

**HIGH HONORS**  
 Alfred E. Smith, former New York governor, attended school only seven years, but during his career he had honorary degrees from six universities.

**WHERE TORRANCE FAMILIES EAT**  
 "Eat With Charley"  
**DANIELS CAFE**  
 1625 Cabrillo — Torrance

For True Italian Cuisine  
 Be Sure to Visit  
**Palmieri's**  
 ORIGINAL  
**NAPLES INN**  
 "The Pizza King"  
 3855 W. REDONDO BEACH BLVD.  
 Opposite Alondra Golf Course  
 Phone MENLO 3-4038

**SPECIALIZING IN PIZZA-SPAGHETTI**  
 Home Made Ravioli  
 Lasagna Imbottita  
 Steaks — Chops — Fish & Chips — Deluxe Hamburgers  
 OPEN DAILY EXCEPT MONDAY  
 3 P.M. to 11 P.M.



**HONORED . . .** Thirty years of service in the grocery advertising business was honored last Friday night at Los Angeles Mayfair Hotel when Safeway Stores' Advertising Director, Henry J. Ludke, left, was honored by over a hundred newspaper publishers, advertising managers and friends. Ludke is shown holding scroll on which names of those attending

were inscribed. Center is Ray W. Brooks, former advertising manager for the Torrance Herald and presently promotion manager for Southern California Associated Newspapers, who arranged and emceed the banquet. Right is M. F. Heller, divisional manager of Safeway Stores, Inc. for the Los Angeles zone.

## Honor Safeway Executive for 30 Yrs. Service

Over a hundred Southland newspaper publishers and advertising managers and friends met at the Los Angeles Mayfair Hotel last Friday night to honor Henry J. Ludke on his completion of 30 years in the grocery advertising business. Ludke is advertising director of the Los Angeles zone of Safeway Stores, Inc.

The honored guest started as advertising manager of the old Piggly-Wiggly stores in 1924 and went with Safeway when the latter acquired the properties of the Piggly-Wiggly firm in 1929.

Emceeding the fete, which he also engineered was Ray W. Brooks, at one time advertising manager of the Torrance Herald. Brooks came to the Herald in 1935 from the advertising department of the Broadway department store in Los Angeles. He is currently promotion manager for SCAN, Southern California Associated Newspapers.

Attending the party were newspaper representatives from Santa Barbara, Riverside and Laguna Beach. Representing the Torrance Herald were Grover C. Whyte, publisher and Edwin B. Brown, business manager.

Humorous skits lampooning Ludke's life were presented by Hoyt Cater, Cornelio "Red" Baca and Charles Christian, advertising managers of three SCAN newspapers.

"Mitch" Anthony, Pasadena Star-News, presided this year of the California Newspaper Advertising Managers' Association, welcomed Ludke and the guests on behalf of his organization whose first regular meeting of the new year will be held next month.

Representing Safeway were M. F. Heller, divisional manager; M. B. Hollinger, retail operations manager; George Weller, head buyer; William Bolesworth; manager public relations; Worth Bernard of Braun and Co., public relations consultants for Safeway and E. F. Becker, head of Sheffield Services, advertising division of Safeway. Becker flew down from Oakland especially for the event.

Public Notices Public Notices

TORRANCE HERALD  
 BEFORE THE PUBLIC UTILITIES COMMISSION  
 OF THE STATE OF CALIFORNIA  
 In the Matter of the Application of SOUTHERN CALIFORNIA GAS COMPANY for a general increase in gas rates under Section 63(a) of the Public Utilities Act. Application No. 32675

NOTICE OF PROPOSAL FOR INCREASES IN GAS RATES  
 SOUTHERN CALIFORNIA GAS COMPANY hereby gives notice that in the above-mentioned application, filed with the California Public Utilities Commission on August 17, 1951, it proposes and requests authorization of said Commission to increase the charges for gas service supplied to customers. The amount of increased annual gross revenues sought is approximately \$16,967,000, based on year 1951 operations and \$17,214,000, based on the test year operations described in the application. The preliminary spread of proposed revenue increases, based on year 1951 operations, by classes of service, is:

Class of Service	Approximate Amount of Increase	Approximate Percent Increase
General Natural Gas Service	\$12,286,000	20.7%
Space Heating Natural Gas Service	212,000	14.5%
Commercial Natural Gas Service	725,000	16.6%
Firm Industrial Natural Gas Service	875,000	21.0%
Gas Engine Natural Gas Service	195,000	13.7%
Interruptible Natural Gas Service	2,038,000	11.0%
Wholesale Natural Gas Service	421,000	20.3%
General Butane Gas Service	25,000	15.5%
Special rate for steam electric plant	207,000	18.2%
<b>TOTAL</b>	<b>\$16,967,000</b>	<b>18.2%</b>

The State, the counties, and municipal corporations which may be interested in the above-mentioned application will be furnished a copy thereof upon request made to Southern California Gas Company, Box 3249 Terminal Annex, Los Angeles 24, California.

