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Round the Riviera

Riviera Goes Over Top For Red Cross

By JACK and MARY WEBB
Frontier 5-3051
For the first time in three years, Hollywood Riviera is over the top on its Red Cross drive. One thing for sure: when Riviera does something, it does it big. More than \$1000 have been collected to date in the current Red Cross drive. With a quota of only \$830, it is easy to see why those who had a hand in raising this fund strut a little this week. They should be proud of the wonderful job we're proud of them. And all Rivieraans who gave to the Red Cross this year should be proud, too. When it comes right down to it, we all did a big job. But most especially, those Rivieraans who gave so much of their time and effort to act as collectors and ring up this tremendous contribution from our community.

Heading the Riviera drive was Mrs. Jackson C. Pharris, 137 Via Colusa, colonel in charge of this district. She was assisted by five Riviera majors, who had charge of a section in our community.

First Red Cross major was Mrs. William Beall, Palos Verdes apartments, and in her charge were Mesdames Ralph Owens, Max Rothman, Donald Bayne, Stanley Leigh, Harry Moss, John Flynn, James Boegher, Joe Wark and Lloyd Perry, who acted as solicitors and collectors.

Major number 2 was Mrs. Arthur Lytle, 825 Calle de Arboles, who had help from fellow solicitors Mesdames James Brogdon, Arthur Linemeyer, Richard Maul, Westall Booth, Charles Demaree, Lura Watson, and James Mullen.

David Stuntz, Charence Connel, Elizabeth Ropke and Ethel Gillespie.
Fourth major for the drive was Mrs. Luke Fredericks, 211 Paseo de Granada, assisted by Mesdames Joe Nash, Dorothy Portzer, C. E. Easley, Virginia Robbins, Margaret Cummings, Dorothy Sims, Audrey Flanna, Sam, and John Diehl.
Fifth Red Cross Riviera major was Mrs. Norman Parrish, 264 Calle de Madrid. Her solicitors were Mesdames G. R. Stefan, Eris Piper, Frank Brennan, Robert Fox, Dorothy Boyle, Luther Wallace, Lyle Peters, Jack Satterlee, Francis Riley, Ralph Lytle, John Treacy, Hector MacLeod, John Dugger, Raymond Wallace, Louis Gauthay and Tom Van Blankenburg.

Third major was Mrs. William King, 116 Via Segro, who was aided and abetted in her section by Mesdames John Strater,

Red Cross hosted a luncheon for all majors who met or exceeded their quota. Needless to say, Riviera was present in number.

NEW NEIGHBOR DEPT.: Meet Dr. and Mrs. Walter B. Mizar and their two children, Linda 10, and Walter 14. They moved into the new Max Van Tine home at 201 Via Los Altos on Saturday, March 21. Previous residence was on S. Wilton Pl., Los Angeles. Dr. Mizar is a chiropractor with offices at 315 S. Pacific Coast Hwy., Redondo Beach. Interesting sidelight: Mrs. Mizar is a native of England, having come to the United States in 1920.

Also new to Riviera are Mr. and Mrs. Wilford Knapp and their two boys, Stanley 6, and Steven 3. They moved from their former home in Inglewood on March 26, to take up residence in their new home at 121 Via El Chino. Mr. Knapp is a builder by trade.

Getting ready for a long overseas trip is Mrs. Earl Beall, 418 Palos Verdes Apartments,

together with her two children, Dick 17 and Janet 14. They are the family of Lieut. Beall who is stationed with the Air Force at Haneeda Air Force Base, Japan. They came here to Riviera last year from Dayton, Ohio, where the lieutenant was stationed previously. Before that the traveling Bealls had been in Washington, D. C. and at Hawaii, following Lieut. Beall in his tours of duty.

The family plans to move across seas just after school is out, and preparatory to the move are presently taking those necessary shots the government insists on giving to all who travel outside the United States. Young Janet announced during our talk that she has a talking parakeet with a vocabulary of 21 words. This little green bird is now a year old, and has been with Janet since it was six weeks into the world. Janet doesn't want to, but in order to make the trip, she must dispose of the parakeet. Any one interested in procuring a talking bird for a nominal sum

has only to call Janet at Frontier 5-5301.
Young Dick has volunteered for the U. S. Navy, wanting to attend the School of Music. His talent as a pianist has encouraged the local recruiters to submit his name to Washington as a candidate for the school. The Bealls report that the Navy's answer will find him ready to return from Japan in August to take advantage of the training offered.

Out from Ohio for a few days' visit with their daughter, Mrs. Jack Webb, were Mr. and Mrs. Orrin Wilcox of Lima, Ohio. After a three-day stay in San Francisco, they traveled to Riviera to stay another three days at the home of Mr. and Mrs. Jack Webb, 145 Calle de Andaluca. It had been four years since their last visit to Southern California, and they spent their time here enjoying a ripening acquaintance with their grandson and daughter, Jack and Jill. Mr. Wilcox is a general yard master for the B&O Railroad in Ohio.



