

People and what they are doing...

Mr. and Mrs. Raymond Rogers, 2215 Andrea avenue, with their son Billy visited with friends in Pomona, Sunday.

Mrs. Libby E. Ellis, 1427 El Prado, has as her house guests for the winter, her sisters, Mrs. G. S. Riley of Wheeling, West Virginia, and Mrs. W. C. Parks of Pierpont, Ohio.

Mrs. Flora McDonald and son Edgar, of 1951 Carson street, were dinner guests Sunday at the home of Mrs. McDonald's daughter, Mrs. Felwyn Allen in Roscoe.

Sororities of the Los Angeles campus of the University of California have announced the pledging of new members. Among those pledged was Mildred Hitecheek, daughter of Mr. and Mrs. J. E. Hitecheek, who is pledged to join the Phi Mu sorority.

Mrs. Ruth Rogers, child welfare chairman of Torrance Women's club attended a conference at the Children's hospital in Los Angeles, Monday.

Attending the Women's Benefit Association breakfast club in Los Angeles, Monday morning was Mrs. Flora McDonald.

Rev. F. Murray Clayton was a guest at the home of Mr. and Mrs. Phillip Clayton and family of Torrance boulevard, Tuesday.

Mr. and Mrs. R. L. Leveille attended a party at the Bellflower American Legion Hall, Tuesday evening.

Mrs. Violet Lanz of San Francisco, is the guest of Mrs. O. A. Kresse, 1443 El Prado.

Mr. and Mrs. John Hooper, 1222 Acacia avenue, have as their house guest for the winter Mrs. Hooper's mother, Mrs. E. F. Figley of Canton, Ohio.

Mr. George Figley of Berkeley, California, visited at the Hooper home over the weekend.

Mr. and Mrs. Marcus Edwards and children Naomi and Warren of 2208 Andrea avenue, attended the annual field day held by the Trials and Pointer club of California, at Norwalk, Sunday.

Mrs. Emily Oetken of Portland, Oregon, is a guest this week at the home of her sisters Miss. Horman Oetken, Mrs. Elizabeth Brod and her brother Will Oetken, 1001 Sartori avenue.

Mr. and Mrs. R. J. Deiningner, 2463 Carson street, have as their house guest this week, the former's sister, Miss Beth Deiningner of Ventura.

Mr. and Mrs. C. L. Gilbert and Van T. Gilbert of Maricopa visited Sunday with Mr. and Mrs. Carl Gilbert, 1511 Acacia avenue.

Miss Edna Lemon, bacteriologist at the Torrance branch of the County Health Center, has returned from a month's trip to New York, where she attended the convention of the American Public Health association. Her father, J. H. Lemon of Lawrence, Kansas, joined here on the return trip from the East and will spend the winter with Miss Lemon at her home, 1214 Acacia avenue.

Warren Johnston of Escondido is spending a few days in Torrance visiting old friends.

Mrs. Stella Nelson of Hollywood was a visitor in Torrance, Wednesday, and attended the Woman's club luncheon.

E. A. Ericson with his wife visited his mother over the week-end at the Plaza hotel on Cabrillo avenue. The Ericsons live in San Fernando.

Mrs. C. Ericson, of 1720 Cabrillo avenue, visited with friends for a week in Riverside. Mrs. Ericson states that she is glad to be back in Torrance.

On Tuesday night Mesdames E. Connors, E. Lanning, F. Whitacre, and G. Syle of the local Trio Rebekah Lodge, were guests in Long Beach of the Del Mar Unit of the Rebekahs.

C. Carlson and family of 1723 Andover avenue were guests of friends in San Diego over the week-end.

Narbonne's Year Book Wins Highest National Rating

All-American, the highest rating a high school year-book can receive, signifying superior, was given to Narbonne's 1937 El Eco, which was edited by Gertrude Hagum and 13 assistants. Out of 573 year-books entered in the high school division of the National Scholastic Press association, 14 were rated All-American.

Judged on the plan of the book, sections, editing and make-up, financial status, mechanical considerations, and the general effect, the Narbonne El Eco totaled 900 points out of a possible 1,000. The entire printing of the 128 page book was done in the school printshop under the direction of A. H. Vogler.

As a summary, the following comment appeared on the rating sheet: "The 1937 El Eco has achieved the goal of every year-book staff. It is an excellent piece of student work, showing initiative, resourcefulness, and faithful pursuit of duty. It is a remarkable example of what students can achieve."

Birth announcements, wedding invitations, announcements, all kinds of social stationery are now available at the Torrance Herald at most reasonable prices.

Fictitious Firm Name Filings Increase; Mandatory by Law

Fictitious firm name certificates to the number of 4,528 were filed with County Clerk L. E. Lampton during the past fiscal year, it was revealed at the Hall of Records this week. This is an increase over last year's record of 3,697 and was the largest number of fictitious name certificates filed in any recent year.