This notice is given in accordance with the requirements of Rule 24 of said Commission's Rules of Practice and Procedure.

SOUTHERN CALIFORNIA GAS COMPANY  
 By W. J. Herrman, Vice President  
 Aug. 23, 1951

**Our THRIFTY CUTS put MORE MEAT on YOUR TABLE!**

PRICES SHOWN IN THIS AD  
 GOOD THURS., FRI., SAT.  
 AUGUST 23, 24, 25

A well-balanced diet calls for plenty of meat. It is Nature's Number One builder of sturdy muscles . . . maker of red blood . . . supplier of energy. And our THRIFTY CUTS put more meat on your table . . . help you to enjoy more of that real good meat flavor . . . that juicy goodness that puts the zing in appetizing meals. The THRIFTY CUTS are all quality meats—separated from the costlier steaks, chops and roasts by the thinness of the butcher's knife. Buy the THRIFTY CUTS—serve more meat . . . save more money.

<b>T-BONE ROUND-SIRLOIN STEAK</b> 98¢	<b>MORRELL'S SLICED BACON</b> 47¢	<b>7-BONE-BEEF CHUCK ROAST</b> 63¢
<b>BEEF Short Ribs</b> 39¢	<b>TASTY, TANGY CHEDDAR CHEESE</b> 49¢	<b>SHANK HALF HAMS</b> 55¢
	<b>PURE, LEAN GROUND BEEF</b> 63¢	
	<b>CHOICE CUT SWISS STEAK</b> 89¢	
	<b>HORMEL'S ALL BEEF WIENERS</b> 59¢	
	Small Turkeys, Chickens, Rabbits Available at Rock Bottom Prices	

SALE OF **COFFEE** Drip or Reg. **79¢** lb.  
 M. J. B.

Birds Eye or Pictsweet FROZEN PEAS	21¢	Close Out—Large Box SMILSO SOAP	Only 13¢
Carnation—Pints ICE CREAM	22¢	Snowflake CRACKERS	lb. 25¢
ROLL SCOT. TISSUE	11¢	Dennison's—14-oz. Bottle CATSUP	19¢
All Brands—5-lb. Bag FLOUR	47¢	Large Package TIDE	28¢
Nu-Mellow MARGARINE	27¢	Campbell's Chicken Noodle Soup	2 for 29¢

U. S. No. 1 WHITE ROSE Potatoes	10 lbs. 39¢	RIPE, FANCY SLICING Tomatoes	3 lbs. 25¢
Gr. Onions & Radishes	3 bunches 10¢	Fancy SPANISH Onions	2 lbs. 9¢

**CARSON MART**  
 1929 CARSON ST. TORRANCE  
 Pay Roll Checks Cashed  
 Limit Rights Reserved

## Urban Bill

(Continued from Page 1)  
 property owners to a special additional tax of \$1 per \$100 of assessed valuation in 1953. The money assentedly would go to pay for such "special services" obtained from general county funds as recreation and police protection.

The measure is being vigorously opposed by a new organization called the "League of Un-

Incorporated Communities." It has been characterized as an attempt to force the incorporation or annexation of unincorporated "urban areas."

## Midget Racer

(Continued from Page 1)

money," claims the young flyer. "Our only real mistake was not talking enough aspirin tablets to cure all the headaches we got. Trouble—buddy, we had it! To begin with I had to swerve on the takeoff to dodge a photographer who ran out onto the runway, my tachometer cable broke, a valve stuck, the engine overheated, and finally I had to land, hot and wound up in the bonedocks. Aside from that, it was a good race," laments Pfeiffer.

"We jotted down a few notes that we hope next year will turn into bank notes," he said.

## Torrance Herald

Established Jan. 1, 1914



Member California Newspaper Publishers' Association  
 1619 GRAMERCY—PHONE 444

Published Every Thursday  
 Torrance, California

Grover C. Whyte  
 Editor-Publisher  
 E. B. Brown, Business Mgr.  
 Jack C. Baldwin, Managing Editor  
 Reid L. Bundy, City Editor.

