

COMPLETE COVERAGE
All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

Indispensable

FOR FLAVORING
SOUPS, GRAVIES
MEAT LOAVES,
LEFT-OVERS, ETC.
★
LARGEST SELLING THICK
SAUCE THROUGHOUT
THE WORLD

A.I.

Major Lines of Business Reach New Recovery High; Outlook Considered Bright

NEW YORK, July 8. (U.P.)—Major lines of business rose to new high levels for the recovery in the first half of 1937 and despite strikes and a slump in markets were holding well with outlook bright for the second half. Consumer goods industries ran above the 1929 levels while the heavy

92 percent of theoretical capacity late in the half and would have broken all records had it not been for shutdowns caused by strikes as the half ended. Production of ingots amounted to 28,810,050 tons against 21,276,097 tons in the first half of 1936, and 29,036,274 in 1929, the record year. The first five months of 1937 broke all records for the industry.

Electricity output which made a new all-time high in 1936 continued to gain. The first half of 1937 was about 13 percent over the corresponding period of 1936 and itself a record.

Automobile output was hampered from setting a record by strikes in practically all the plants save Ford. The output for the first half is estimated at around 2,800,000 cars and trucks, against 2,594,508 in 1936. It was the best since 1929.

Retail and wholesale trade continued to move ahead of 1936. The gain in the former ranged from 10 to 20 percent and in wholesale the rise was 15 to 30 percent. Purchasing power was raised by wage increases in many industries. The rise was so large that strikes failed to offset it and trade continued to advance. Late in June there was some slowing down in strike centers but gains elsewhere offset these losses.

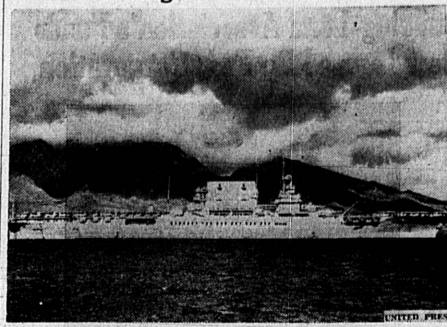
Higher farm income is expected to come despite reduced commodity prices because of sharp gains in crop output. The latter in turn is expected to have a highly favorable effect on railroad earnings. The car loadings total so far this year has been almost 100 percent in showing gains over the previous year. In the first 24 weeks of the year the car loadings totaled 17,398,084, a gain of 14.6 percent over 1936 and a gain of 24.5 percent over 1935 for the corresponding period. Some slowing down came as a result of strikes.

Building made a poorer showing than other lines and the outlook was less favorable largely because of rising costs. Residential building for the first half of 1937 was estimated by F. W. Dodge at \$510,000,000 in the 37 states east of the Rockies. That compared with \$335,000,000 in the corresponding period of last year. S. Seth Schmitman, economist for Dodge, did

not believe that the rate of gain would continue but he estimated that building for the full year would be 20 percent over the \$802,000,000 for all of 1936. Non-residential building is expected to end the year at the same figure as 1936, with private commercial construction making up for a decline in public works.

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Seeking to Locate Amelia



The U. S. S. Lexington, America's swiftest and largest aircraft carrier, is shown steaming out of Coronado Roads at San Diego, Cal., en route to Howland Island, where her planes will be released in the search for Amelia Earhart and her navigator, down somewhere in the South Seas.

Mails Aid Romance

PRAGUE (UP)—Czech post office authorities have worked out a system to keep love secrets really secret. A new triangular stamp has been issued, which marks any letter as "Strictly Personal." Letters bearing this stamp will be handled only to the addressee.

Lemon Chiffon Pie

4 eggs, separated
1 cup sugar
1/2 cup lemon juice
1 tablespoon melted butter
1 baked pie shell
Method: Beat egg yolks until light. Add 1/2 cup sugar and beat until lemon colored and stiff. Add lemon juice and melted butter. Cook on surface unit on low until thick. Beat egg whites until stiff, fold in 1/2 cup sugar and beat well. Fold 1/2 of egg whites mixture into cooked yolks. Pour into baked crust and top with meringue of remaining egg white and sugar mixture. Brown meringue slightly under broiler or in oven at 225° 10 to 15 minutes.

The Choice of Millions

KC BAKING POWDER

Double Tested — Double Action
Manufactured by baking powder specialists who make nothing but baking powder — under supervision of expert chemists.

