

Mayor's Projects Commended and Hit in Letters

First written response to Mayor William H. Tolson's "trial balloon" effort to interest the city in a long-range improvement program concentrating on betterment of Torrance boulevard, Cabrillo avenue and recreation projects came this week from Portland, Ore.

Mrs. John Lefelman of that city wrote the city council here that she owned property at Cabrillo and Carson street for many years and was highly in favor of the improvement of Cabrillo. She stated that she was following The Herald's articles about the proposed works with keen interest.

Because of the present condition of that main business thoroughfare, Mrs. Lefelman wrote that she could see no justification for improvement of her vacant lots. If the street was bettered, then she would build, she said. Mrs. Lefelman's letter was heard with considerable interest by the council and filed for future reference.

Opposes Projects
Mayor Tolson said that he was eager to obtain other opinions about the improvement program. Another letter was read Tuesday night at the council session which was not so favorable to the Mayor's proposed betterment projects. This was from Edgar S. (Ted) Frenger of 3657 Emerald street.

Frenger emphatically objected to improvement of Cabrillo by the removal of the P. E. tracks and making Torrance boulevard a No. 1 street. Frenger demanded improvement of "our ailing breaking roads" in his part of town. "We can get along without removal of the P. E. tracks until we put a road thru from the west and northwest that will protect the lives of school-children by taking some of the traffic off Torrance boulevard," he wrote.

"We do not need recreation buildings in Southern California. Tennis courts are available at present and the Pacific Ocean is at our doorstep. . . . The pistol range is a pain in the neck," he continued.

Favor New Range
In regard to the latter project, the council went on record Tuesday night as favoring the use of part of the city's property in the vicinity of the municipal water district's storage tanks off Torrance boulevard and Cedar avenue. No appropriation for establishing a pistol range there will be made, however, until after the city engineer submits plans and an estimate of the cost.

Four Babies Born at Hospital Here
Two boys and two girls were born at Torrance Memorial hospital during the past week. Mr. and Mrs. J. L. Sawley of Inglewood became parents of their second child, a son, last Wednesday. Mrs. Sawley was formerly employed as a nurse at the hospital here.

INTEND TO WED
Ottis O. Clayton, 26, of 25635 Pennsylvania street, Lomita, and Margaretha L. Schatz, 20, of 2800 West 25th st., Lomita, C. Larson of Redondo Beach on Monday.

Japan is calling up its unmarried women for "volunteers" to be the brides of disabled veterans.

A Message to the Sick

Will you give me an opportunity to help you?
Many people delay having a physical check up until some serious illness overtakes them.

I will consider it a privilege to give you a Blood Pressure Test; a Basal Metabolism Test; a Spinal examination; a Throat and Lung examination without charge or obligation.

If I can be of assistance in solving your health problem, you are cordially invited to call between 9 A. M. and 5 P. M., Tuesday, Thursday or Saturday.

C. O. GILLETT, D.C.
1339 POST AVENUE. Next Door to Library
TORRANCE, CALIFORNIA

Judges Scanned Its 64 Pages and Found It Tops!

TORRANCE ON THE AIR!

CELEBRATING THE OPENING OF THE NEW TRANSMITTING STATION FOR FOX AT TORRANCE
KEY STATION OF COLUMBIA BROADCASTING SYSTEM IN THE WEST

TORRANCE HERALD

Herald Special Edition Wins Highest Award

(Continued from Page 1-A)
publisher of The Herald, Grover C. Whyte, Hosteler concluded.

Other Winners
Other awards included: Best front page of a weekly newspaper, presented by Harry Chandler of the Los Angeles Times; published by Bill Rogers, son of the late humorist, Will Rogers; Best editorial page, presented by the California State Chamber of Commerce to C. A. Storke, publisher of the Santa Barbara News-Press; Best single editorial, won by Neal Van Sooy of the Azusa Herald; Most outstanding community service, to Davis Enterprise; Best commercial printing, Selma Irrigator; Best newspaper promotion, El Centro Press; and best news picture, Glendale News Press.

Of the 18 possible first, second and third place winners, weekly newspapers captured 11 and the eight first awards, weeklies took four.

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FHA Loan Volume Here in '38 Sets New Record

From the beginning of the year Torrance has consistently maintained active participation in the insured mortgage program of the Federal Housing Administration.

