

IN SOCIETY

EVENING BRIDGE AT GOURDIER HOME

Mr. and Mrs. Alfred Gourdier entertained an intimate group of friends at their home on Gramercy avenue Saturday on the occasion of Mr. Gourdier's birthday. Bridge furnished entertainment for the evening and a buffet supper was served at the close of the evening. Guests included Mrs. Richard Jenkins and Harry Jenkins of Redondo Beach, Mr. and Mrs. John Guyan and Mr. and Mrs. George D. Watson.

DOUGLAS JR. AT COLLINS HOME

Mr. and Mrs. Douglas B. Collins are receiving congratulations from their many friends upon the birth of an eight-pound son, Douglas, born at Jared Sidney Memorial hospital Sunday, April 10. Mrs. Collins and Douglas Jr. will be at home to their friends at 2417 Torrance boulevard after April 19.

C. E. PARTY AT GUILD HALL

Members of the Intermediate Christian Endeavor of the Central church enjoyed a nicely arranged party at Guild hall on Arlington avenue Friday evening. A 6:30 dinner was served to winners of a recent membership contest by losers of the contest. Captain Genevieve Guyan of the winning team and her group were guests at this dinner of Captain Floyd Williams of the losing team. Following dinner games furnished entertainment for the evening.

LAFALOTS MEET AT PIPER HOME

Mrs. George Piper was hostess when she entertained at her home on 216th street, Wednesday evening. Her guests were members of her card club. The rooms were beautifully decorated with bowls of pink stock and yellow narcissus. Awards for high score were received by Mrs. R. L. McFarland, Mrs. W. W. West and Mrs. J. O. Beebe of Wilmington. Mrs. Maybelle Doughty of Wilmington was a club guest.

P. E. CHEERIO NOTES

Members of the P. E. Cheerio Club are invited to attend a business meeting of that organization at the home of Mrs. Ralph Howe, 1308 Amapola avenue, tomorrow, Friday evening, April 15, at 7:30 o'clock. Mrs. Howe will be assisted by Mrs. Oscar Brezee. Roll call will be answered by a recipe, quotation or amusing story.

Mr. and Mrs. Paul Kasper, Mr. and Mrs. Kenneth Kinnison and Mrs. W. C. Shelton motored to Laguna Beach over the week-end.

Woman's Club Notes

Members of Torrance Woman's Club enjoyed their regular business meeting and luncheon at the clubhouse last Wednesday. Judge C. T. Rippey spoke briefly on the proposed city charter and explained many interesting points. Mrs. George Anderson, literature chairman of Redondo Beach Woman's club, then presented an interesting book review followed by a group of cello selections by Mrs. Eunice Wood of Lomita. Mrs. Wood, accompanied at the piano by Ellen Jenkins of Lomita, played "A Hungarian Rhapsody" and "Carmio Ben" by David Popper. Lendel Elder then presented his essay on the constitution.

Results of the primary election held at this meeting were: President, Mrs. W. J. Neelands; 1st vice president, Mrs. Archer Lewis; Mrs. J. S. Lancaster and Mrs. W. H. Gilbert; recording secretary, Mrs. G. B. Worcester; 3rd vice president, Mrs. Al Price; directors, Mrs. C. C. Schultz and Mrs. J. W. McMillan.

Auxiliary Will Initiate Members

Initiation of new members and a social evening is the program for the next meeting of the American Legion Auxiliary, Monday evening, April 18. Beatrice Turnbull, president of the Nineteenth District, will be the speaker and will talk on "Poppies." Her subject is pertinent at this time, as it brings to mind the annual Auxiliary Poppy Day in May when these artificial flowers are sold for a charitable purpose.

MRS. COLLINS MEMBER OF HOSPITALITY GROUP

Mrs. Caroline Collins of Torrance has been named as one of the city hostesses who are assisting Olympic hostesses in their efforts to extend the hospitality of the Southland to visitors who will attend the Olympic games. One of the pre-Olympic affairs soon to be offered to Southern California society will be the fine arts costume ball to be given April 22, at Riviera Country club by the hostesses of the Tenth Olympic games, observing the 43rd anniversary of the opening of Oklahoma to white settlement.

ART TALK

Ione Robinson, artist, will give a talk on "Activity in the New Mexican Renaissance" at the Palos Verdes public library and art gallery on Friday evening, April 22.

Torrance Notes

Mrs. Faye Howard has returned from a business trip in Oregon and Washington.

Mr. and Mrs. Alfred Gourdier have had as their house guest Harry Harrington of Pennsylvania.

Mrs. Olive Lee and sons, Marvin and George Graydon, Misses Jean Wheaton and Beryl Talent, Mr. and Mrs. F. Siddoway and Mrs. Lon W. Ralston enjoyed a motor trip to Arroyo Seco Sunday.

