



MEAT
-SUPPLIES THAT NEEDED ENERGY
and for the
FINEST, CHOICEST CUTS IN TOWN
IT'S
GRUBB'S MARKET
IN SAFEWAY STORE
1929 CARSON Ph. 775



PRE-INVENTORY Sale

Up go your savings because our stock must come down before our annual inventory. Good merchandising demands that we take annual inventory. The less merchandise on our shelves, the easier our job will be. Therefore, we tempt you to buy this week with these EXTRA SAVINGS in seasonal home-drugs, toiletries and sundries.

DR. MILES WEATHER CALENDAR FREE
SHOWING WEATHER FORECASTS
PLANTING DATES - HOLIDAYS
MOON PHASES - TIME OF SUN-RISE AND SUNSET NO PURCHASE NECESSARY!

Box of 500 FACIAL TISSUES 16c
Medium - TOOTH POWDER DR. LYONS 39c
Large Size - DR. MILES' ALKA SELTZER 54c

Low Priced - Large Size O. M. TABLETS 87c
Large - FOR PERIODIC PAINS MIDOL TABLETS 39c
Regularly More - LITTLE LIVER CARTER PILLS 17c

Special! - PARKE-DAVIS ALOPHEN PILLS 59c
Bottle of 50 Tablets ANACIN 59c
1-Ounce - INHALANT EPHEDRINE 19c

Regular Size Salve Mentholatum 27c
Large Tube Analgesic Baume Bengue 50c

Regular Size Salve Mentholatum 27c
Large Tube Analgesic Baume Bengue 50c

Regular Size Salve Mentholatum 27c
Large Tube Analgesic Baume Bengue 50c

Public Invited to Moose Party New Year's Eve

Combining the dedication of the Moose Hall and club rooms in the McDonald hall at 1951 Carson street, the fraternal order of which A. H. Bartlett is dictator will hold a gala reception and New Year's Eve party Saturday night, Dec. 31.

This will be open to the public and the tickets are modestly priced at 50 cents each. Bartlett said the Moose lodge has retained a good orchestra and has made plans to give 1938 a rousing farewell and greet 1939 in hilarious fashion.

Former Resident Slugged, Robbed On Moving Day

R. H. McCulloch will never forget the day (last Friday) when he moved from the White Casino apartments on Carson to 21965 South Berendo. While returning from one trip to his new address he was forced off Carson street by a motorist who, when McCulloch stopped and got out to remonstrate about discourtesy of the road, slugged him, took his billfold and car registration slip.

McCulloch could only identify his assailant as a "foreign looking man." He lost no money in the robbery because the billfold was empty but he hopes the slugger will relent and return his registration slip so he can obtain his 1938 license plates.

Inhalator Squad Saves Gas Victim

Five oxygen tanks were used by Director John Stroh, Capt. J. E. McMaster and Engineer Roy Winters of the fire department to resuscitate Maria Marino, housewife who had been overcome by gas at her home, 14401 South Vermont, Tuesday afternoon.

Boys Warned About Breaking St. Lights and Air Rifles

Director John Stroh of the police and fire department fired a double-barreled warning today to all boys in Torrance:

"There have been too many street lights broken during the past few days—30 having to be replaced in all—and I am assigning an officer to street light duty who has authority to prosecute all cases of such malicious damage," he said.

"Furthermore, Christmas is over now and those nice, new air-rifles which some boys received as gifts are contrary to city ordinance. They are held to be weapons and as such cannot legally be used by boys under 18," Stroh pointed out.

INTEND TO WED

Gordon Northington, 25, 2075 Torrance boulevard, and Dorothy A. Luckeuck, 24, of Moore, Okla. Stanley Wilek, 38, of the U. S. S. Louisville, and Sylvia M. Collier, 23, of 1864 1/2 29th Place, Lomita.

Lee R. Norris, 42, of 1312 West 22nd, Torrance, and Rose L. Thompson, 39, also of Torrance.

Norman Aldrich, 19, of 2419 West 25th, Lomita, and Alice L. Dudley, 16, of 2443 26th, Lomita.

Leslie C. Smith, 24, of 2258 Meyler, Torrance, and Eunice R. Gull, 18, of 1031 Ocean, Torrance. Edward Emmet Archer, 29, of 2419 Pennsylvania, Lomita, and Hallie E. Bennett, 26, of San Pedro.

The woman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

The boyman was first believed beyond hope but the inhalator squad responded to a call from Torrance Memorial hospital and after two and one-half hours' work, revived her.

SHOP TALK

by RAY BROOKS

XMAS TITTLE & TATTLE YOU MIGHT ALREADY KNOW:

That local doctors spent most of Christmas Day at the hospital stitching up faces, setting arms, administering opiates to two luckless (i. e. "reckless") drivers & their families whose autos smashed up at different points about town, put them all on stretchers.

