

Edison Company Recognized As Leader In National Advertising

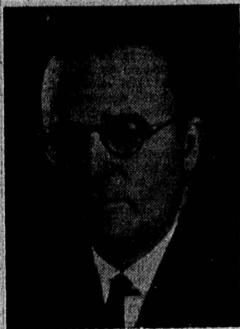
Recognition of the Southern California Edison Company, Ltd., as a national leader in public utility advertising during 1934 has been announced by Public Utility Ad-Views in awarding to the company third place in the Socrates' Point Score for the year.

The Socrates' award was presented yesterday to R. G. Kenyon, advertising manager of the Edison Company, for consistent excellence in newspaper advertising during the last 12 months in friendly competition with several hundred other utility companies.

While the Edison Company ranked third among all other electric, gas and street railway companies participating in the annual competition, the Southern California concern stood in first place in the rating of the exclusively electric utilities represented.

In the tabulation of points for the new year just announced by Public Utility Ad-Views the Southern California Edison Company leads all other utilities irrespective of their business classification. The leader in public utility advertising throughout the country is determined by a board of nationally known advertising executives, basing their judgment on the selling ideas presented in the copy, lay-out and illustrative techniques and the general effect of advertising on the company's relations with the public.

The Southern California Edison Company consistently has used newspaper advertising as its principal medium, and during the year just closing engaged in several outstanding newspaper advertising campaigns in connection with its "necessary" program of business development. The company's advertising department plans for 1935, now being formulated, are again stressing newspaper advertising during the entire year.



R. G. KENYON

Patent Suit Is Brought Against School District

Inventor of Reconstruction Process Asks Payment of Five Per Cent Royalty

The Los Angeles, Beverly Hills, Long Beach and Pasadena school districts will be named defendants in a patent suit involving reconstructed school buildings, the county counsel's office was formally notified today by G. Cavallieri, Los Angeles inventor.

Cavallieri, who told county officials he had sold the rights to Grace F. Marquis, was granted letters of patent in April of this year. He asks a royalty of 5 per cent on construction work.

County attorneys, following a conference on Cavallieri's claims, announced they would pay the inventor no royalty for two reasons. First, the county counsel advised the district there is in reality no infringement, and second, Cavallieri's method of reconstructing buildings is "no good anyway."

Under Cavallieri's system, a new wall is constructed just outside the existing brick walls of damaged school buildings. At intervals, extending horizontally around the building, the new wall is notched into the old wall. The new wall is constructed by means of a gunning process by which concrete is forced into every crack and crevice under pressure. It is literally "shot" into the forms by means of high air pressure. The walls, under the patented system, carry the weight of the interior of the building, including partitions.

County attorneys point out that the state architect will not allow outside walls to carry the load inside buildings, under new regulations. The load must now be carried by steel columns and beams bearing upon these columns. In event of an earthquake,

EVENING HIGH SCHOOL

The subject of this week's horticulture class lesson, Mr. Pieters announced, will be "Rock Gardens." The lesson will be illustrated by many living samples of material suitable for rock gardening. Rock gardens are probably more often badly man-handled than any other type of gardens. Mr. Pieters will help you steer clear of mistakes and help you make your rock garden be the satisfaction it should be. Class meets promptly at 7:00 o'clock tonight, and each Thursday night, in the science building, Torrance high school. The public is invited.

The rehabilitation of the shop is completed and the work of putting them back into condition for use is about accomplished. It is planned to open such classes as the public will support. The principal would appreciate having those interested in some form of shop work come to the office and enroll. The opportunities for work in the woodshop, machine shop, sheet metal and in mechanical drawing will be greater than ever before. It is hoped that a large number will take advantage of these opportunities. As it is only a few weeks before Christmas vacation, these classes will not open until after vacation.

The class in beauty culture is taking up the giving of facial massages, etc. It is an opportunity to learn some very helpful hints as to the best way to care for the skin and so increase one's attractiveness.

