



BEATING THE HEAT . . . These young residents had the solution to the afternoon heat this week—and they tried to pass it along to the suffering public—for a price, of course. Specializing in tall, cool drinks, (left to right) Philip Rojas Jr., Vivian Rojas, Danny Chambers, Carol Barra and Jimmy Allen wound up guzzling their profits. (Herald photo).

Columbia, Amstan Join Phone Demand

Two more coils were heaped upon the current fire being built under the Pacific Telephone and Telegraph Company to prompt the company to improve facilities in Torrance. Endorsement of the move to improve local service came from Columbia Steel Company and the American Radiator and Standard Sanitary Corporation. The two letters were addressed to Dean L. Sears, president of the Torrance Chamber of Commerce and read as follows:

Dear Mr. Sears: can bring an early solution to the problem. Yours very truly, A. L. Pueta, Works Auditor, COLUMBIA STEEL COMPANY

Dear Mr. Sears: It is gratifying to note that a Committee has been set-up here in Torrance to look into the matter of improving the telephone service in this community. As one of the large users of telephone service in this area, we feel that there is a tremendous need for improvement. The delays are costly in many cases, and it appears that so much of this delay could be overcome with proper telephone exchange equipment. The system in this area is not equipped with automatic ringing devices. Our telephone operator places calls; the operators at the central exchange are prompt in placing the calls, but there is no follow-up on the ringing device, and the result is, our operators wait long periods for the operator at the central exchange to answer. In many cases, we find it necessary to place calls over another trunk line in order to get a second ring on the party being called.

This condition is uncalled for. Torrance is a rapidly growing community and we can see little excuse for the telephone company tolerating this sort of service. We trust your organization will be able to present the matter before the Public Utilities Commission in such a manner that immediate steps will be taken to remedy a most deplorable condition. Yours very truly, H. W. Creger, Manager, Torrance Works, AMERICAN & STANDARD RADIATOR & STANDARD SANITARY CORPORATION

DEAFNESS CAN NOW BE Ended Today!

Regardless of ability to pay, we believe everyone with a hearing loss should be helped immediately! Here you will be treated with courtesy and respect; you will be given the honest and true facts of your case. If you can't come in, write: phone NOW!

Members, Institute of Social Welfare, BETTER HEARING CENTER, 1941 N. Wilcox Ave., Granite 1384, LOS ANGELES-28

Van de Kamp's PIX-O Specials

Thursday, Friday & Saturday, August 10, 11, 13 Only

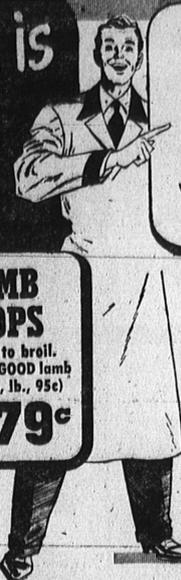
ALMOND BRITTLE COFFEE CAKE . . . 39c ea.
(Reg. 49c ea.) 20c half

ORANGE CHIFFON CAKE 79c ea.
(Reg. 99c ea.) 40c half

GET YOUR FREE PIX-O CARD AT VAN DE KAMP'S TODAY!

1506 Cravens St. Torrance

Your Best Meat Buy is LAMB



LAMB LEGS

Shankless. Cut from U.S. graded GOOD lamb, fully trimmed. Excellent to roast. Fine served cold. lb.

69c

LAMB ROAST

Shoulder of U.S. graded GOOD lamb. Square cut, trimmed, no neck or shank

lb. **53c**

LAMB CHOPS

Rib cuts. Excellent to broil or to stuff. U.S. graded GOOD lamb.

lb. **89c**

LAMB BREAST

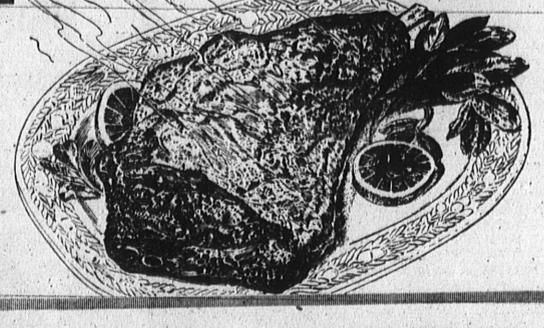
For a summer treat—barbecued lamb breast—fine to stew, also.

lb. **19c**

LAMB CHOPS

Excellent to broil. U.S. graded GOOD lamb (small loin, lb., 95c)

Large loin lb. **79c**



SAFEWAY has a plentiful supply of U.S. graded GOOD lamb, at low prices. Lamb is a delightful summer meat, delicious either hot or cold. Your nearby Safeway has a wide assortment of roasts, chops and cuts to barbecue. Serve lamb often. It is good to eat and its low price brings good tidings to your budget.

