

People and what they are doing...

Mr. and Mrs. Raymond Rogers, 2215 Andrea avenue, with their son Billy visited with friends in Pomona, Sunday.

Mrs. Libby E. Ellis, 1427 El Prado, has as her house guests for the winter, her sisters, Mrs. G. S. Riley of Wheeling, West Virginia, and Mrs. W. C. Parks of Pierpont, Ohio.

Mrs. Flora McDonald and son Edgar, of 1951 Carson street, were dinner guests Sunday at the home of Mrs. McDonald's daughter, Mrs. Felwyn Allen in Roscoe.

Sororities of the Los Angeles campus of the University of California have announced the pledging of new members. Among those pledged was Miss Mildred Hitchcock, daughter of Mr. and Mrs. J. E. Hitchcock, who is pledged to join the Phi Mu sorority.

Mrs. Ruth Rogers, child welfare chairman of Torrance Women's club attended a conference at the Children's hospital in Los Angeles, Monday.

Attending the Women's Benefit Association breakfast club in Los Angeles, Monday morning was Mrs. Flora McDonald.

Rev. F. Murray Clayton was a guest at the home of Mr. and Mrs. Phillip Clayton and family of Torrance boulevard, Tuesday.

Mr. and Mrs. R. L. Levellen attended a party at the Bellflower American Legion Hall, Tuesday evening.

Mrs. Violet Lanz of San Francisco, is the guest of Mrs. O. A. Kresse, 1443 El Prado.

Mr. and Mrs. John Hooper, 1222 Acacia avenue, have as their house guest for the winter Mrs. Hooper's mother, Mrs. E. F. Figley of Canton, Ohio.

Mr. George Figley of Berkeley, California, visited at the Hooper home over the week-end.

Mr. and Mrs. Marcus Edwards and children Naomi and Warren of 2208 Andrea avenue, attended the annual field day held by the Trials and Pointer club of California, at Norwalk, Sunday.

Mrs. Emily Oetken of Portland, Oregon, is a guest this week at the home of her sisters Miss. Hermine Oetken, Mrs. Elizabeth Brod and her brother Will Oetken, 1001 Sartori avenue.

Mr. and Mrs. R. J. Deisinger, 2463 Carson street, have as their house guest this week, the former's sister, Miss Beth Deisinger of Ventura.

Mr. and Mrs. C. L. Gilbert and Van T. Gilbert of Maricopa visited Sunday with Mr. and Mrs. Carl Gilbert, 1511 Acacia avenue.

Miss Edna Lemon, bacteriologist at the Torrance branch of the County Health Center, has returned from a month's trip to New York, where she attended the convention of the American Public Health association. Her father, J. H. Lemon of Lawrence, Kansas, joined here on the return trip from the East and will spend the winter with Miss Lemon at her home, 1214 Acacia avenue.

Warren Johnston of Escondido is spending a few days in Torrance visiting old friends.

Mrs. Stella Nelson of Hollywood was a visitor in Torrance, Wednesday, and attended the Woman's club luncheon.

E. A. Ericson with his wife visited his mother over the week-end at the Plaza hotel on Cabrillo avenue. The Ericsons live in San Fernando.

Mrs. C. Ericson, of 1720 Cabrillo avenue, visited with friends for a week in Riverside. Mrs. Ericson states that she is glad to be back in Torrance.

On Tuesday night Mesdames E. Connors, E. Lanning, F. Whitner, and G. Slye of the local Trio Rebekah Lodge, were guests in Long Beach of the Del Mar Unit of the Rebekahs.

C. Carlson and family of 1723 Andrea avenue were guests of friends in San Diego over the week-end.

Narbonne's Year Book Wins Highest National Rating

All-American, the highest rating a high school year-book can receive, signifying superior, was given to Narbonne's 1937 El Eco, which was edited by Gertrude Hagum and 13 assistants. Out of 373 year-books entered in the high school division of the National Scholastic Press association, 4 were rated All-American.

