



"I love him so madly that it's almost the real thing!"

The Riviera

by EVELYN DUDLEY

A great many local people attended the Fourth of July dance at the Beach Club Saturday night when Vern Martin's orchestra furnished music for the occasion.

Dinner guests of Mr. and Mrs. A. W. Bickel were the Fourth of July were Mrs. Bickel's mother, Mrs. Bohrer of Torrance, Mr. and Mrs. K. Cairns of Santa Monica, daughter and son-in-law of Mrs. Bickel's, and their two children, Mr. and Mrs. Hawk of Redondo Beach, Mrs. Harris of El Segundo, Mr. Martin of Los Angeles, and Mr. and Mrs. Herb Harris, also of Los Angeles.

Dr. Joseph Breco is off to Mexico on another fishing trip as guest of Mr. Walker. Mrs. Breco has as her guest over the week-end Mrs. Daisy McNarr and Mr. and Mrs. W. H. Williams of San Diego.

Mrs. Earl E. Madden returned from the Philadelphia convention in Philadelphia last Monday. Dr. and Mrs. Madden have as guests this week Mr. and Mrs. Robert Easton of San Gabriel.

Dr. and Mrs. M. E. Webber and their two oldest children, Carol Ann and Jimmy, are spending a few days in Nevada visiting friends.

John Clark, a son, weighing six pounds 15 ounces, was born to Mr. and Mrs. Clark Chittick on June 9 at the Culver City hospital. This is the couple's second child. They have a daughter, Mary Christine.

Mr. and Mrs. Dubois have sold their home on Paseo De Granda and have moved to Naples, Cal. Mr. and Mrs. Henry Lawrence Hull are the new owners. The Hulls are from Manhattan Beach and Mr. Hull is the owner of the Hull Furniture store in Hermosa.

Philip Alan, a son, weight eight pounds four ounces, was born to Mr. and Mrs. Owen Raftery on June 20 at Hollywood Presbyterian hospital. He is their third son.

Mr. and Mrs. Charles Demaree and their daughter, Dianne, 8, have just purchased a home on Via Alameda. They are from Los Angeles. Mr. Demaree is an inspector with the Civil Aeronautics Administration.

Mr. and Mrs. William Boggs and their son Phillip, 2 1/2, are also new in this area. They are from Ohio. Mr. Boggs is a chemist with Stauffer Chemicals in Torrance.

Mr. and Mrs. Delbert F. Donk and their two children, Cheryl, 4, and Penny, 10 months, have just moved into their home on Paseo De Granda. Mr. Donk is district manager for the Allied Motor Parts company. They are from Detroit.

Mr. and Mrs. Russell Sech and their two children, Carol, 5, and Russell, 1, are leasing the home of Dr. and Mrs. Albert Labin on Calle De Arboles.

Mr. and Mrs. Thor Firing and their two children, Martel, 5, and Sonja, 2 1/2, are also new comers. They are from Laguna Beach. Mr. Firing is connected with Parmelee-Dohrman.

Mr. and Mrs. R. J. Borman and their two children—Johnnie, 4 1/2, and Joe, 3 months, are new residents. They are from Santa Monica. Mr. Borman is a research engineer.

Mr. and Mrs. H. K. MacLeod, Jr., moved into their new home this week. Mr. MacLeod is credit and business manager for a service garage. They are from Beverly Hills.

Mr. and Mrs. Juan Matute and their two children also moved into their home this week. Mr. Matute is traffic manager for the Pan-American Airways.

Mr. and Mrs. Herman Senacht, 928 Calle Miramar, and their daughter Jane, are the first to move into the new group of homes on that street. Mr. Senacht is in the advertising business in Los Angeles.

Tourists Enjoy 'No Mosquito' July Programs

The All-Year Club, community tourist advertising organization, points out that this is the month when vacation visitors from other states remark, "Why—you've got NO mosquitos here," and proceed to enjoy hugely the entertaining events scheduled for summer evenings.

The All-Year Club's July calendar is sprinkled with these events, which wouldn't be so comfortable in mosquito lands.

Hollywood Bowl "Symphonies Under the Stars" open July 13 for eight weeks. First of Santa Monica's "Symphonies beside-the-Sea" is presented in Memorial Outdoor Theater July 18.

Saunders at Sales Meeting for Chevrolet

Harry Saunders, sales manager for Paul's Chevrolet, has been attending the Chevrolet Sales Managers' Institute, an intensive course of training in the newest methods of merchandising automobiles and trucks.

The Institute is Chevrolet's first step in an aggressive selling campaign to prepare for the eventual return of the "buyers' market." At the Institute, the local sales manager was joined by sales managers from approximately 40 other Chevrolet dealerships in this region.

The regional meeting was one of several held currently in all parts of the country, whereby Chevrolet is training approximately 2500 sales managers.

The "facility" at the sales managers' school is composed of members of the Chevrolet wholesale organization who have been carefully selected for their practical knowledge and especially trained to present and discuss all phases of retail selling.

