Parraner III herald

With Which Is Consolidated the Lomita News Published Every Thursday
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Torrance, California

Karl'





FLOUR

GOLD MEDAL **GOLD MEDAL PILLSBURY**

10-lb. sack 29c 24½ lb. sack 63c

PILLSBURY

10-lb. sack 27c 24 1b. sack 59c

COLD STREAM

3 No. 1 20c PINK SALMON

GOLDEN WEST MARGARINE

TOMATO JUICE 4 15-62. 25c

LUX SOAP TOILET 4 cakes 25c

GOLD MEDAL

CRACKERS UNEEDA

CAKE FLOUR

WITH A CAKE RACK FREE!

WHITE KING GRANULATED 40-0z. 33c WITH A SMALL PACKAGE FREE!

Finest Quality Meats CUDAHYS PURITAN

Skinned Hams

Pot Roast FIRST CUT

Ducklings SWIFT'S PREMIUM MILK-FED...FRESH KILLED...DRY PICKED

Pork Roast LOIN or LEG CUT 16. 11C

HAM STEAKS FRESH FRESH LOBSTER COOKED 1b. 33c SHORTENING WHITE RIBBON 2 1-1b. 15c MICKELBERRY SAUSAGE

Fresh Fruits & Vegetables

GRAPEFRUIT

APPLES 6 lbs. 15c GRAPES 5 Ib. LOC 3 for OC

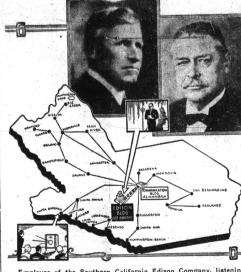
PRICES EFFECTIVE OCTOBER 27-28-29 The Great Atlantic & Pacific Tea Co.

Department Gives Aid To Thousands

Winter Expected to Increase Total Above Huge Mark Now Set

total of 151,628 persons are siving aid from the county rities department today, and winter load is just beginning ording to W. R. Harriman.

County Charities New Edison Company Heads Greet Employes Over Radio



Homemakers' Bureau



Aged Father of





wise millions are buying while opportunities are greatest.....

The buyer benefits The seller is helped Business is improved Employment increases

Sensibly spend or bank your surplus dollars and benefit yourself.

START A CALIFORNIA "BACK TO GOOD TIMES" ACCOUNT IN THIS BANK-OR ANY BANK

BANK of AMERICA



This bank pays

ings accounts

most favorable rate paid by any bank in this city doing a comparable sav-

ELECTRICITY Is Cheap

- for instance

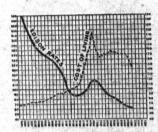




To turn on a Light while Looking for Something is far Cheaper than using a Match . . . and Much Safer

You wish to Look for something in your closet, garage, porch, etc., etc. You switch on the electric light for a moment or two. There are no false steps ... no groping ... no misreading of labels ... and the abundant, safe illumination that your electric lamp gives you costs you less than the cheapest match you could buy!

Take advantage of this fact to have plenty of electric light wherever you are likely to need it. Remember . . . you can use far more light today and yet pay no more for electricity than you did years ago. For during the past ten years, while other costs were rising, Edison has voluntarily reduced the cost of electricity eight times, making your electrical dollar buy nearly twice as much electricity as it did in 1921.



Edison Lighting Rates Reduced 42% Since 1921

General living costs are well below their high peak of 1921, but they are still 40% higher than in 1914. But Edison lighting rates are 40% lower than in 1914, and since 1921 these rates have been reduced 42%. Your dollar now buys twice as much electricity for all nousehold uses as it did in 1921!