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FRESH HAWAIIAN PINEAPPLES
Per lb. 12¢

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10-lb. Mesh Bag 65¢

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OREGON TILLAMOOK CHEESE
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SUNSHINE TOP QUALITY BUTTER
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46-oz. Can 23¢

M.D. TOILET TISSUE
8 Rolls 73¢

N.B.C. SNOWFLAKE SODA CRACKERS
1-lb. Box 22¢

STARKIST TUNA
Chunk Size 6 1/2-oz. Can 28¢

A&P SECTIONS

GRAPEFRUIT
2 16-oz. Cans 33¢

APPLELAND APPLESAUCE
2 17-oz. Cans 27¢

PACIFIC BUTTER CRACKERS

TREETS
1-lb. Pkg. 25¢

MINUTE MAID FROZEN ORANGE JCE.
6-oz. Can 18¢

FRESH EGGS
Trade Large 65¢/doz. Country Small 51¢/doz.

EASTER EGG DYE
1-lb. 15¢ 2-lb. 39¢

RED and Full-Bodied

EIGHT O'CLOCK
1-lb. 81¢ 3-lb. bag 2.37

RED CIRCLE
1-lb. 82¢

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1-lb. 83¢ 3-lb. bag 2.43

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"POPPY BRAND" HEN TURKEYS
4-lb. to 6-lb. Average 65¢/lb.

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Fresh Pack Over Ready 55¢/lb.

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6 28-oz. Cans 99¢

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12-oz. Jar 19¢

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Each 69¢

ANN PAGE SALAD DRESSING
1-qt. 25¢

Mazola Oil
1-qt. 37¢ 1/2-gal. 73¢

WONDERFOOD MARSHMALLOWS
12-oz. Pkg. 14¢

CAIROSE PEARS
7-oz. Pkg. 25¢

NUTLEY MARGARINE
1-lb. Pkg. 23¢

BEVERAGES
Arrowhead 2-qt. 33¢ Park Avenue 2-qt. 39¢ Sweet Pickles 2 16-oz. Pkg. 49¢

KLEENEX BANQUET CHICKEN
40-oz. Can 1.69

CAMPBELL'S TOMATO SOUP
3 10 1/2-oz. Cans 33¢

UTAH VALLEY CHERRIES
19-oz. Can 25¢

OLD DUTCH CLEANSER
2 14-oz. Cans 25¢

IVORY SOAP
3 3-lb. Bars 25¢ 2 2-lb. Bars 27¢

LIMIT STARCH
12-oz. Pkg. 13¢

LIQUID DETERGENT
30 1/2-oz. Cans 72¢

JOY
12-oz. Pkg. 30¢ 2 12-oz. Pkg. 52¢

TREND
1-qt. 21¢ 1/2-gal. 52¢

PUREX CAMAY SOAP
3 3-lb. Bars 23¢ 2 2-lb. Bars 23¢

PUSH 'N' BOOTS CAT FOOD 2 15-oz. Cans 25¢	HEMET SELECT PITTED RIPE OLIVES 7-oz. Can 25¢
ZEE PAPER NAPKINS 2 White 80 Ct. Pkg. 23¢	LIBBY'S CORN BEEF HASH 16-oz. Can 29¢
WHISKEY SOAP 8-Bar Plastic Bag 53¢	TREESWEET LEMON JUICE 2 5 1/2-oz. Cans 21¢
SUNSHINE HYDROX COOKIES 7 1/4-oz. Pkg. 25¢	GERBER'S CEREAL BABY FOOD 8-oz. Pkg. 17¢
SWANSON'S BONED CHICKEN 5-oz. Can 45¢	OCEAN SPRAY CRANBERRY SAUCE 2 1-lb. Cans 45¢
UNIT LAUNDRY STARCH 12-oz. Pkg. 13¢	COMFORT TOILET TISSUE 4 Rolls 35¢
HORMEL'S QUARTER HAMS 1 1/2-lb. Can \$2.39	SWIFT'S PREM 12-oz. Can 49¢
NORTHERN FACIAL TISSUE 300 Ct. Pkg. 19¢	HEMET SPICED PEACHES 30-oz. Can 29¢
RAIN DROPS 24-oz. Pkg. 25¢	SWIFT'S CANNED MEAT BABY FOOD 3 3 1/2-oz. Cans 61¢
ALLSWEET MARGARINE 1-lb. Pkg. 27¢	CALO DOG FOOD 2 16-oz. Cans 25¢
"NORTHERN" PAPER TOWELS 2 Rolls 35¢	KARO (BLUE LABEL) SYRUP 1 1/2-lb. Can 23¢
GREEN GIANT CREAM STYLE CORN 2 17-oz. Cans 35¢	SNOW'S MINCED CLAMS 7 1/2-oz. Can 28¢
ARHOURS VIENNA SAUSAGE 4-oz. 19¢	HERTZ BABY FOOD 3 4 1/2-oz. Cans 25¢
CINCH CAKE MIXES Pkg. 35¢	LIPTON TEA 1-lb. Box 35¢ 16 Ct. Box 21¢
JAN-U-WINE SOY SAUCE 5-oz. Bottle 15¢	EAGLE BRAND CONDENSED MILK 15-oz. Can 28¢ Check on Cusick Center Offer

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