Same Price Today as 45 Years Ago
25 ounces for 25c

You can also buy
A full 10 ounce can for 10c
15 ounce can for 15c

Highest Quality — Always Dependable
MILLIONS OF POUNDS HAVE BEEN USED
BY OUR GOVERNMENT



Company in the evening? For breakfast? For lunch? It doesn't matter when! The waffle is America's "all-hour" meal, equally tempting morning, noon or night. And it is the tasty delight that can be prepared on an instant's notice from things always on the kitchen shelf.

That is—if you take care to keep a bottle of rich, golden maple syrup on hand at all times. With that clear glass container right there on the table, inviting your guest to eat more... and then more... even the brownest, crispest waffles are sometimes not tempting. Let them see the syrup. Here are a few waffle recipes for your "hurry-up" file. Swimming in luscious syrup... mmm! You'll say "W" stands for Wonderful, as well as Waffle!

Golden Waffles
1 1/2 cups flour
1/2 teaspoon salt
2 teaspoons baking powder
1 cup fresh milk
2 eggs
1 tablespoon butter
Mix flour, salt and baking powder, add milk gradually, then eggs which have been beaten very lightly, and melted butter. Be sure both sides of waffle-iron are very hot, and well greased. After bak-

Rice Waffles
1 cup rice
1/2 teaspoon salt
1 1/2 tablespoons butter
1/2 cups flour
4 cups fresh milk
2 eggs
2 teaspoons baking powder
Cook rice, drain, and add salt, melted butter, milk and beaten eggs. Mix well. Sift baking powder and flour together and add to first mixture. Bake in hot waffle iron.

Cheese Waffles
2 cups sifted cake flour
2 teaspoons double-acting baking powder
1/2 teaspoon salt
3 egg yolks, well beaten
1 cup fresh milk
4 tablespoons melted butter
3 egg whites, stiffly beaten
1 cup grated cheese
2 cups sifted cake flour
2 teaspoons double-acting baking powder and salt, and sift again. Combine egg yolks, milk and butter. Add to flour, beating until smooth. Fold in egg whites and cheese. Bake in hot waffle iron. Place a slice of grilled tomato on each section. Diced uncooked bacon may be sprinkled over batter before closing iron. Makes 4 four-section waffles.

Doughnuts
2 cups flour
2 teaspoons K. C. Baking Powder
1/2 teaspoon salt
1/2 teaspoon Ben-Hur cinnamon
1/2 tablespoon melted Crisco
1/2 cup sugar
1 egg
1/2 cup Mayfair milk
Crisco for frying.
Method: Sift flour, measure and sift again with baking powder, salt and cinnamon. Melt Crisco, combine with sugar and unbeaten egg, and beat well. Add dry ingredients and beat well until smooth. Chill. Turn on well-floured board, pat to 1/4 inch thickness. Cut with floured cutter. Fry in deep

Popovers
2 eggs
1 cup flour
1 cup Mayfair milk
1/2 teaspoon salt
1/2 tablespoon melted Crisco
Method: Beat eggs, add all other ingredients and beat vigorously. Pour into well greased pyrex cups and place in cold electric oven. Set temperature control at 375°. Bake 1 1/2 hours with oven meal.

Crisco heated to 375 degrees, or until a 1-inch cube of bread browns in 1 minute. Place 2 or four doughnuts in frying kettle, turn as they rise to top. Turn frequently. Drain on absorbent paper.

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ASSOCIATED AGROCCERS

INDIVIDUALLY OWNED STORES
SPECIALS FOR FRIDAY & SATURDAY, JULY 9-10

BEN-HUR COFFEE 1b. **28c**

DASH GRANULATED SOAP
Large Pkg. **46c**

OXYDOL
Large Pkg. **22c**

DERBY TAMALES
No. 1 Can **15c**

CRISCO
Pound **22c**
Can **58c**

KOOL-AID
Makes 10 Glasses
Per Pkg. **5c**

Bulk Popcorn
Yellow Variety **10c**

BLACK SWAN BRAND
TOMATOES 10c
No. 2 1/2

PEACHES 15c
No. 2 1/2 (Halves)

SHOE PEG CORN, No. 2, 2 for 25c
TOMATO SAUCE 3 for 10c

IRIS SWEET CORN
"Off the Cob"
12-oz Can **14c**

IVORY FLAKES
Large Pkg. **22c**

GOLD MEDAL (Lb. Cellophane Pkg.) SPAGHETTI or MACARONI 2 for 27c

CAMAY 2 bars for 11c

PILLSBURY FARINA
Small Pkg. **10c**

PILLSBURY Pancake and Waffle Flour
Large, 20c; Small **10c**

POWOW 2 cans for 19c
• FREE OFFER—Mail 6 Powow Labels for Aluminum Sauce Pan. Get Details Here.

