

Try Pepe's For Breakfast!



PEPE'S
PIZZA PALACE

THE HOME OF FINE ITALIAN FOOD!

BREAKFAST SPECIAL!
6 A.M. TO 4 P.M.
2 HOT CAKES,
2 STRIPS BACON,
EGG AND COFFEE
85¢

"NO WAIT" MERCHANTS LUNCH
Spaghetti
American Special!
75¢

TO GO, OR EAT HERE — ALL KINDS AMERICAN SANDWICHES
1613 W. CARSON — TORRANCE
(1/2 Blk. E. of Western) FA 8-1433

Follow Sunday's Herald Comics for Full Pleasure

White Front Stores Note 34th Birthday

White Front, popularly known as "America's leading discount department stores," will celebrate its 34th anniversary today!

"We commemorate the anniversary with a two-week sale in all eight of our Southern California locations," Harry Epstein, vice president and general manager of White Front Stores, Inc., said in making the announcement.

"The event will have a circus theme—'The Greatest Sale on Earth,' and it will be one of the most outstanding sales in our history," Epstein declared. "Prices will reach a new low."

A pace-setter in the discount field, White Front opened its first store on south Central Avenue in 1929. The White Front concept won immediate public acceptance.

"THE NEWS that White Front had nationally advertised brands and low discount prices traveled fast," Epstein said. "Before long the store on Central had grown to such an extent, a second location was necessary."

Today, White Front is a gigantic operation with eight stores in full swing seven days a week. Each store houses 45

departments with a complete selection of merchandise for home and family, including clothing, sporting goods, automotive supplies, gardening equipment, cosmetics, major appliances, radios, phonographs, television and a complete supermarket.

MERCHANDISING innovations backed with a strong program of newspaper advertising are the keys to White Front's success. The chain spends in excess of \$1,500,000 annually in metropolitan Los Angeles and suburban newspapers.

Future plans call for White Front's continued expansion in Southern California as well as additional stores in the San Francisco Bay area.

Garden Checklist

1. Start working on bigger blooms next year by feeding camellias now. Use an acid type fertilizer as directed on the label.
2. Pinching young bedding plants will encourage sturdier growth and more bloom later on.
3. Many vegetables can be found as seedling plants in nurseries this month. These are easily transplanted and are far quicker than sowing seed.
4. Try potting up some tuberous begonias for use in the patio area or on a sheltered porch. The pots may also be sunk in the ground in a shady border.
5. The key to beautiful hanging fuchsias is plenty of water, frequent feeding and pinching. The latter insures new side shoots to carry bloom.

Now! FREE THERMO TUMBLERS at Safeway!

- | | | | | |
|----------------------|-----------------------------------|------------|---------------|-----|
| Bread | Mrs. Wright's Soft Twist | 5 | 15-oz. loaves | \$1 |
| Facial Tissue | Truly Fine | 5 | boxes of 400 | \$1 |
| Tomatoes | Gardenside Standard Pack | 6 | 28-oz. cans | \$1 |
| Jell-well | Gelatin Desserts Assorted Flavors | 3-oz. pkg. | | 5¢ |
| Flour | Pillsbury White Includes 6c Off | 5 | -lb. bag | 49¢ |
| Coffee | Nob Hill 2-lb. bag, 97c | 1-lb. bag | | 49¢ |
| Jack Cheese | Monterey In Chunk | lb. | | 59¢ |
| Swift'ning | Blended Shortening | 3 | -lb. can | 49¢ |

For the Next 8 Weeks!

Yours With Coupon and Purchase of \$5 or More
ONE 10-OZ. BURRITO THERMO TUMBLER

(Regularly 39c each)

- Assorted Colors
- Shatter-Proof
- Hot or Cold Drinks
- Insulated Double-Walled Thermal Tumblers
- Won't Sweat
- No Coasters Required
- Dishwasher Safe

Clip & Redeem This Coupon START YOUR SET TODAY!

This Safeway BONUS COUPON 1.
Good For One Free THERMO TUMBLER

With a Purchase of \$5 or More Excluding Field Milk Products, Cigarettes, Alcoholic Beverages, Magazines or Tobacco. Without Coupon 39c Each. COUPON NO. 1 VOID AFTER MAY 1ST



USDA Choice Steer Beef

Chuck Roast

Blade Cut **35¢** lb.

Save 24c lb.