That at Lyle Doan's Associated Market the boys have worked up a complicated two bit Rose bowl board for the fourth year for a prize of twenty-five bucks. Shop Talk's numbers are 2 and 0.

Would appreciate a little mental support on part of readers. For us to win, we have it figured that Duke must carry the ball 13 times, tote it 89 1/2 yards, and that S. C. must win by 18 1/2 points, by the water boy onto the field 37 times, and kiss each Duke player at least twice during the game. Add it all up and Shop Talk wins \$25.

That one of the high spots of the Christmas open house season was staged last Saturday afternoon by the Torrance Lumber Co. with "Slim" Sillicko and Charlie Jones as co-hosts. A neat & tricky job of hosting was done by the boys and dozens of local folks had a good time.

That Hillman Lee, Mgr. of J. C. Penney's, reports gross sales for December '38 in excess of the same month last year, flashes a broad grin as he contemplates a large slice of profit dividend.

That since the city has blocked off El Prado for repair purposes the alleys are getting a terrible play as thoroughfares. Traffic jams happen every few minutes, cars narrowly avoid cracking up, parking facilities have become scarce. Observed Mortimer Sherkey, breezing along in Stone & Myers 40 ft. Packard, almost knocking horns at an alley corner, thought for a moment he might have to call his own ambulance to pick him up.

That general retail business conditions in Torrance this Christmas surpassed those of last December by quite a margin. This results to mind the local bloom last year when the mighty Columbia Steel, operating thru October and November like a sick chicken, finally slumped its gates shortly before St. Claus was scheduled to slide down many a steelman's chimney, to ironically leave him nothing but a goose egg.

That Jack Koch, of the Star, seriously recommends Sartori Ave. be changed to Broadway. Main or some other common name. Says no one can remember, spell or pronounce "Sartori" and Shop Talk agrees. Who was this "Sartori" anyhow that we should have to stumble & fumble over his moniker! At least we can make it easier on ourselves.

That Attorney-at-Law Kenneth Hughes and his wife are staggering all the natives with as purty a new year's bulk as ever came to town. Obviously an Xmas gift, Shop Talk wonders if husband gave it to wife or versa vice.

That drum-playing Guy "Oilfield" Kelley gave his beautiful small daughter a new spinet piano for Xmas, though the daughter hardly gets close to it as Guy sits and whips off hot licks on "Ida" . . . and we mean he really can whip them off!

That perhaps drivers other than Shop Talk have nervously threaded their way this week thru a maze of speeding new Christmas bicycles, each cycle having a small boy attached who is obviously as nervous as the driver. A fine combination for accident.

That one of the cleverest Christmas cards to filter thru Senior E. Connor's democratic citadel this Xmas was the Probert's ultra super late gag greeting and B.T.T. announcement combination, as written and copyrighted by none other than the Kid Himself!

That Shop Talk, having little space here remaining, whips off a short & snappy

HAPPY NEW YEAR TO ALL!
SUBSCRIBE TODAY!
The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

Estimate Six Million Flowers Will Be Used in Pasadena Parade Jan. 2

Six million flowers will be used to decorate the floats which will appear in the 60th annual Tournament of Roses Parade in Pasadena, Jan. 2. This estimate, considered a conservative one, was made by the decorators who are now engaged in building the framework of the massive structures. Each float will have from 75,000 to 400,000 individual blooms to carry out the floral interpretation of the theme "Golden Memories."

Nothing artificial is permitted on a float. Even the words identifying the floats must be made of flowers. Flowers are fastened to the framework of the floats in numerous and novel fashions.

Because this is the golden jubilee year for the parade, special effort is being put forth to exhibit extra grand floats. Some

Walteria Postmaster Retires Saturday

Having completed a record Christmas season, Postmaster Nona DeNelle of Walteria is looking forward to her retirement from active service Saturday. She will turn over the postoffice duties to Mrs. Loy Knight on that day—thus ending a nine-year term.

The new Walteria postmaster has familiarized herself with the operations of the office during the Christmas rush. Mrs. Knight has also taken over the confectionery story in which the postoffice is located.

will be mechanical in nature, but of course, as all in flowers. Grasshoppers have five eyes.

Service Electric Co.

GUARANTEES
Lower Prices
ON ELECTRICAL
CONTRACTING • LIGHTING
REPAIRING • FIXTURES
CALL US FOR ALL ELECTRICAL WORK!

SERVICE ELECTRIC CO.