Beverly Hills to Offer Free Parking for Store Workers

Cities throughout the country are watching the experiment instituted by Beverly Hills to provide free parking lots in the downtown area for businessmen and their employees, as a means of clearing the curbs for shopping motorists.

Under authorizations of the Beverly Hills city council, the Chamber of Commerce is leasing at least a dozen vacant lots for \$1 a year from civic-minded owners. The city will use spare men and equipment to grade or fill the lots, which will be covered with gravel donated by a contractor.

The chamber will operate the lots, allocating space to business men and downtown workers who daily drive into the business section and now park their cars all day at curbs or in alleys.

BOY'S and GIRL'S SCHOOL OXFORDS

JOIN OUR BUSTER BROWN CLUB
Valuable Prizes
See Our Windows



BOY'S GIRL'S
Black calfskin oxfords... \$2.49
Black or Brown oxfords... \$2.95

Air-Step OXFORDS
\$3.95 FOR Men and Women \$4.95
WALK AS YOU RIDE... ON AIR
SAUL'S SHOE CO.
1119 SARTORI at POST PHONE 894

Jobless Fund Payments Due

Officials of the State Department of Employment today urged all California to complete payment of 1938 contributions to the Unemployment Fund on or before Jan. 30.

This announcement was made by W. F. French, chief of the division of Unemployment compensation, who said that in requesting contributions a day before they are actually due to the state, the Department is conforming to a regulation issued by the United States Treasury Department.

Treasury officials, according to notice received by French, requested payment of all 1938 contributions on January 30 to allow the annual tax credit offset program in the Social Security Act.

It pays to advertise in The Herald.

If you are particular about butter—and most folks are—we are positive that you will like the Meadow Wood Butter. It is 93 score! No brand of butter can claim a higher score.

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DON'T GAMBLE

A Stitch in Time STILL Saves Nine The same proverb applies to your automobile. When your car doesn't start with all the zip and speed you think it should . . . and doesn't have the power and smoothness, yet is a little heavy on gas consumption . . . why not have it checked? . . . checked by the most modern equipment and expert mechanics in the city . . . who know their equipment and how to use it on your motor.

Gene & Ed AUTO ELECTRIC

1320 Cabrillo Ave. Telephone 239

Try our new finest quality

MEADOW WOOD BUTTER

Made from fresh sweet cream
You'll like it!

MEADOW WOOD BUTTER
MADE FROM FRESH SWEET CREAM
PASTEURIZED—NET WT ONE POUND

Per Pound **32c**
(FIRST QUALITY BUTTER)

FRESH EGGS & MILK

Breakfast Gem Eggs, Large Size per doz. 25c
Large Fresh Eggs, Cream of carton of 27c
Medium Size Eggs, Country one dozen 23c
Lucerne Milk, Country Fresh quart 9c
No DEPOSIT, Price in L. A. metropolitan area.

BREAD, CRACKERS, SPREADS

Fresh Bread, Julia Lee 1-lb. 8c 1/2-lb. 11c
National Biscuits, 1-lb. loaf 21c
Butter Wafers 3c
Peanut Butter, Real Brand 23c
Spread, LUNCH BOX 9c
Orange Marmalade, King Kelly 16c
Durkee's Troco, Oleomargarine 19c
Oleomargarine, Robin Hood 10c

CANNED FOODS

Freestone Peaches, Golden City, 8-oz. can 10c
Sliced Pineapple, Del Monte, 2-1/2 lbs. 15c
Tresweet Orange Juice, 12-oz. 5c
Grapefruit Juice, Artiz-Brand, 2-1/2 lbs. 13c
Pork & Beans, Van Camp's, 12-oz. can 13c
DeLuxe Cut String Beans, 8-oz. 5c
Iowa Corn, Cream Style, Golden, 2-1/2 lbs. 15c
Libby Sauerkraut, Pure 2-1/2 lbs. 15c
Campbell's Pea Soup, 3 cans 25c
Heinz Baby Food Assorted, 4 1/2-oz. 15c
Libby's Corned Beef, 12-oz. 17c
Casco Oil Sardines, No. 2 1/2 lbs. 5c