Mr. and Mrs. Alfred Gourdier entertained friends at dinner Sunday.

Mr. and Mrs. W. E. Bowen have as their house guests this week Mr. and Mrs. F. Flaherty of Oakland.

Mrs. Eunice Wood was a Torrance visitor Wednesday.

Mrs. George Anderson of Redondo Beach was a Torrance visitor Wednesday afternoon.

Dinner guests of Mrs. John Sullivan Tuesday were Mrs. John I. Smythe of Hollywood, Mrs. J. V. Murray and Mrs. M. Jessome.

Guests of Mr. and Mrs. J. L. Sullivan Thursday were Mr. and Mrs. F. Frese and J. C. Rasmussen of Santa Barbara.

Dinner guests of Mr. and Mrs. John Young at their home on Gramercy avenue Sunday were Mr. and Mrs. Charles Frantz and daughter, Laura Gene, of Pasadena, Frank Long of Los Angeles, Mrs. Hollis Wood of Brawley and Mrs. Rhoda Cummings and family. Dinner was served in the wisteria arbor in the garden.

Mrs. Margaret Hutchins, Miss Caroline Stroh, Miss Margaret G. Shell and Miss Lute Fraser drove to Red Rock Canyon and the Petrified Forest in the Mojave desert Sunday.

Rev. G. G. Schmid, former pastor of the Central Evangelical church, visited friends in Torrance over the week-end.

BUILDING SPECIALS

- Roofing 95c
2x4 O. P. S. 1 E. 1c Lin. Ft.
1x6 O. P. S. 1 S. 3/4c Lin. Ft.
1x12 O. P. S. 1 S. 3/4c Lin. Ft.
3x4x6 R. W. Post 21c Pa.
4x4x6 R. W. Post 28c Pa.
Sand, 30c Sack. Rock, 40c
Roofing Stain, \$1.00 Gal.
Also Lime, Cement and Putty
Mullin Lumber Co.
1752 Border. Phone 61.

Yes, Madam, Positively



Yes, positively — beef that's all quality — top grade. Cheap prices have no meaning unless the meat is worth the price. Poor meat is not only disgusting—it's expensive regardless of the cheapness of the price.

Cheap meat at the counter is not your wish. You want tasty, juicy, tender meat on your table, and in the face of a price-conscious market, we intend to see that you have it—"Look for the Safeway Sign."

Talk your meat problem over with our market managers—ask them to explain the different grades of beef—talk over the slight difference in price, and then look to your broiler for the truth—the proven facts—the results you desire.

To serve your table properly, and to protect you from disappointing experiences in your meat shopping, we respectfully invite you to discuss "good meat" vs. "other meat" with our meat men. They'll appreciate the privilege.

- AIRWAY COFFEE Mild Santos Blend, lb. 17c
MAX-I-MUM COFFEE For the most particular, 1 lb. can 35c
OVALTINE The Swiss Food Drink, 6 oz. can 39c
MAX-I-MUM SYRUP Cane and Maple, pt. 21c, qt. jug 39c
PEANUT BUTTER Maxi-mum, lb. jar 15c, 2-lb. jar 25c
DEL MONTE CATSUP Made from ripe tomatoes. Large bottle 15c
GOLD MEDAL BISCUICK Bakes "Beautiful Biscuits", 40 oz. pkg. 35c
BAKING POWDER Schillings, 12 oz. tin 37c
SCHILLINGS EXTRACTS Vanilla or lemon, 2 oz. bottle 25c
SCHILLINGS SPICES Clove, Cinnamon, Mustard, Nutmeg, Sage, 2 oz. 10c
BREAKFAST PRUNES Small size—meaty, 4 lbs. 19c
MACARONI Superio Brand, 8 oz. pkg. 7c
SPAGHETTI Superio Brand, 8 oz. pkg. 7c

CHOICE PRIME RIB ROAST

The last word in tender, juicy oven roasts is this fine prime rib roast on sale at all Safeway owned meat markets. Cut from genuine baby steer beef. Serve with gravy-browned potatoes and fresh green peas. Delicious sliced cold for sandwiches and cold plate lunches.

BEST FOODS MAYONNAISE

At this very special price the sale is limited to two pint jars. Take advantage of this value this week. Mayonnaise with fresh asparagus, and of course no other mayonnaise quite approaches Best Foods. In glass jars.

DEPENDABLE BRAND COFFEE

Here is a new medium blend of fine coffees—not too heavy—not too mild; just the right, full consistency to suit those preferring a real good coffee at a reasonable price. Dependable is vacuum packed. One pound cans.

MAX-I-MUM CANNED MILK

15,000 cases of this popular milk just arrived at our warehouses. The surprising speed with which this milk is moving TALL CAN is positive proof of its satisfactory quality. We want you to try Max-i-mum at this lowest price of the year. Limit 5 cans to the customer.