Torrance's Newest and Finest Appliance Store!
Distributors for GENERAL ELECTRIC and HOT POINT!
EL PRADO and SARTORI PHONE 238

A REVIEW OF SAFEWAY ACHIEVEMENTS in 1938

1938 has been a year of progress for Safeway. We are proud of the great strides that have been made by our organization during the past year. New friends have been made; new stores have been opened; established ones have been modernized; new products have been introduced and distribution methods improved. We recognize the fact that this progress has been possible only with the aid of the food buyers that we serve, and we pledge ourselves to do everything in our power to merit a continuation of their patronage.

Foremost item on Safeway's 1938 record is the expansion of the scope of our service by the opening of 44 new modern stores. Many additional communities are now served by Safeway stores. Other achievements include the introduction of the new fibre cartons for Lucerne Milk, also presented to our customers during 1938 were Party Pride Ice Cream and Sherbert, Un-aid Pure Pork Sausage, and Cherk Milk. It is Safeway's hope that even greater advances may come during 1939. Watch Safeway for the newest trends in food merchandising.

Prices in Effect Thru Sat., Dec. 31
With exceptions noted, these prices are effective in Safeway-operated departments of all stores within thirty-five miles of Los Angeles.

CANNED VEGETABLES
Stokely's Peas Honey 14c
Silver-Date Brand 14c
Tomatoes Packed in puree 9c
Stokely Lima Beans 15c
Pork & Beans Van Camp's 12c

MEATS & FISH
Hammer's New 12c
Hickory Brand 12c
Sliced Beef 10c
Kippored Snacks 5c

CANNED MILK
CHERUB BRAND
"It's Baby Fare"
8 cans 22c 4 tall 22c

OTHER CANNED FOODS
Cherries Maraschino Type 40c
Orange Juice Treasurers 7c
Potato Sticks 9c
Van Camp's Tomato Soup 5c
Lynd's Soup 3 for 25c
Chili con Carne 24c
Gebhardt's Tamales 13c

AIRWAY COFFEE 13c
Delicious mellow-mild blend. Ground to order at time of purchase.

TOMATO JUICE 8c
Stokely's Finest tomato juice. (46-ounce size, 15c.)

MISSION TUNA 12c
Choice quality light meat, in pure oil. For sandwiches, salads.

CRACKERS GUTHRIE'S BRAND 10c
Choice of soda or graham crackers. (Butter Spray Crackers, 17c.)

STOKELY CORN 10c
Country Gentlemen variety. (Stokely's Golden Broom Corn, 12c, can, 10c.)

SAFEGWAY GUARANTEED MEATS
For meats that are sure to please, shop at Safeway. Every chop, every steak, every roast is guaranteed flavor-perfect and tender. Your money will be returned if Safeway meats fail to please.

CHICKENS OR FRYERS 29c
Fancy roasting chickens. 4 to 5 lbs.; fancy fryers, 2 1/2 to 3 1/2 pounds.
PORK SAUSAGE 29c
Un-aid Brand pure pork sausage, picked in 1-pound Viking casings.

HOLIDAY BEVERAGES
Brown Derby Beer 11c
Brown Derby Beer 11c
Brown Derby Ale 11c
Sparkling Water 15c
Merry Mix 25c
Ginger Ale 6c
Lime Rickey 25c

COFFEE—OVALTINE
Edwards Coffee 1-lb. 23c
Nob Hill Coffee 1-lb. 19c
Ovaltine 1-lb. 33c

VALUES IN SPREADS
Spread Lunch Box 23c
Oleomargarine 12c
Dixie Jellies 14c

MISCELLANEOUS VALUES
Jell-O Gelatin Dessert 39c
Fresh Pop'n Popcorn 14c
Sun-Maid Raisins 12c
Vermont Maid Syrup 17c
Minicemest Concentrated Type 21c
Tropical Minicemest 25c
Crisco Vegetable 1-lb. 51c
Egg Noodles Mrs. Weber's 15c
C-H-B Sauce 15c
Pard Dog Food 25c

HOUSEHOLD ITEMS
Su-Purb Soap One large box and one small box 20c
Lux Soap Flakes 21c
Scotch Soap 18c
Dash Soap 22c
P & G Soap 11c
Old Dutch Cleanser 20c
Purex Liquid Bleach 20c
Liquid Bleach 34c
Waldorf Tissue Soft-Wave 4c

FRESH FRUIT & VEGETABLES
ROME BEAUTIES 5 for 25c
LARGE AVOCADOS 2 for 15c
MEDIUM AVOCADOS 5c
SWEET POTATOES 6 for 10c
FANCY RED YAMS 3 for 14c
RUSSET POTATOES 10 for 19c
FANCY POTATOES 10 for 18c

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.

SAFEGWAY
Your Friendly Grocer
Sales tax will be added to the retail price on all taxable items.