- #### Good Buys in Canned Foods
- Lunch Meat Rath Blak 12-oz. can 39c
 - Peaches Sacramento, Sliced 29-oz. can 24c
 - Peaches Taste Talls, Sliced 29-oz. can 27c
 - Sugar Belle Peas 2 17-oz. cans 29c
 - Fancy Peas Sugar Belle 3 8-oz. cans 25c
 - Fancy blended. Sweet, tender.
 - B & M Beans Oven Baked 19-oz. can 21c
 - B & M Brown Bread 16-oz. can 20c
 - Cherub Milk 2 tall cans 22c

- #### More Low Prices
- Kraft Cheese American 2-lb. pkg. 83c
 - Dutch Mill Cheese American mild. Cheddar rich. 2-lb. pkg. 79c
 - Mayonnaise Nu Made jar 33c
 - Pancake Syrup Dude 2-lb. bottle 25c
 - Root Beer Sparklets brand 29-oz. bottle 10c
 - Root Beer Cragmont brand 32-oz. bottle 10c
 - Egg Noodles Gold Medal 1-lb. pkg. 33c
 - Long Spaghetini Gold Medal 1-lb. pkg. 19c
 - White Magic Bleach half gallon 22c
 - Lint Starch Gives clothes linen finish 12-oz. pkg. 12c

August FAMILY CIRCLE

America's Greatest Magazine Value . . . check full of interest for every member of the family.

GET YOUR COPY TODAY **5c**

- #### Bread & Crackers
- Ritz Crackers 2 1-lb. pkgs. 55c
 - Hi Ho Crackers 2 1-lb. pkgs. 55c
 - Tea Timers Party Crackers 2 1-lb. pkgs. 55c
 - Sliced Bread small 14c large 19c

- #### Dairy Foods
- Fresh Milk Lucerne quart 18c
 - Grade A, Homogenized. (half gallon, 36c)
 - Price subject to state board regulations.
 - Collage Cheese 1-lb. ctn. 18c
 - Ice Cream Snow Star 2 pint cartons 29c
 - Ice Cream Party Pride 2 pint cartons 45c

- ### SPARERIBS
- Select Eastern pork. To barbecue or braise
- lb. **39c**
- ### CORNERED BEEF
- Boneless brisket. Serve hot or cold
- lb. **59c**
- ### GROUND BEEF
- For meat patties or meat loaves
- lb. **49c**
- ### ROUND STEAK
- U. S. Graded GOOD beef. Fine to Swiss
- lb. **79c**
- ### RIB ROAST
- Skimming 7" cut from first five ribs of beef
- lb. **79c**
- ### SLICED BACON
- GRADE B LAYERS
- lb. **49c**
- ### FRYING CHICKENS
- Manor House, Eviscerated, cut up, ready to cook. Gov't Grade A
- lb. **73c**
- ### FRICASSEE FOWL
- Manor House, Eviscerated, cut up, ready to cook. Gov't Grade A
- lb. **69c**

JELL-WELL Desserts

Your choice of six delicious gelatin desserts: three satin smooth puddings, three tasty tapioca puddings—all priced low.

3 pkgs. **17c**

CHERRIES

Honeybird Red Tart Pitted 19-oz. can **21c**

It's Cherry Pie Time. Treat your family to a luscious, tempting cherry pie.

Fancy Pineapple

Nationally known brands of top quality pineapple, a favorite fruit for salads and desserts.

SLICED CHUNKS

- Eight whole slices in heavy syrup 20-oz. can **25c**
- Fancy fruit, good size, easy to use 20-oz. can **25c**

FANCY TUNA

Chicken of the Sea Red label, solid pack 7-oz. can **32c**

YELLOW MARGARINE

Quartered and cartoned

- DALEWOOD Note low price. lb. **23c**
- Sunnybank Yellow lb. 29c
- Allsweet Yellow lb. 29c
- Parkay Yellow lb. 29c

SANDWICH SPREAD

Lunch Box brand Save 7c on pint jar

- Pint jar 32c less 7c **Special 25c**

Values effective only while special stock lasts.

PEARS

FANCY NORTHERN

Northern grown Fancy Bartlett's Excellent to eat or for canning.

2 lbs. **15c**

GREEN BEANS

2 lbs. **15c**

BANANAS

GOLDEN RIPE FIRM FRUIT 10c lb

ORANGES

Medium Size Valencia for your breakfast juice 4c lb

GRAPES

Thompson Seedless Northern Grown 2 lbs. **15c**

Bel-air Peas

The sweet, garden fresh flavor of Bel-air Frozen Fresh Green Peas goes well with lamb. Buy a package today.

12-oz. pkg. **21c**

Available only at Safeways with frozen food sections.

COFFEE VALUES

For a delightful summer drink, serve iced coffee.

Airway

Mild & Mellow 1-lb. bag **72c**

3-lb. bag 2.13

Nob Hill

Finest quality 1-lb. bag **74c**

2-lb. bag 1.47

Edwards

Vacuum pack 1-lb. can **79c**

2-lb. can 1.57

Folger's

Drip or regular. Vacuum packed. (2-lb. can, \$1.61)

1-lb. can **81c**

PANCAKE MIX AND WAFFLE MIX

Globe "A 1" brand 40-oz. pkg. **27c**

LAUNDRY SOAP

Daybreak brand. Gets clothes clean 4 bars **19c**

TREND SUDS

Excellent for clothes or dishes 12 1/4-oz. pkg. **19c**

SAFEWAY