JELL-WELL DESSERT All Flavors

Right now when meat markets are offering baby spring lamb, we suggest mint-flavored Jell-Well. We want to remind you, also, how nice fresh spring vegetables are when served in lime Jell-Well as a salad.

BABY BEEF ROAST

Shoulder chucks of genuine baby beef. A more economical roast than prime rib, but just as tender and juicy. At Safeway Markets.

EASTERN PORK CHOPS

Taste as delicious and chew as tender as they look. All fancy Eastern grain-fed pork. At Safeway owned Markets.

FEATURE BREAD

Safeway lowered the price of "good" bread, and the one thing about which we are justly proud, is the fact that we have not and will not lower the quality. We ask you to compare the quality of all bread that is offered in an effort to meet this price.

3 Full Pound Loaves 10c

(unsliced) Toastee (sliced) 16 oz. loaf, 5c

DOUGHNUTS

Our golden-brown doughnuts are worth taking home again and again. For dunking they take the cake. Three kinds: Sugar, coconut, and crumb-coated. Made from the best doughnut mix money can buy. Wrapped in moisture-proof cellophane. 6 for 12c

NEW SPRING PRODUCE

May we call your special attention to the recent improvement in our fresh produce stands? We have enlarged our headquarters facilities to provide full delivery to all stores at night—Everything fresh and crisp.

FANCY ASPARAGUS

You never can get too much of this fancy Northern Asparagus. The spears are so green and tender and the flavor is so wonderful, every bite is luscious.

VIRGINIA PEANUTS

Because the elephants are in town we are reminded that many of our customers enjoy peanuts—direct from Virginia—a full pound for a dime. Fresh roasted.

PORK AND BEANS

Think of it—Campbell's famous, nationally advertised pork and beans at the ridiculously low price of a nickel. Perhaps you have overlooked our regular price. The market can have advanced, and all we have at this price are in the stores.

TOMATO SOUP

At this unusual price Van Camp's famous tomato soup deserves your consideration. This is our regular price, but we do not expect it to remain so for long. Buy now.

MARASCA PRESERVES

Though fresh strawberries are in many people do not want to go to the bother of making their own strawberry preserves, especially when Marasca Brand are so delicious and can be had at such a low price. 4-lb. jar. 49c

STOKELY'S CORN

Country Gentleman, No. 2 cans, 2 for 25c

STRAINED VEGETABLES

Gerber's Assorted, 4 1/2 oz., 2 cans 25c

SHRIMP MEATS

American Beauty, 5 oz. can 11c

A-1 SAUCE

Improves the taste, 6 oz. bottle 29c

SANDWICH SPREAD

Delicia Brand, 3 oz. can 10c

VIENNA SAUSAGE

Libby Brand, 4 oz., 3 cans 25c

SHREDDED WHEAT

Serve with fresh strawberries, 12 oz. pkg. 11c

BAKING POWDER

Calumet, 1 pound can 32c

CAMAY SOAP

Skin specialists recommend it, 3 bars 20c

PAR SOAP

Perfect Concentrated Soap, 2 1/2 lb. pkg. 35c

HARMONY SOAP

Perfect for laundry or dishes, per bar 3c

SOAP FLAKES

"Monday" in bulk, 3 lbs. 29c

TOILET TISSUE

Zee or Waldorf, roll 5c

SWIFT'S MILK-FED FOWL

The famous Golden West brand. Tender, delicious young hens, selected for quality. Guaranteed to please. At Safeway owned Markets only.

CHOICE QUALITY FISH

Fancy Northern Salmon and Halibut—sliced or by the piece at this special week-end price. At Safeway owned Markets only. Fresh Barracuda, whole, lb. 7c

ICE CREAM

All stores are now supplied with this fine, high-grade ice cream for the season. Without question, few ice creams even equal the quality of Lucerne, and for others you are asked to pay more. Just pure ingredients and true fruit flavors—let your palate be your guide.



FORTY HOURS FOR A NICKEL

At Low Edison rates a 25 watt lamp may be burned 40 hours for five cents—or a 40 watt lamp may be burned 25 hours for the same cost.

The comfort of having a night light—the sense of security derived by leaving a light burning when the family goes out for the evening—these cost so little that everyone can afford them.

The difference between stingy lighting and generous lighting amounts to only a few cents a month.



Southern California Edison Company Ltd.

Meat prices effective only in Safeway owned markets

SAFEWAY STORES

DISTRIBUTION WITHOUT WASTE

THESE PRICES EFFECTIVE THURSDAY, FRIDAY, SATURDAY, APRIL 14, 15, 16. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

Produce prices effective only at Safeway owned Fruit and Vegetable Stands