Judged on the plan of the book, sections, editing and make-up, financial status, mechanical considerations, and the general effect, the Narbonne El Eco totaled 900 points out of a possible 1,000. The entire printing of the 128 page book was done in the school print-shop under the direction of A. H. Vogler.

As a summary, the following comment appeared on the rating sheet: "The 1937 El Eco has achieved the goal of every year-book staff. It is an excellent piece of student work, showing initiative, resourcefulness, and faithful pursuit of duty. It is a remarkable example of what students can achieve."

Birth announcements, wedding invitations, announcements, all kinds of social stationery are now available at the Torrance Herald at most reasonable prices.

Fictitious Firm Name Filings Increase; Mandatory by Law

Fictitious firm name certificates to the number of 4,528 were filed with County Clerk L. E. Lampton during the past fiscal year, it was revealed at the Hall of Records this week. This is an increase over last year's record of 3,697 and was the largest number of fictitious name certificates filed in any recent year.

Other indications of increasing business activity throughout the county are revealed in the record that 4,528 articles of incorporation were filed, an increase of 578 over the previous year's record. The record filing of fictitious name certificates brings the total up to 23,000 individuals and partnerships which have filed such certificates in Los Angeles county as required under Section 2466 of the Civil Code.

The requirement that every person or firm or partnership conducting business under a fictitious firm name must file a certificate and must publish it once a week for four successive weeks in some newspaper in the county is mandatory.

See Lawyer or Herald Lampton expressed the opinion that all firm names used by individuals or partnerships are fictitious if they contain any element of uncertainty as to the true identity of the owner.

Further information regarding the preparation, filing and publication of certificates of fictitious firm name should be obtained from local attorneys, or The Torrance Herald.

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SAFEWAY

Del Monte PANTRY PARADE

DEL MONTE APRICOTS

Whole, unpeeled halves of California fruit.

2 No. 21 cans 27c

DEL MONTE PINEAPPLE

Eight fancy each can value.

2 No. 21 cans 35c

DEL MONTE FANCY PEARS

Fancy halves of California Bartlett.

2 No. 21 cans 33c

DEL MONTE FRUITS

RAISINS 2 15-oz. boxes 15c

PEACHES No. 2 1/2 15c

PEACHES No. 2 13c

PRUNES No. 2 13c

JUICE No. 2 23c

DEL MONTE VEGETABLES

PUMPKIN No. 2 1/2 can 10c

TOMATOES No. 2 25c

SPINACH No. 2 25c

SAUCE No. 2 11c

DEL MONTE FANCY CORN

Choice of Country Golden, Golden Bantam.

No. 2 can 11c

DEL MONTE FANCY PEAS

Early Garden Variety Sweet, tender, medium size.

No. 2 cans 27c

DEL MONTE SARDINES

Selected California Fish, Flavored with Angostura.

