

NO, I SAID MEAT! COME TO DINNER AND YOU'LL DO A BETTER JOB DID YOU SAY BEAT?

meat

SUPPLIES THAT NEEDED ENERGY

and for the

FINEST, CHOICEST CUTS IN TOWN

IT'S

GRUBB'S MARKET

IN SAFEWAY STORE

1929 CARSON Ph. 775

Public Invited to Moose Party New Year's Eve

Combining the dedication of the Moose Hall and club rooms in the McDonald hall at 1851 Carson street, the fraternal order of which A. H. Bartlett is dictator will hold a gala reception and New Year's Eve party Saturday night, Dec. 31.

"This will be open to the public and the tickets are modestly priced at 50 cents each," Bartlett said the Moose lodge has retained a good orchestra and has made plans to give 1938 a rousing farewell and greet 1939 in hilarious fashion.

Former Resident Slugged, Robbed On Moving Day

R. H. McCulloch will never forget the day (last Friday) when he moved from the White Casino apartments on Carson to 21865 South Berendo. While returning from one trip to his new address he was forced off Carson street by a motorist who, when McCulloch stopped and got out to remonstrate about discourtesy of the road, slugged him, took his billfold and car registration slip.

McCulloch could only identify his assailant as a "foreign looking man." He lost no money in the robbery because the billfold was empty but he hopes the slugger will relent and return his registration slip so he can obtain his 1939 license plates.

Inhalator Squad Saves Gas Victim

Five oxygen tanks were used by Director John Stroh, Capt. J. E. McMaster and Engineer Roy Winters of the fire department to resuscitate Maria Marino, housewife, who had been overcome after her home, 14401 South Vermont, Tuesday after-

Boys Warned About Breaking St. Lights and Air Rifley

Director John Stroh of the police and fire department fired a double-barreled warning today at all boys in Torrance.

"There have been too many street lights broken during the past few days—30 having to be replaced in all—and I am assigning an officer to strict light duty who has authority to prosecute all cases of such malicious damage," he said.

"Furthermore, Christmas is over now and those nice, new air-rifles which some boys received as gifts are contrary to city ordinance. They are held to be weapons and as such cannot legally be used by boys under 18," Stroh pointed out.

INTEND TO WED

Gordon Northington, 25, 2075 Torrance boulevard, and Dorothy A. Luckeuck, 24, of Moore, Okla., Stanley Witek, 38, of the U. S. S. Louisville, and Sylvia M. Collier, 23, of 1864 1/2 29th Place, Lomita.

Lee R. Norris, 42, of 1312 West 221st, Torrance, and Rose L. Thompson, 39, also of Torrance.

Norman Aldrich, 19, of 2419 West 251st, Lomita, and Alice L. Dudley, 16, of 2343 260th, Lomita.

Harry M. Nayler, 28, of Los Angeles, and Margie V. Stanford, 30, of 26106 Narbonne, Lomita.

Leslie C. Smith, 24, of 22538 Meyler, Torrance, and Eunice R. Gull, 18, of 1031 Ocean, Torrance.

Edward Emmet Archer, 29, of 2419 Pennsylvania, Lomita, and Hallie E. Bennett, 26, of San Pedro.

The woman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours work, revived her.

SHOP TALK

by RAY BROOKS

XMAS TITTLE & TATTLE YOU MIGHT ALREADY KNOW:

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That at Lyle Doan's Associated Market the boys have worked up a complicated two bit Rose bowl board for the fourth year for a prize of twenty five bucks. Shop Talk's numbers are 2 and 0. Would appreciate a little mental support on part of readers. For us to win, we have figured that Duke must carry the ball 13 times, tote it 89 1/2 yards, all players wear 12 shoes; and that S. C. must win by 18 1/2 points, bring the water boy onto the field 37 times, and kiss each Duke player at least twice during the game. Add it all up and Shop Talk wins \$25.

That one of the high spots of the Christmas open house season was staged last Saturday afternoon by the Torrance Amateur Co. with "Slim" Siligo and Charlie Jones as co-hosts. A neat & tricky job of hosting was done by the boys and dozens of local folks had a good time.

That Hillman Lee, Mgr. of J. C. Penney's department gross sales for December far in excess of the same month last year, flashes a broad grin as he contemplates a large slice of profit dividend.

That since the city has blocked off El Prado for repair purposes the boys are getting a terrific job as thoroughfares. Traffic jams happen every few minutes, cars narrowly avoid cracking up, parking facilities have become scarce. Observed Morticia Shewey, breezing along in Stone & Myers 40 ft. Packard, almost looking horns at an alley corner, thought for a moment he might have to call his own ambulance to pick him up.

That general retail business conditions in Torrance this Christmas surpassed those of last December by quite a margin. This resulted in mind the local bloom last year when the mighty Columbia Steel, operating thru October and November like a sick chicken, finally slumped its gates shortly before St. Claus was scheduled to slide down many a steelman's chimney, to ironically leave him nothing but a goose egg.