WEAR GLASSES If you wear glasses at work and don't like heavy cases in your handbag, make your own of felt. Put cardboard in the felt case to protect them. Embroider your name or initials on them for a gay touch.

GET DUPLICATE CARDS Workers whose social security cards have been lost or destroyed may get duplicate cards bearing the number they have always used at any office of the Social Security Administration.

INDIVIDUAL TOUCH White, lacy handkerchiefs are seen again on store counters. Pin a monogrammed one on your linen suit label, or two-piece navy dress, with a small glittering rhinestone pin. Smart individual touch to your outfit.

SUBTLE EYE MAKEUP Eye makeup is very subtle this summer, to go with the new and lady-like look. By the sea here, the smartest women and girls always have maintained a fresh and natural look, and now it's in style. Be gentle, oh, so gentle, with that eyebrow pencil.

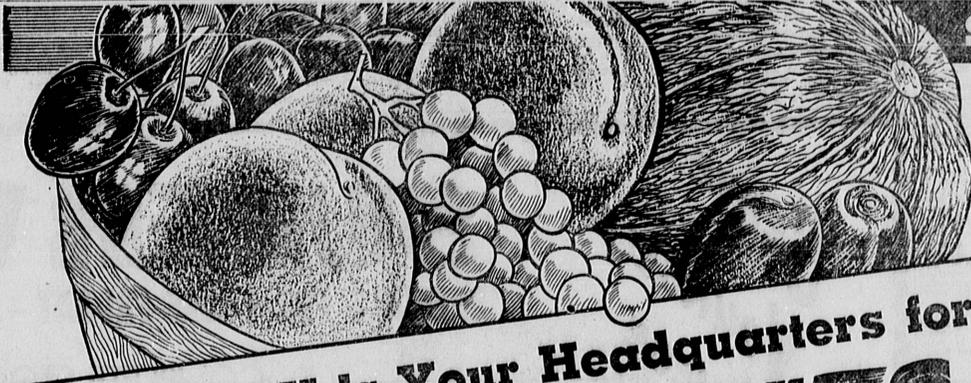
BLOOD IS INVALUABLE The increasing needs for blood are of great concern to the medical profession. Present discoveries and important research indicate that blood is invaluable in saving lives, in preventing disease, in alleviating human suffering.

TO 29 PALMS Mrs. Peggy Neish, who recently sold her home at 1412 Cass-shaw Blvd., left this week for Twenty Nine Palms where she will remain indefinitely. Mrs. Neish, a pioneer Torrance resident, is a veteran employee of Torrance postoffice.

Total Naval casualties in the Spanish-American War were only 42 men.

All the people you see going in and out of hospital doors look like well people.

The anchor of the aircraft carrier USS Roosevelt weighs 40,000 lbs.



SAFEWAY

Your favorites in country-fresh, vitamin-packed fruits are arriving daily at Safeway from the finest orchards in the West. Our expert buyers in the fields select only top-quality fruits... rushing them to your nearby Safeway that you may enjoy this sun-ripened fruit at the peak of its eating goodness. See the fine assortment now on display at your Safeway Store.

SAFEWAY is Your Headquarters for FRESH FRUITS

Price list for fresh fruits: Watermelons 3¢, Peaches 10¢, Sweet Plums 15¢, Oranges 27¢, Cantaloupes 5¢, Tomatoes 10¢, Avocados 33¢, Head Lettuce 15¢.



SHOP MONDAYS! Prices listed are effective thru Monday, July 12, in Los Angeles County Safeways. You'll find less traffic, smaller crowds, better selection. Save both time and money by shopping Mondays!

...Check These Low Prices

Price list for groceries: Grapefruit Juice 25¢, Tomato Juice 25¢, Sliced Beets 11¢, Sweet Peas 15¢, Marmalade 19¢, Preserves 33¢, Jams 33¢, Margarine 41¢, Macaroni & Spaghetti 16¢, Egg Noodles 14¢, Shells 20¢, Coiled Fideo 22¢, Macaroni 14¢, Macaroni 20¢, Macaroni 20¢, Macaroni 17¢, Spaghetti 14¢, Dried Beef 40¢, Beef Stew 32¢, Meat Balls 35¢, Cottage Cheese 27¢, Cottage Cheese 16¢.

Price list for soaps: Toilet Soaps (Lifebuoy, Palmolive, Swan) and Laundry Soaps (Crystal White, Oxydol, Vel, Rinso, Scotch, Duz, Par).

MEATS GUARANTEED TO PLEASE

Price list for meats: Corned Beef 65¢, Short Ribs 35¢, Cod Fillet 45¢.

Price list for other meats: Boneless Brisket 65¢, Top Grades of Beef 35¢, Cellophane Wrapped 45¢, Boiling Beef 29¢, Lamb Breast 27¢, Fresh Picnics 45¢.

Price list for beverages: Beer and Wine (ACME Beer 14¢, Wine 58¢).

SAFEWAY logo and address: 1301 Sartori Ave., Torrance; 2171 Pacific Coast Highway, Lomita.

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