If you wish to learn Spanish, join the Spanish class at Torrance evening high school. Courses are given for beginners and advanced students. Classes meet Monday and Wednesday from 7:00 p. m. to 9:00 p. m. Todos son bienvenidos.

walls always fall outward, because they cannot fall inward. Thus if the walls should fall out in event of a serious quake, the floors, partitions and interior of the buildings still would stand under the new construction regulations. It was computed Cavallieri would collect \$500,000 in royalties on Los Angeles city's \$10,000,000 reconstruction program alone, at 5 per cent.

Huge Pumpkin Grown NEWARK, Ark. (U.P.)—Lawrence Sigall, farmer in the Walls Lake region near here, claims the state pumpkin-growing championship. A pumpkin he raised weighs 76 pounds and is five and a half feet in circumference.

Helium Gas Sought SAN MARCOS, Tex. (U.P.)—Samples of a nonflammable gas secured from a well northwest of here have been sent to the U. S. bureau of mines for tests. A possible helium gas deposit is anticipated.

It's safer, more convenient, and more economical to do your Christmas shopping at home. Torrance stores are prepared with an abundance of holiday goods, priced very reasonably.

It saves steps to read the ads and make up your shopping list in the privacy of your own home. Bargains galore without moving from your chair.

Choral Group In Fine Program At Narbonne Friday

Harbor City Parent Teachers Sponsor Splendid Musical Entertainment

Harbor City Parent Teachers Association is sponsoring a program to be given by the Community Chorus of Lomita and school auditorium, Friday evening, December 7. A small admission fee will be charged, the proceeds to go to the association treasury for its welfare work.

Three guest artists will assist the club. They are Helen Cowan Tibbitts, pianist, who will play a Chopin Etude and Fantasy; she will accompany Howard LeMoyna, bass, of South Gate, who will sing "Rollin' Down to Rio" and "Invictus."

Monica Ting Weaver, of Los Angeles, will sing the aria from "Louise" and "Oh Come Fly With Me," from the opera Hernani. Mrs. Hazel Friebel, of Lomita, will sing two solo numbers.

The chorus program will include nine numbers: "To a Wild Rose," MacDowell; "The Skippers of St. Ives," Roedel; "Pale Moon," Logan; "Song of the Vikings," Fanning; "The Green Cathedral," Hahn; "Gothic Home," Dvorak; "Come Where My Love Lies Dreaming," Fox; "Winter Song," Johann Strauss.

The Community Chorus, with Dr. T. W. Bullock, as president, has been responsible for several very interesting musical events in Lomita and Harbor City in the past year or two. It has a large membership of talented amateurs as well as trained musicians, and their choral work is of unusual merit.

Proper Place of Christmas Seals

"Christmas Seals should be used only on the reverse side of letters and care taken that they do not interfere with the address side on envelopes," Postmaster Chas. E. Conner points out. "I hope, however, that the public this year makes a generous use of the little holiday seal which was the growth of an idea originated by a postal clerk in Denmark 27 years ago, as a means of raising funds to care for children suffering from tuberculosis. Since that time, the movement has spread to other countries as well as the United States, and has been largely responsible for the cutting down of the death rate of this disease to one-third of its former toll. Although the Christmas Seal raises money in only penny amounts for tuberculosis prevention carried on by the Los Angeles County Tuberculosis and Health Association, the message of cheer it carries, and its reminder of vigilance against a disease that can be readily overcome if known early enough, have made the Christmas Seal a powerful agent for human welfare, and one of which every postal employee is justly proud.

"Use Christmas Seals on your holiday mail, but do not place them on the address side."

at Narbonne High School

Major School of the Northwest Mounted Police was a guest speaker at a student body assembly held at Narbonne, December 5. The major brought many trophies and curiosities with him and held his audience in a high state of interest as he explained how he obtained each one.