That Jack Koch, of the Star, seriously recommends Sartori Eye, be changed to Broadway, Main, in some other common name. Says no one can remember, spell or pronounce "Sartori" and Shop Talk agrees. Who was this "Sartori" anyhow who we should have to stumble & fumble over his moniker! At least we can make it easier on ourselves.

That Attorney-at-Law Kenneth Hughes and his wife are staggering all the natives with as purty a new year Bitch as ever came to town. Obviously an Xmas gift, Shop Talk wonders if husband gave it to wife or versa vice.

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That perhaps drivers other than Shop Talk have nervously threaded their way this week thru a maze of speeding new Christmas bicycles, each cycle having a small boy attached who is obviously as nervous as the driver. A fine combination for accident.

That one of the cleverest Christmas cards to filter thru Senator E. Connor's democratic citadel this Xmas was the Probert's ultra super de luxe greeting, though B. T. R. announcement combination, as written and copyrighted by none other than the Kid Himself!

That Shop Talk, having little space here remaining, whips off a short & snappy

HAPPY NEW YEAR TO ALL!

SUBSCRIBE TODAY!

The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

Estimate Six Million Flowers Will Be Used in Pasadena Parade Jan. 2

Six million flowers will be used to decorate the floats which will appear in the 60th annual Tournament of Roses Parade in Pasadena, Jan. 2. This estimate, considered a conservative one, was made by the decorators who are now engaged in building the framework of the massive structures. Each float will have from 75,000 to 400,000 individual blooms to carry out the floral interpretation of the theme "Golden Memories."

Nothing artificial is permitted on a float. Even the words identifying the floats must be made of flowers. Flowers are fastened to the framework of the floats in numerous and novel fashions.

Because this is the golden jubilee year for the parade, special effort is being put forth to exhibit extra grand floats. Some will be mechanical in nature, but of course, all in flowers.

The new Waleria postmaster has familiarized herself with the operations of the office during the Christmas rush. Mrs. Knight has also taken over the confectionery story in which the postoffice is located.

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Grasshoppers have five eyes.

Service Electric Co.

GUARANTEES

Lower Prices

ON ELECTRICAL CONTRACTING • LIGHTING REPAIRING • FIXTURES

CALL US FOR ALL ELECTRICAL WORK!

SERVICE ELECTRIC CO.

Torrance's Newest and Finest Appliance Store! Distributors for GENERAL ELECTRIC and HOT POINT!

EL PRADO and SARTORI PHONE 238

PRE-INVENTORY Sale

Up go your savings because our stock must come down before our annual inventory. Good merchandising demands that we take annual inventory. The less merchandise on our shelves, the easier our job will be. Therefore, we tempt you to buy this week with these EXTRA SAVINGS in seasonal home-drugs, toiletries and sundries.

Aspirin 19c

Pertussin 51c

Cough Syrup 21c

Creomulsion \$1.12

Baume Bengue 50c

Mentholatum 27c

Bayer Aspirin 59c

DR. MILES WEATHER CALENDAR FREE

SHOWING WEATHER FORECASTS PLANNING DATES — HOLIDAYS NO PURCHASE NECESSARY! MONTH PHASES — TIME OF SUN-RISE AND SUNSET

Box of 500 **FACIAL TISSUES 16c**

Medium — TOOTH POWDER **DR. LYONS 39c**

Large Size — DR. MILES' **ALKA SELTZER 54c**

Low Priced — Large Size **O. M. TABLETS 87c**

Large — FOR PERIODIC PAINS **MIDOL TABLETS 39c**

Regularly More — LITTLE LIVER **CARTER PILLS 17c**

Special! — PARKE-DAVIS **ALOPHEN PILLS 59c**

Bottle of 50 Tablets **ANACIN 59c**

1-Ounce — INHALANT **EPHEDRINE 19c**

Vick's Vapo Rub 27c

Squibb's Adex 80 Tablets 79c

Grove's Laxative Bromo-Quinine 27c

Hill's Nose Drops 29c

COLD WEATHER NEEDS

R-B CHEM-RATE DRUGS TORRANCE 731

1316 SARTORI AVE.

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A REVIEW OF SAFEWAY Achievements in 1938

1938 has been a year of progress for Safeway. We are proud of the great strides that have been made by our organization during the past year. New friends have been made; new stores have been opened, established ones have been modernized; new products have been introduced and distribution methods improved. We recognize the fact that this progress has been possible only with the aid of the food buyers that we serve, and we pledge ourselves to do everything in our power to merit a continuation of their patronage.

Foremost item on Safeway's 1938 record is the expansion of the scope of our service by the opening of 44 new modern stores. Many additional communities are now served by Safeway stores. Other achievements include the introduction of the new fibre carton for Lucerne Milk, the new Pure Pork Sausage, the new Pure Ice Cream and Sherbet, Un-iced Pure Pork Sausage, and Cherub Milk. It is Safeway's hope that even greater advances may come during 1939. Watch Safeway for the newest trends in food merchandising.