GOLDEN SWAN MILK
3 CANS FOR **19c**

Fisher BLEND FLOUR
10-LB. SACK **49c**

HORMEL'S MINNESOTA BACON, 1/2-lb. layer **18c**

POTATO SALAD, lb. **15c**

CREAMED COTTAGE CHEESE, lb. **15c**

Your Associated Grocers
DOAN'S MARKET
2223 Torrance Blvd., Torrance, Phone 486
RICHARD COLBURN
1801 Cabrillo Ave., Torrance, Phone 110
GEO. H. COLBURN
645 Sartori Ave., Torrance, Phone 622

WE PROMISE TO SAVE YOU MONEY ON FRESH VEGETABLES

RATTLESNAKE—Also Have Ice Cold Melons 1c
WATERMELONS 1lb.

HOME GROWN TOMATOES 3 lbs. **10c**

Apricots and Santa Rosa Plums 3 lbs. **10c**

Gravenstein—Eating & Cooking NEW APPLES 4 lbs. **25c**

QUALITY SUPER MARKET
1325 Sartori Vegetable Dept.

MAMMOTH FOOD SALE!

HOUSEWIVES SAY—"IT SAVES TO TRADE AT A&P"

ROSE GARDEN MARSHMALLOWS 1-lb. pkg. **10c**

BLUE SEA FANCY TUNA 2 7-oz. cans **25c**

DEL MONTE PINEAPPLE JUICE No. 1 can **7c**

TOMATO JUICE DEL MONTE No. 1 can **6c**

ASPARAGUS TIPS Del Monte can **12 1/2c**

PEAS EARLY GARDEN DEL MONTE 2 No. 2 **25c**

CATSUP TOMATO DEL MONTE 14-ounce bottle **11c**

"CORONADO" BEER "STEINIE" Plus Deposit 11-oz. bottle 5c

"PILSENGOLD" CANNED BEER, 12-oz. cans, 2 for 15c

SUGAR 6X CONFECTIONERS 1-lb. 7c
POWDERED 1-lb. 6c
C & H BROWN 10 pounds 52c
FINE cloth

EGGS LARGE FRESH
DE LUXE doz. 27c
BROOKFIELD doz. 29c
PROD. OWN doz. 30c

BUTTER FIRST QUALITY
SILVERBROOK 1-lb. 37c
CHALLENGE 1-lb. 38c
DAISH 1-lb. 37c
SWEET 1-lb. 41c

FLOUR PILLSBURY'S BEST
5 lbs. 24c
24c 1-lb. 48c
GLOBE A-1 10 lbs. 43c
GOLD MEDAL 10 lbs. 48c

PRICES EFFECTIVE THURSDAY, FRIDAY, SATURDAY JULY 8, 9 AND 10, 1937.
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

MEAT DEPT. SPECIALS!

GRAIN-FED "BRANDED" STEER BEEF STEAK ROUND, SWISS lb. **25c**

Eastern Bacon lb. **29c**

Genuine 1937 Spring Milk LAMB SHOULDERS lb. **19c**

BOILING BEEF lb. **10c**

GROUND BEEF 2 lbs. **25c**

GROUND ROUND lb. **19c**

SHORTENING 1-lb. can **14c**

SLICED BACON 1-lb. pkg. **19c**

BOILED HAM lb. **49c**

WIENERS, CONEYS lb. **19c**

GRAIN-FED "BRANDED" STEER BEEF CHUCK ROAST 7-BONE CENTER CUT lb. **17c**

FRESH FRUITS & VEGETABLES

RED RIPE WATERMELONS lb. **1c**

FREESTONE NECTARINES 2 lbs. **15c**

TENDER SWEET CORN 6 ears **15c**

A&P FOOD STORES

THE WORLD'S LEADING FOOD MERCHANTS
1319 SARTORI AVENUE, TORRANCE