BEVERAGES

Airway Coffee, Ground to Your Order 1-lb. 43c
Nob Hill Coffee, Quality 1-lb. 19c
Edwards Coffee, Regular or Drip Grind 1-lb. 31c
Hershey's Cocoa, Breakfast Type 1-lb. 11c
Brown Derby Beer, Bottles 11-oz. 25c
Brown Derby Beer, Bottles 32-ounce 15c
Su-Purb Soap, One large box and one small box for 20c
Hy-Po Liquid Bleach, half-gallon 17c
Elastic Starch, 12-oz. 7c
Favorite Matches, 1000's 16c
Super Suds, Regular Type 9-oz. 8c
Super Suds, for Blue Box 11c
Ivory Soap, Medium 2 bars 19c
Guest Ivory Soap, 4 bars 4c
P & G Soap, White Naphtha 3 bars 9c
Lux Soap Flakes, 1-lb. 21c
Comfort Toilet Tissue, 4-ply 23c

If you are particular about butter—and most folks are—we are positive that you will like the Meadow Wood Butter. It is 93 score! No brand of butter can claim a higher score.

You'll like its delicate flavor, which has been perfectly accented with a little salt. Serve Meadow Wood Butter of your table; use it in cooking. Buy a pound today at your neighborhood Safeway store!

Buy Safeway Guaranteed Meats Today!

At the low prices now prevailing on Safeway Guaranteed Meats it is economical to serve most often. These are top quality meats, brought to the peak of their perfection in flavor and tenderness, and food "waste-free." Buy Safeway meats . . . save on food!

Beef Roast CENTER CUT SEVEN BONE per lb. 19c
Ground Beef GOVERNMENT INSPECTED per lb. 15c
Pork Loin WHOLE OR HALF per lb. 21c
Pork Roast SHOULDER SHANK CUT per lb. 16c
Piece Bacon QUALITY SALT CURED per lb. 23c
Chickens ROASTERS OR FRYERS per 27c

BOILING BEEF Plate rib cuts from Safeway beef—lb. 11c
SHORT RIBS Safeway beef, to bake or braise—lb. 13c
ROUND STEAK (Best cuts, 1/2 lb. size) Eastern pork—lb. 29c
PORK SPARE RIBS From Safeway farm—lb. 21c
PORK SAUSAGE Un-sliced Brand—lb. 27c
SALT PORK Cut from fancy Eastern pork—lb. 15c
FILLET OF SOLE Fresh, No bone, in slice to bake, lb. 29c
FANCY SALMON (Sliced, lb. 29c)
NORTHERN HALIBUT (Sliced, lb. 29c)

KRAFT DINNER

A delicious macaroni and cheese dinner—ready to serve in only 5 minutes.
per pkg. 16c

FARMER-CONSUMER CAMPAIGN
Another of Safeway's Farmer-Consumer campaigns, featuring California's finest apples, grapefruit, and avocados this winter.

Navel Oranges
Ripe, sweet, juicy, fine-flavored fruit
Extra Large 15c
Large 12c
Medium Large Size 2 doz. 19c
Medium Size Fruit 2 doz. 15c
Smaller Size Fruit 4 doz. 25c

GRAPEFRUIT Sweet, juicy, medium size. (Large 6 for 9c, 5 for 9c) Extra large, 4 for 9c.
AVOCADOS Large. Flavors rich in natural oil. Fine for salads.
HEAD LETTUCE Large. Flavors rich in natural oil. Fine for salads.
RUSSET POTATOES Large size heads. Firm, clean, sweet lettuce. Excellent for use in salads. each 5c
BURBANK POTATOES U. S. No. 1 quality Russets. Packed in strong mesh bag. 10-lb. 20c
APPLES U. S. No. 1 Russets, the preferred baking potatoes. 10-lb. 19c
POTATOES Fancy grade Stockton Burbanks, all-purpose potatoes. 10-lb. 18c

NIBLETS DEL MAIZ CORN 12-oz. 10c
Tender kernels of tasty golden corn. Simply heat and serve.

PORK & BEANS 15-oz. 5c
Val Vita Brand. Fine flavored pork and beans at a low price.

TUNA MISSION BRAND No. 1 cans 23c
Choice quality light meat for sandwiches or salads.

SAFWAY Your Friendly Grocer

HIGH VITAMIN YEAST
Nutritional supplement 3 cakes 10c
cakes use daily!

JOIN THE MARCH OF DIMES—FIGHT INFANTILE PARALYSIS—BUY A BUTTON AT YOUR SAFEWAY STORE!