb.**

FRESH "AA" LARGE EGGS 43¢ DOZ. CTN.

LAMB SALE U.S.D.A. GRADED "CHOICE" **SHOULDER ROAST 33¢ lb.** PRE-SLICED 39¢

SHOULDER CHOPS 59¢ lb. **ROUND BONE OR RIB CHOPS 69¢ lb.**

LAMB BREAST 10¢ **LAMB SHANKS 33¢** **LAMB NECKS 23¢**

HOLLAND HAM 49¢ (5-oz. Pkg.) **UNEVEN CUTS 39¢** (5-oz. Pkg.)

OSCAR MAYER SLICED BOLOGNA 59¢ (LARGE 13-oz. Pkg.)

ROUND STEAK 79¢ lb. U.S.D.A. GRADED "CHOICE" OR "GOOD" CENTER CUT BONE-IN

BONELESS SIRLOIN TIP or ROUND STEAK 89¢

BETTY CROCKER BISCUITS 25¢ (3 8-OZ. TUBES)

JERSEYMAID—14½-OZ. TIN EVAPORATED MILK 10¢

LEE'S QUALITY BONELESS ROUNDS CORNED BEEF 69¢ lb.

U.S.D.A. GRADE "A" POPPY OR CALIFORNIAN BRANDS OVEN-READY TOM TURKEYS 29¢ lb. (18-22-lb. Avg. Wt.)

VEGETABLES \$1.00 (No. 303 TINS YOUR CHOICE)

IRIS LIQUID DETERGENT 39¢ (22-OZ. PLASTIC)

KARASOV VODKA \$2.69 (4/5 QT. BTL.)

WASHINGTON DELICIOUS APPLES 22¢ (LBS.)

WONG'S FROZEN DINNERS 49¢ (11-oz. PKG. YOUR CHOICE)

FRESH MEDIUM SIZE TOMATOES 19¢ **EXTRA FANCY BELL PEPPERS 19¢**

FEATURING VAN DE KAMP'S BAKERIES **SALES TAX ADDED TO ALL TAXABLE ITEMS**