Other indications of increasing business activity throughout the county are revealed in the record that 4,528 articles of incorporation were filed, an increase of 578 over the previous year's record. The record filing of fictitious name certificates brings the total up to 23,000 individuals and partnerships which have filed such certificates in Los Angeles county as required under Section 2466 of the Civil Code.

The requirement that every person or firm or partnership conducting business under a fictitious firm name must file a certificate and must publish it once a week for four successive weeks in some newspaper in the county is mandatory.

See Lawyer or Herald Lampton expressed the opinion that all firm names used by individuals or partnerships are fictitious if they contain any element of uncertainty as to the true identity of the owner.

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SAFEWAY

Del Monte PANTRY PARADE



DEL MONTE APRICOTS
Whole, unpeeled halves of California fruit.
2 No. 21 cans 27c

DEL MONTE PINEAPPLE
Eight fancy slices to each can value!
2 No. 21 cans 35c

DEL MONTE FANCY PEARS
Fancy halves of California Bartlett.
2 No. 21 cans 33c

DEL MONTE FRUITS
RAISINS 2 15-oz. boxes 15c
PEACHES 2 No. 21 cans 15c
PEACHES 2 No. 2 cans 13c
PRUNES 2 No. 2 cans 13c
JUICE 2 No. 2 cans 23c

DEL MONTE VEGETABLES
PUMPKIN 2 15-oz. cans 10c
TOMATOES 2 No. 21 cans 25c
SPINACH 2 No. 21 cans 25c
SAUCE 3 8-oz. cans 11c

DEL MONTE FANCY CORN
Choice of Country Gentleman or Golden Bantam.
2 No. 2 cans 11c

DEL MONTE FANCY PEAS
Early Garden of Variety Sweet, tender, medium size.
2 No. 2 cans 27c

DEL MONTE SARDINES
Selected California sardines, Flavored with Angostura.
2 15-oz. cans 17c

DESSERT ITEMS
Jell-O Gelatin Dessert Assorted Flavors 3 pkgs. 14c
Nasty Tapioca For quick puddings 8-oz. pkg. 9c

COFFEE VALUES
Edward's Coffee Regular or drip grind 1-lb. can 25c
Edward's Coffee Regular grind Vacuum packed 2-lb. can 49c
M.J.B. Coffee With flavor-essential Packed in one-pound can 1-lb. jar 27c
Iris Coffee High quality blend Packed in glass 5-lb. jar 29c
Webb Hill Coffee Finest quality blend Ground to your order 1-lb. jar 23c

FRUIT AND VEGETABLE JUICES
Grapefruit Juice Stokely's Finest 20-oz. can 10c
Libby Tomato Juice Gentle Press 2 No. 2 cans 15c
Val Vita Tomato Juice 13-oz. cans 5c

CANNED MEATS
Chili Con Carne With beans Goshardt's 2 11-oz. cans 25c
California Tamales 8-ounce size can 5c
Libby Corned Beef Hash No. 2 17c
Corned Beef Hash Prudence Brand 16-oz. can 19c

CANNED SEA FOODS
Chicken of the Sea Tuna No. 1/2 can 15c
Mission Tuna Choice quality light meat fish 2 No. 1/2 cans 25c

CANNED VEGETABLES
Asparagus Sacramento brand Natural pack tall can 17c
Van Camp Pork & Beans 31-oz. can 12c
Pork & Beans With tomato sauce Van Camp brand 2 16-oz. cans 13c
Standard Tomatoes Pure packed 3 No. 21 cans 25c
Lotus Sauerkraut White No. 21 can 10c

BREAKFAST CEREALS
Quaker Oats Quick cooking or regular 20-oz. box 9 48-oz. box 18c
Jersey Corn Flakes 2 8-oz. boxes 11c
Pillsbury Farina 14-ounce package 10c
Kellogg All Bran 11-oz. box 12c 19-oz. box 19c

SPAGHETTI AND NOODLES
A-1 Spaghetti Or Macaroni Globe brand 12-oz. pkg. 11c
Egg Noodles Mrs. Weber's brand Fine or wide type 6-oz. pkg. 10c

BEANS AND RICE
Large White Beans Gello bag 2-lb. size 13c 1-lb. bag 7c
Small White Beans Gello bag 2-lb. size 13c 1-lb. bag 7c
Baby Lima Beans Gello bag 2-lb. size 13c 1-lb. bag 7c
Blue Rose Rice Gello bag 1-lb. size 7c 2-lb. bag 12c

SYRUP AND SUGAR
Sleepy Hollow Syrup Cane & Maple Pint size jug 19c
Table Syrup Sleepy Hollow brand Cane and maple blend quart jug 35c
Pure Cane Sugar Packed in cloth bag 10 lbs. 53c
Fine Beet Sugar Packed in cloth bag 10 lbs. 52c

FRESH BREAD
Toasted Brand. Choice of white or wheat, sliced or unsliced.
16-oz. loaf 7c 24-oz. loaf 9c

FRESH BREAD
Julia Lee Wright's. Choice of white or wheat, sliced or unsliced.
16-oz. loaf 8c 24-oz. loaf 11c