2 15-oz. cans 17c

DESSERT ITEMS

Jell-O Gelatin Dessert Assorted Flavors 3 Pkgs. 14c

Nasty Tapioca For quick puddings 8-oz. pkg. 9c

COFFEE VALUES

Edward's Coffee Regular or drip grind 1-lb. can 25c

Edward's Coffee Vacuum packed 2-lb. can 49c

M.J.B. Coffee With flavor-essential Packed in one-pound can 27c

Iris Coffee High quality blend Packed in glass 1-lb. jar 29c

Neb Hill Coffee Finest quality blend Ground to your order 1-lb. 23c

FRUIT AND VEGETABLE JUICES

Grapefruit Juice Stokely's Finest 20-oz. can 10c

Libby Tomato Juice Gentle Press 2 cans 15c

Vai Vita Tomato Juice 13-oz. cans 5c

CANNED MEATS

Chili Con Carne With beans Gohardt's 2 11-oz. cans 25c

California Tamales 8-ounce size can 5c

Libby Corned Beef Hash No. 2 can 17c

Corned Beef Hash Prudence Brand 16-oz. can 19c

CANNED SEA FOODS

Chicken of the Sea Tuna No. 1/2 can 15c

Mission Tuna Choice quality light meat fish 2 No. 1/2 cans 25c

CANNED VEGETABLES

Asparagus Sacramento brand Natural pack tall can 17c

Van Camp Pork & Beans 31-oz. can 12c

Pork & Beans With tomato sauce Van Camp brand 2 16-oz. cans 13c

Standard Tomatoes Puree packed 3 No. 2 1/2 cans 25c

Lotus Sauerkraut White No. 2 1/2 can 10c

BREAKFAST CEREALS

Quaker Oats Quick cooking or regular 20-oz. box 9 48-oz. 18c

Jersey Corn Flakes 2 8-oz. boxes 11c

Pillsbury Farina 14-ounce package 10c

Kellogg All Bran 11-oz. box 12c

SPAGHETTI AND NOODLES

A-1 Spaghetti Or Macaroni, globe brand 12-oz. pkg. 11c

Egg Noodles Mrs. Weber's brand Fine or wide type 6-oz. pkg. 10c

BEANS AND RICE

Large White Beans Cello bag 2-lb. size 13c 1-lb. bag 7c

Small White Beans Cello bag 2-lb. size 13c 1-lb. bag 7c

Baby Lima Beans Cello bag 2-lb. size 13c 1-lb. bag 7c

Blue Rose Rice Cello bag 1-lb. size 7c 2-lb. bag 12c

SYRUP AND SUGAR

Sleepy Hollow Syrup Cane & Maple Pint size Jug 19c

Table Syrup Sleepy Hollow brand Cane and maple blend quart 35c

Pure Cane Sugar Packed in cloth bag 10 lbs. 53c

Fine Beet Sugar Packed in cloth bag 10 lbs. 52c

AIRWAY COFFEE per lb. 17c

Mild, mellow blend. See it ground KNOW it's fresh.

GRAPEFRUIT 2 No. 2 cans 23c

Stokely's finest, fancy segments of grapefruit.

CORN ALSO PEAS & GREEN BEANS 3 No. 2 cans 25c

Standard pack corn, Peas and Cut Green Beans.

FRESH BREAD

Toasted Brand. Choice of white or wheat, sliced or unsliced.

16-oz. loaf 7c 24-oz. loaf 9c

FRESH BREAD

Julia Lee Wright's. Choice of white or wheat, sliced or unsliced.

16-oz. loaf 8c 24-oz. loaf 11c

Peanut Butter

BEVERLY BRAND

1-lb. jar 18c 1 1/2-lb. jar 25c

2-pound size jar 30c

Van Camp Soup

Bean, pea, or vegetable varieties. Jumbo size.

2 cans 19c

MISCELLANEOUS

C-H-B PICKLES 10c

Assorted, 6 1/2-oz. jar

JAMS & JELLIES 15c

Tropical assorted, 12-oz. jar

CRANBERRY SAUCE 2 cans 25c

Stokely's, 17-oz.

BAKING POWDERS

CLABBER GIRL 10-oz. can, 9c; 2-lb. can 23c

CALUMET Baking powder, 1-lb. can 19c

SWANS DOWN 23c

2 1/2-pound box

PANCAKE FLOUR 17c

Pillsbury brand, 40-oz. box

LUCERNE MILK

Grade A pasteurized, country fresh milk. Gold Medal quality.

qt. 10c

DAIRYLAND MILK

Grade A pasteurized, fresh milk. Quality milk at a low price. Above Prices in Metropolitan Los Angeles.

qt. 9c

FRESH EGGS

Medium size eggs. Packed in cartons.

Per Dozen 31c

Spry Shortening

Triple creamed shortening. For perfect baking. Use Spry.

1-lb. can 20c 2-lb. can 56c

Kitchen Craft Flour

Milled from top grades of wheat.

No. 10 36c 24 1/2-lb. bag 79c

Harvest Blossom Flour

All purpose family blend. Note low prices.

No. 10 33c 24 1/2-lb. bag 69c

MEAT PRICES ARE STILL TOBOGGANING at Safeway! You'll find that the prices on several items are even lower than last week's quotations. Food buyers all over Southern California are greeting Safeway's meat offerings with great enthusiasm. And this popularity is not based on price alone. For these are Safeway Guaranteed Meats - - the most tender and flavorful meats, we believe, that are sold in this area.