Africa, Mexico, Germany and Canada are among the places he has visited. Although he has served under four flags, the major stated that the Stars and Stripes have done more for him than any other flag. Major Schoof spends the winter months lecturing at different schools and in the summer he resumes his duties in Canada.

A Christmas program is being planned for the students of Nar-

bonne high the afternoon of Friday, December 14. Mrs. Sutcliffe, chairman of the affair, is planning a diversified program. Mrs. Granta, the Spanish class and her Spanish club are to sing a number of Spanish songs, and Patricia Bullock is to give a Spanish dance. The Glee Club will also have an important part in the program, singing Christmas carols. There will also be accordion and trumpet solos. The B7 girls are planning a short Christmas skit.

The Narbonne Lettermen entertained their fathers at a dinner in the school cafeteria Wednesday, December 5. Besides the fathers and boys, the men faculty members and presidents of different organizations in Lomita and Harbor City were invited.

The dinner was prepared by 11 members of the F. T. A., with Mrs. Michelson in charge. New members of the Lettermen's or-

ganization served. After the dinner all went to the gymnasium where games and other entertainment were enjoyed. Refreshment

committee, George Gould, Clinton Powers, George Taylor; entertainers, Biagio Cannistraci, Clinton Powers, Jack Weber, Allan Rider.

GRUBB'S MARKET
CHOICE MEATS
PHONE 779-TORRANCE
IN SAFEWAY STORE 1929 CARSON ST.

You Need More Meat . . .
To Keep Fit These Cold Days
BEEF is extra nice now, and inexpensive, too.

Why not try a toothsome, tender Sirloin Steak or a full flavored Prime Rib Roast? You'll find them REAL TREATS if you get them at GRUBB'S as we handle ONLY CHOICE STEER BABY BEEF—none better anywhere.

SAFEWAY and PIGGLY WIGGLY

Low Prices—Dependable Merchandise

Every day at Safeway and Piggly Wiggly you'll find high quality dependable foods at low prices. We invite you to compare our regular, every day prices. They'll prove that you can save always at Safeway and Piggly Wiggly.

Ralston's 21c	Coffee AIRWAY lb. 17c	Milk Lucerne Grade "A" 10c
Wheat Cereal, 24-oz. Pkg.	3-POUNDS 49c	Pasteurized, Qt.
Baker's Cocoa 10c	Edwards' Dependable Coffee 1-lb. Can 25c	Butter 37 1/2c
Breakfast, 1/2-lb. Can.		La France, Quartered, Lb.
Baby Food 3 for 25c	Spaghetti MILANI'S 16-oz. GLASS 10c	Lucerne Eggs 34c
Stokely's, 4 1/2-oz. Can.	Milani's Chicken & Noodles 16-oz. Jar 23c	Select Eggs 31c
Soup TOMATO 2 for 15c	Salmon LIBBY'S Tall RED ALASKA Can 16c	Large Extras, Doz.
Stokely's, 15-oz. Can.	Van Camp's Sardines 2 No. 1 5c	Jell-O 2 pkgs. 11c
Crackers 16c		Gelatin Dessert.
Snowflakes, 1-lb. Pkg.		Jumbo Stick 5c
A-Y Bread 16-oz. loaf 6c		Peppermint, Each.
White or Wheat, 24-oz. Bc.		
Mustard 10c		
Best Foods, Horseradish, 8-oz.		
Hard Candy 10c		
Satin of Broken Mix, Lb.		

Giffi Beef Broth 16-oz. can 5c

For quick lunches on crisp Autumn days you'll find Giffi Beef Broth ideal. Unusual value. Dozen Cans, 55c. Stock up today.

MEAT VALUES
Values effective only where meat department is Safeway and Piggly Wiggly operated.