Peanut Butter
BEVERLY BRAND
1-lb. jar 18c 1 1/2-lb. jar 25c
2-pound size jar 30c

Van Camp Soup
Bean, pea, or vegetable varieties. Jumbo size cans.
2 20-oz. cans 19c

MISCELLANEOUS
C-H-B PICKLES Assorted, 6 1/2-oz. jar 10c
JAMS & JELLIES Tropical assorted, 12-oz. jar 15c
CRANBERRY SAUCE 2 cans 25c
Stokely's, 17-oz. can 25c

BAKING POWDERS
CLABBER GIRL 10-oz. can, 9c; 2-lb. can 23c
CALUMET Baking powder, 1-lb. can 19c

FLOUR VALUES
SWANS DOWN 23c
PANCAKE FLOUR Pillsbury brand, 40-oz. box 17c

LUCERNE MILK
Grade A pasteurized, country fresh milk, Gold Medal quality.
qt. 10c

DAIRYLAND MILK
Grade A pasteurized, fresh milk. Quality milk at a low price. Above Prices in Metropolitan Los Angeles.
qt. 9c

FRESH EGGS
Medium size eggs. Packed in cartons.
Per Dozen 31c

Spry Shortening
Triple cream shortening. For perfect baking. - use Spry.
1-lb. can 20c 2-lb. can 56c

Kitchen Craft Flour
Milled from top grades of wheat.
No. 10 38c 24-lb. sack 79c
bag 33c sack 69c

Harvest Blossom Flour
All purpose family blend. Note low prices.
No. 10 33c 24-lb. sack 69c
bag 33c sack 69c

NEW LOW MEAT PRICES NOW EFFECTIVE

STEAKS PORTERHOUSE, T-BONE, SIRLOIN TIP, CLUB OR SIRLOIN STEAK 32c PER POUND

GROUND BEEF Freshly Ground per lb. 16c
BONELESS BEEF Lean Meat per lb. 22c
CORNER BEEF Boneless Brisket per lb. 17c
PORK SAUSAGE Pure Pork & Spices per lb. 27c
SPARE RIBS Lean Meaty Cuts per lb. 25c
SAUERKRAUT Fancy Crisp Long Shreds, New Pack 2 lbs. 15c
BEEF ROAST Shoulder Chuck Roast per lb. 21c
BEEF ROAST Center Cut 7-Bone per lb. 32c
PRIME RIB ROAST Standing Roast per lb. 33c
PORK ROAST Blade Rib or Large Loins per lb. 27c
FRESH OYSTERS Large Eastern per doz. 27c
FILLET OF SOLE Fresh Caught per lb. 25c
SLICED BEEF LIVER To Fry per lb. 25c
SLICED BACON Swift's Premium in Cellophane 1-lb. pkg. 20c
SHORTENING White Cloud in Cartons 1-lb. box 11c

HAMS WILSON'S TENDER MADE 37c

"The Ham you can cut with a fork." Sensational reductions in price on this superior quality Wilson Ham.
Butt Cuts, lb. 27c
Shank Cuts lb. 23c
WHOLE OR FULL HALF lb. 37c

POTATOES U. S. No. 1 grade Idaho Russets 10 lbs. 15c

APPLES Crisp juicy Jonathans from Northern orchards 7 lbs. 25c

CELERY Regular local 7c Fancy Northern Large stalk 10c
GRAPEFRUIT Thin-skinned, juicy Imperials 7 for 15c

SAFEWAY

THESE PRICES EFFECTIVE IN SAFEWAY-OPERATED DEPARTMENTS OF STORES WITHIN 35 MILES OF LOS ANGELES, through Saturday, November 6. Sales tax will be added to retail prices on all taxable items.

» QUALITY «

SUPER MARKETS

2171 TORRANCE BLVD. 1325 SARTORI AVE.
L. G. Barkdull, Proprietor Tom King, Proprietor

LEAN TENDER BEEF POT ROAST lb. 14c
A-1 BEEF-YOUNG TENDER ROUND BONE ROAST lb. 20c

EASTERN SLICED BACON lb. 35c
BONELESS COTTAGE HAMS lb. 35c

BY THE PIECE (As Cut) BACON lb. 30c
SWIFT'S PEARL SHORTENING 2 lb. Pkg. 25c

PURE LARD 2 lbs. 35c
7-BONE ROAST lb. 17 1/2c

SMALL T-BONE STEAKS
SWISS STEAKS lb. 26c
GROUND ROUND STEAK

LAMB for STEWING 2 lbs. 25c
MINCE MEAT lb. 15c
FRESH HAMBURGER lb. 14c

PORK CHOPS lb. 25c
VEAL CHOPS lb. 25c
Fresh Country SAUSAGE lb. 25c
Plate and Brisket Boil 2 lbs. 25c

AIRWAY COFFEE SEE IT GROUND 17c

Mild, mellow blend. See it ground KNOW it's fresh.

GRAPEFRUIT 2 No. 2 cans 23c

CORN ALSO PEAS & GREEN BEANS 3 No. 2 cans 25c