So take advantage of the generous reductions in the prices on Safeway Guaranteed Meats. Buy your favorite cut of our market in your neighborhood. See how popular this finer meat is with your whole family.

NEW LOW MEAT PRICES NOW EFFECTIVE

STEAKS PER POUND 32c

PORTERHOUSE, T-BONE, SIRLOIN TIP, CLUB OR SIRLOIN STEAK

GROUND BEEF Freshly Ground per lb. 16c

BONELESS BEEF To Stew per lb. 22c

CORNED BEEF Boneless Brisket With Mild Cure per lb. 17c

PORK SAUSAGE Pure Pork & Spices per lb. 27c

SPARE RIBS Lean Meaty Cuts per lb. 25c

SAUERKRAUT Fancy Crisp Long Shreds, New Pack 2 lbs. 15c

BEEF ROAST Shoulder Chuck Roast per lb. 21c

BEEF ROAST Center Cut 7-Bone per lb. 32c

PRIME RIB ROAST Standing Roast per lb. 33c

PORK ROAST Blade Rib or Large Loim per lb. 27c

FRESH OYSTERS Large Eastern per doz. 27c

FILLET OF SOLE Fresh Caught per lb. 25c

SLICED BEEF LIVER Fine To Fry per lb. 25c

SLICED BACON Swift's Premium In Cellophane pkg. 20c

SHORTENING White Cloud 1-lb. box 11c

HAMS WILSON'S TENDER MADE

"The Ham you can cut with a fork." Sensational reductions in price on this superior quality Wilson Ham.

Butt Cuts, lb. 27c WHOLE OR FULL HALF lb. 37c

Shank Cuts lb. 23c

POTATOES U. S. No. 1 grade Idaho Russets 10 lbs. 15c

APPLES Crisp juicy Jonathans from Northern orchards 7 lbs. 25c

Roma Beauty Apples 6 lbs. 25c

Golden Bananas 4 lbs. 25c

Well colored good size

Pippin Apples 8 lbs. 25c

Solid Cabbage Green, crisp, Medium head, lb. 21c

California Apples 5 lbs. 25c

Cauliflower Clean, white, compact, 2 for 15c

Washington Apples 5 lbs. 25c

Sweet Potatoes 3 lbs. 14c

Malaga Grapes 4 lbs. 10c

Mixed Jersey 3 lbs. 14c

Northern Apples 4 lbs. 25c

Crisp Lettuce Soto, Northern, large, 2 heads 9c

CELERY Regular local Large stalk 7c Fancy Northern Large stalk 10c

GRAPEFRUIT Thin-skinned, juicy imperials, 100 also. 7 for 15c

SAFEWAY

THESE PRICES EFFECTIVE IN SAFEWAY-OPERATED DEPARTMENTS OF STORES WITHIN 35 MILES OF LOS ANGELES, through Saturday, November 6. Sales tax will be added to retail prices on all taxable items.

» QUALITY «

SUPER MARKETS

2171 TORRANCE BLVD. 1325 SARTORI AVE.
L. C. Barkdull, Proprietor Tom King, Proprietor

LEAN TENDER BEEF lb. 14c

POT ROAST lb. 14c

A-1 BEEF-YOUNG TENDER ROUND BONE ROAST lb. 20c

EASTERN SLICED BACON lb. 35c

BONELESS COTTAGE HAMS lb. 35c

BY THE PIECE (As Cut) BACON lb. 30c

SWIFT'S PEARL SHORTENING 2 lb. Pkg. 25c

PURE LARD 2 lbs. 35c

7-BONE ROAST lb. 17 1/2c

SMALL T-BONE STEAKS

SWISS STEAKS lb. 26c

GROUND ROUND STEAK

LAMB for STEWING 2 lbs. 25c

MINCE MEAT lb. 15c

FRESH HAMBURGER lb. 14c

PORK CHOPS lb. 25c

VEAL CHOPS lb. 25c

Fresh Country SAUSAGE lb. 25c

Plate and Brisket Boil 2 lbs. 25c