- | | | | |
|-------------------------|-----------------------|-------------|-----|
| Center Cut Chuck Steak | Save 24c lb. | lb. | 45c |
| Round Bone Steaks | Shoulder Cut to Swiss | lb. | 59c |
| 7-Bone Shoulder Roast | Save 24c lb. | lb. | 45c |
| Lean Ground Chuck | Beef | lb. | 59c |
| Boneless Clod Roast | Beef | lb. | 79c |
| Boneless Stewing Beef | Lean Chunk | lb. | 79c |
| Cut-up Stewing Chickens | Manor House | lb. | 29c |
| Small Pork Spareribs | | lb. | 49c |
| Jumbo Chunk Bologna | Safeway Vac. Pack | lb. | 49c |
| Breaded Shrimp | Captain's Choice | 10-oz. pkg. | 69c |

Frozen Foods

- | | | | |
|------------------------------|-----------------------------------|-----------------|-----|
| Party Pride Ice Cream | Vanilla and Other Flavors | 1/2-gal. carton | 79¢ |
| Bel-air Lemonade | Regular or Pink | 6 6-oz. cans | 49¢ |
| Scallop Dinner | Captain's Choice | 8-oz. pkg. | 49c |
| Meat Pies | Manor House—Beef, Chicken, Turkey | 5 8-oz. Pies | \$1 |
| Green Beans | Bel-air Cut, Regular | 5 9-oz. cans | \$1 |
| Fordhook Limas | Bel-air | 5 10-oz. cans | \$1 |
| Chopped Broccoli | Bel-air | 6 10-oz. pkgs. | \$1 |
| Bel-air Green Peas | Bel-air | 6 10-oz. pkgs. | \$1 |
| Spinach | Bel-air Chopped or Leaf | 6 12-oz. pkgs. | \$1 |

New Low Prices on Health and Beauty Aids

Here Are Just a Few	Price Was	New Price	You Save
Family Crest Tooth Paste	83c	67c	16c
25's Alka Seltzer	59c	53c	6c
100's Bayer Aspirin	73c	59c	14c

There Are Many More	Price Was	New Price	You Save
18-oz. Listerine	\$1.19	83c	36c
Giant Rise Foam Shave	98c	79c	19c
8-oz. Breck Shampoo	\$1.00	79c	21c

Canned Picnics

Dubuque Fully Cooked 3-lb. can, \$1.98

4 1/2-LB. \$2.98

Corned Beef

Patman's Boneless Round
Safeway Boneless Brisket
McCoy's Boneless Brisket

lb. 69¢

Lunch Meats

Safeway Sliced: Wide Assortment

3 7-oz. \$1

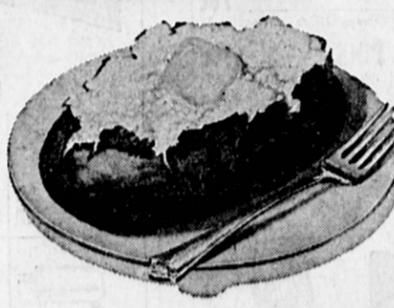
All Beef or All Meat Bologna, Cooked Salami; Olive, Pickle-Pimiento, Spiced Lunch or Old Fashion Loaf

- Grade AA Fresh Eggs**
- Every Egg Guaranteed Flavor Perfect
- Cream O'the Crop**
- | | | |
|--------|----------------|-----|
| Medium | 2 1-doz. ctns. | 79c |
| Large | 2 1-doz. ctns. | 83c |
- Lucerne Brand**
- | | | |
|-------------|----------------|-----|
| Large | 2 1-doz. ctns. | 89c |
| Extra Large | 1-doz. ctn. | 47c |

Russet Potatoes

U. S. No. 1 Idaho's

Excellent served with Safeway Roast or Steak



8 -lb. plio bag 29¢

- Safeway Multiple Vitamins**
- Top Quality—Low Price
- | | |
|---------------|--------|
| Bottle of 100 | \$1.47 |
| Bottle of 250 | \$2.39 |
- German Chocolate Cake**
- Svenska Baked 21-oz. size **98¢**

- | | | | |
|-----------------------------|------------------------------|------------|-----|
| Golden Bananas | Fancy Central American | 2 lbs. | 25¢ |
| Delicious Red Apples | Washington State Extra Fancy | 2 lbs. | 29¢ |
| Crimson Rhubarb | Washington State Field Grown | lb. | 10¢ |
| Lucerne Butter | Grade AA First Quality | 1-lb. pkg. | 67¢ |
- Applicable taxes collected

Prices Effective Thursday thru Sunday, April 25, 26, 27, 28, 1963 at local Safeway Stores



Carson at Western, Torrance • Narbonne at 101 Hwy., Lomita

McMAHAN'S

PORTABLE UMBRELLA



special purchase

BRIGHTEN YOUR PATIO

This gay portable umbrella has an adjustable clamp . . . Can be attached to the arm of an outdoor chair, chaise lounge or picnic table. A delightful way to have shade wherever you go. Gooseneck permits easy adjustment of position. Choice of 4 colors . . . red, green, yellow or blue with white.

\$1.00

HOLDS OVER 200 PHONO RECORDS



50¢ A WEEK

Deluxe Bookcase Credenza

As useful as it is beautiful! Smartly designed to serve many purposes . . . bookcase, credenza, buffet, room divider . . . or as phonograph cabinet that holds over 200 full-sized record albums. This is a close-out price as some are slightly damaged.

\$14.88

Walnut or mahogany finish.



AT THE BIG CORNER OF
SARTORI and EL PRADO
DOWNTOWN TORRANCE
PHONE FA 8-1252

WE CARRY OUR OWN CONTRACTS!
YOU DEAL DIRECTLY WITH FRIENDLY McMAHAN'S!