CANNED VEGETABLES

Stokely's Peas Honey No. 1 14c
No. 2 9c
Tomatoes Packed in pure No. 2 9c
Stokely Lima Beans No. 1 15c
Pork & Beans Van Camp's 12c No. 2 13c

HOLIDAY BEVERAGES

Brown Derby Beer Extra 4 11-oz. 25c
Bottles (Price ex-tax, .0001) sales tax, .0018
Brown Derby Beer Bottles 32-oz. 45c
(Price ex-tax, .1463) sales tax, .0047
Brown Derby Ale Bottles 3 12-oz. 25c
(Price ex-tax, .0001) sales tax, .0024
NOTES: Beer and ale are offered only in Safeway stores licensed to sell them.

Sparkling Water Merry 2 pint 15c
(Price ex-tax, .0788) sales tax, .0017
Merry Mix Water 9 bottles 25c
(Price ex-tax, .1288) sales tax, .0036
Ginger Ale Or Lime Rickey 6 12-oz. 25c
(Price ex-tax, .0046) sales tax, .0011
Lime Rickey Or Ginger Ale 3 32-oz. 25c
(Price ex-tax, .0001) sales tax, .0024

MEATS & FISH

Spam Hormel's New 12-oz. 29c
Sliced Beef Miracle Meat 8-oz. 10c
Kippered Snacks Wilson brand No. 1 5c

CANNED MILK

CHERUB BRAND "It's Baby Fare" 4 tall 22c
8 cans

OTHER CANNED FOODS

Cherries Maraschino Type 40 3-bottle 7c
12-oz. 5c
Orange Juice Treadwell brand No. 2 9c
Potato Sticks O & O brand 9c
Van Camp's Tomato Soup 16-oz. 5c
Lynch's Soup Noodle & Chicken 3 for 25c
Cuddihy's Soup 21-oz. 25c
Gebhardt's Tamales With beans 15 1/2-oz. 43c

Lucerne Milk

Fresh Bred U. S. A. L. E. 11-1/2 lb. 8c
11-1/2 lb. 11c

AIRWAY COFFEE 13c

Delicious mellow-mild blend. Ground in order at time of purchase.

TOMATO JUICE 23-oz. 8c

Stokely's Finest tomato juice. (46-ounce size can, 15c.)

MISSION TUNA 12c

No. 1 can

CRACKERS GUTHRIE'S BRAND 10c

1-lb. box

STOKELY CORN 10c

No. 2 can

Country Gentlemen variety. (Stokely's Golden Boston Corn, 12-oz. can, 10c.)

SAFEWAY GUARANTEED MEATS

For meats that are sure to please, shop at Safeway. Every chop, every steak, every roast is guaranteed flavor-perfect and tender. Your money will be returned if Safeway meats fail to please.

CHICKENS ROASTERS OR FRYERS lb. 29c

Fancy roasting chickens, 4 to 5 lbs.; fancy fryers, 2 1/2 to 3 1/2 pounds.

PORK SAUSAGE lb. 29c

Un-iced brand pure pork sausage, pickled in 1-pound Viking casing.

WILSON'S HAM 35c

Wilson's Tender-Made. Cut in 1/2 lb. slices.

SWIFT'S HAM 35c

Swift's Quick-Serve. Spring chicken tender.

FORK ROAST 23c

Large loin or blade rib roast. Fancy grade.

SLICED BACON 15c

Hormel's Minnesota. Each 15c. Sliced 1/2-lb. Cello pkg.

PRIME YOUNG TURKEYS TOMS 25c

18 pounds lb. 25c
Prime Young Tom Under 10 lbs. in weight. 27c
Prime Young Hen Guaranteed lump, tender. 29c

PURE LARD lb. 10c

High quality pure lard. One-pound size carton.

GROUND SUET 12c

For puddings & mince. Each 1-lb. tin. Cello base.

PICNIC BACON 23c

Sugar-cured bacon, in pack. Holds shape.

SELECT OYSTERS 23c

LARGE SIZE N. V. Select do. Oysters. Fine to try.

PEA SOUP 25c

Cambridge Brand. It's rich in flavor. 3-lb. cans.

FRESH FRUIT & VEGETABLES

ROSE BEAUTIES

Crisp, juicy, red apples. The perfect baking apple. 5 lbs. 25c

LARGE AVOCADOS 2 for 15c

Fresh, juicy, excellent for salads and sandwiches.

MEDIUM AVOCADOS 5c

Fuertes variety, medium size. Rich in oil-free flavor.

GRAPES 5 for 10c

Sweet juicy grapefruit. Large size fruit. Value!

GRAPEFRUIT 6 for 10c

Medium size fruit. Excellent in flavor. Sweet and juicy.

SWEET POTATOES 3 lbs. 14c

Marcel grand Jersey Sweet Potatoes. In 3-lb. boxes.

FANCY RED YAMS 3 lbs. 14c

Puerto Rican variety, red skin. Uniform baking.

RUSSET POTATOES 10 lbs. 19c

U. S. No. one Russet. U. S. No. 2.

FANCY POTATOES 10 lbs. 18c

Fancy grade Burbanks. All-purpose potatoes.