Adjudicated a Legal Newspaper by Superior Court, Los Angeles County.

Entered as second class matter Jan. 30, 1914, at postoffice, Torrance, California, under Act of March 3, 1879. Official Newspaper of City of Torrance  
 Subscription Rates  
 6 Months \$1.50  
 12 Months \$3.00  
 Anywhere in Los Angeles County \$2 per year  
 Payable in Advance  
 Outside Los Angeles County \$3 per year  
 Payable in Advance

NATIONAL EDITORIAL ASSOCIATION  
 Active Member

## Public Notices

TORRANCE HERALD

NOTICE OF INTENDED SALE Under Section 340 Civil Code of the State of California

NOTICE IS HEREBY GIVEN: That FLOYD V. COLWELL, Vendor, whose address is 22010 Moneta Avenue, in the City of Torrance, County of Los Angeles, State of California, intends to sell to MINK FARM PRODUCTS, Vendee, whose address is 22010 Moneta Avenue, in the City of Torrance, County of Los Angeles, State of California, the following described personal property, to-wit:  
 All stock in trade, fixtures, equipment and good will of the certain milk farm business known as Keystone Park Farm, 22010 Moneta Avenue, Torrance, California, including but not limited to milk pens, furring sheds, guard fences, all improvements including residences, garage and feed houses, grinders, containers, miscellaneous tools, etc. of a certain far farming business, known as KEYSTONE PARK FARM, and located at 22010 Moneta Avenue, in the City of Torrance, County of Los Angeles, State of California, and that a sale, transfer and assignment of the same will be made, and the consideration therefor will be paid at 10:00 o'clock a.m., on the 31st day of August, 1951, at the office of ROBERT E. BENTON, ESQ., at 650 SOUTH GRAND AVENUE, in the City of Los Angeles, County of Los Angeles, State of California. Dated August 20, 1951.  
 FLOYD V. COLWELL, Vendor

## ADAMS \$ Day Bargains

<b>NYLON PANTIES</b> \$1.00	<b>NYLON HOSE</b> 51-15 Perfect Reg. \$1.50 \$1.00
<b>NYLON SLIPS</b> \$2.99	
<b>RAYON PANTIES</b> 3 pr. for \$1.00	
<b>RAYON 1/2 SLIPS</b> \$1.00	
<b>GARTER BELTS &amp; BRAS</b> \$1.00	
<b>RAYON GOWNS, Reg. \$3.99</b> \$1.99	
<b>BLOUSES, Cottons &amp; Rayons</b> \$1.00	
<b>DRESSES</b> Cottons & Rayons \$1.99 \$2.99 \$4.99	<b>TOPPERS</b> \$4.99 \$6.99 \$10.00 \$15.00
	<b>SUN SUITS</b> CLOSE OUT \$1.99

**ADAMS DRESS SHOP**  
 1274 SARTORI — TORRANCE

**TOWN-WIDE THURSDAY FRIDAY SATURDAY**

**DOLLAR SUPER DAYS**

TERRIFIC VALUES at MODE O' DAY

Values to \$5.99 **\$2.99 and \$3.99**

Regular \$1.99 **SLIPS 2 FOR \$3.00**

Regular \$2.99 **BLOUSES 2 FOR \$3.00**

Slightly Irregular

51 Gauge—15 Denier Guaranteed Perfect **NYLONS 99¢ pr.**

**MODE O' DAY**  
 Corner of Sartori & Post — Torrance

**Ford's got the "GO"**

When you see how Ford shows its heels at the "Go" signal, you'll know one reason why folks who formerly bought higher priced cars are now buying Ford!

**with 3 great Drives**

Only Ford, among all the low-priced cars, gives you this choice of transmissions. You can get new Fordomatic, Overdrive or Conventional.

**with 2 great engines**

Overdrive and Fordomatic Drive optional at extra cost. Fordomatic Drive available with V-8 only. Equipment, accessories and trim subject to change without notice.

Ford alone, in the low-price field, offers you this pick of power . . . V-8 or Six . . . And both have Automatic Mileage Maker . . . which squeezes the last drop of power out of every drop of gas!

**YOU CAN PAY MORE BUT YOU CAN'T BUY BETTER**

**FORD**  
 COME IN FOR A "TEST DRIVE"

**SCHULTZ & PECKHAM**  
 YOUR FORD DEALER  
 1420 CABRILLO AVE. TORRANCE