Beer 11-oz. bottle 5c	Ham 14c	SHANK CUTS 11c
Brown Derby, (Plus bottle dep.)	CUDAHY'S PURITAN SKINNED	CUTS PER LB.
Tuna Light 2 No. 1 cans 25c	Spareribs lb. 14c	LEAN MEATY EASTERN PORK
Chicken-of-the-Sea	Sauerkraut Tender, Crisp Eastern Bulk 5c	
Mayonnaise 39c pt. 24c	Shortening White Ribbon 2-lb. Cans each 12c	
Best Foods, Qt.	Sliced Bacon Salt & Quality each 29c	
Prunes Sunsweet 40-50 Size 13c 25c	Sausage 1/2-lb. Pkg. 12c	
"Tenderized", 1-lb. pkg.	Oysters doz. 25c	
Pulled Figs 2 8-oz. pkgs. 25c	Turkeys	
"Celophane"		
Mushrooms and Noodles 15c		
Golden Age, 14-oz.		
Dog Food 3 tall cans 13c		
Strongheart		
Del Monte Peas 13c		
Early Garden Variety, No. 2 Can.		
Grandma's Cake 20c		
Gold Pound Pecan Ring, Each		
Box Chocolates 49c		
Holiday Delights, 2 1/2-lb. Box		

PRODUCE
Values at Safeway and Piggly Wiggly operated stands.

ORANGES LARGE SIZE SWEET NAVELS 6 for 9c
LETTUCE ICEBERG TYPE 3 heads 10c
BURBANK 10 lbs. 15c
Potatoes
RUSSET 10 lbs. 17c
Potatoes
AVOCADOS 2 for 15c
Large, Fuerte
DATES 19c
California Fresh, Lb.
ONIONS 6 lbs. 15c
Sweet Spanish
APPLES 4 lbs. 23c
Oregon Spitzenberg

Ladies Aid for Christmas Gifts at The Man's Store.

Sandy and Scotty

MEN'S WEAR
1225 Bartori Ave. "Near the Banks"

Let the "Beacon" Solve Your Every Gift Problem!

All Set for Christmas!

Gift Packages for Men!

WILLIAMS' HOLIDAY PACKAGE—Consists of Shaving Cream, Dental Cream, Talcum, Aqua Velva; Regular \$1.50 Value, Special 89c

BOYER'S MEN'S SET—Consists of Tooth Paste, Talcum, Shaving Cream and Lotion. \$1.25

ESQUIRE GIFT PACKAGE—Consists of Shaving Bowl with Soap, and Fine Shaving Brush \$1.19

Gift Sets for Women!

MOON-GLOW MANICURE SETS—In Zipper Traveling Kit \$1.00
Other Manicure Sets, \$2.50 and \$3.75

LADY LILLIAN MANICURE SET—Containing 7 Articles. 25c
Containing 9 Articles, 49c

COLONIAL DAMES TOILET SET—Consists of Massage Cream, Beautifier, Face Powder, Hand Lotion, Skin Tonic. \$1.80

SYMPHONIE FACE POWDER—With Choice of Bottle of Perfume or Compact, FREE! \$1.00 (Both in Gift Box)

PERFUME ATOMIZERS—Clever New Styles \$1.00 up

Belmont Fountain Pen and Pencil Set - \$2.95

We Are Agents For
Sheaffer
Waterman
Parker
PENS AND PENCILS
See the New Sheaffer Vacuum-Fill Pen and Pencil Sets \$3.95

WRIST AND POCKET WATCHES

Mickey Mouse Wrist Watches \$2.95
Boy Scout Wrist Watches \$3.25
BIG BAD WOLF (He blinks his eye with every tick)
POCKET WATCHES
MICKY MOUSE
POCKET WATCHES
With Fobs
BOY SCOUT and Other POCKET WATCHES \$1.50 — \$2.00

BEACON DRUG CO.
The Retail Store
Leslie L. Prince
1519 Cabrillo Ave., Telephone 180. Torrance, Calif.

SAFEWAY and PIGGLY WIGGLY