

Mayor's Projects Commended and Hit in Letters

First written response to Mayor William H. Tolson's "trial balloon" effort to interest the city in a long-range improvement program concentrating on betterment of Torrance boulevard, Cabrillo avenue and recreation projects came this week from Portland, Ore.

Mrs. John Lefelman of that city wrote the city council here that she owned property at Cabrillo and Carson street for many years and was highly in favor of the improvement of Cabrillo. She stated that she was following The Herald's articles about the proposed works with keen interest.

Because of the present condition of that main business thoroughfare, Mrs. Lefelman wrote that she could see no justification for improvement of her vacant lots. If the street was bettered, then she would build, she said. Mrs. Lefelman's letter was heard with considerable interest by the council and filed for future reference.

Opposes Projects
Mayor Tolson said that he was eager to obtain other opinions about the improvement program. Another letter was read Tuesday night at the council session which was not so favorable to the Mayor's proposed betterment projects. This was from Edgar S. (Ted) Frenger of 3657 Emerald street.

He emphatically objected to improvement of Cabrillo by the removal of the P. E. tracks and making Torrance boulevard a No. 1 street. Frenger demanded improvement of "our spring breaking roads" in his part of town. "We can get along without removal of the P. E. tracks until we put a road thru from the west and northwest that will protect the lives of school-children by taking some of the traffic off Torrance boulevard," he wrote.

"We do not need recreation buildings in Southern California. Tennis courts are available at present and the big Pacific Ocean is at our doorstep. . . . The pistol range is a pain in the neck," he continued.

Favor New Range
In regard to the latter project, the council went on record Tuesday night as favoring the use of part of the city's property in the vicinity of the municipal water district's storage tanks off Torrance boulevard and Cedar avenue. No appropriation for establishing a pistol range there will be made, however, until after the city engineer submits plans and an estimate of the cost.

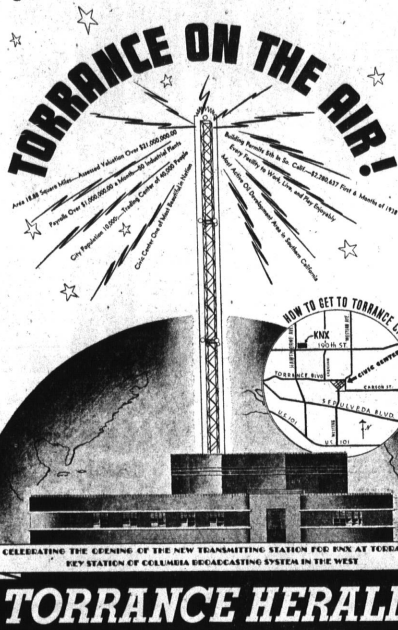
William H. Stanger, member of the Torrance Pistol club, presented the range site proposal in behalf of Director John Stroth. He pointed out that the present range is nearly inundated by waste oil and water and existing dikes would soon give out to force complete abandonment of the location off Plaza del Amo near the city dump. Stanger said that a new range, located on land 90 by 220 feet in size, would cost about \$1,500.

INTEND TO WED

Ottis O. Clayton, 26, of 25635 Pennsylvania street, Lomita, and Margaret L. Schatz, 20, of 2300 West 25th street, Lomita, are to be married Jan. 27, at 10:30 a. m., at the home of Mr. Clayton's parents, Mr. and Mrs. J. L. Moore, 37, of 1669 25th street, Harbor City.

Emilio Adamoli, 22, of 413 West Ocean street, Torrance, and Olga Biezo, 18, of Wilmington.

Judges Scanned Its 64 Pages and Found It Tops!



Herald Special Edition Wins Highest Award

(Continued from Page 1-A)
publisher of The Herald, Grover C. Whyte, Jr., hostler concluded.

Other Winners
Other awards included: Best front page of a weekly newspaper, presented by Harry Chandler of the Los Angeles Times, published by Bill Rogers, son of the late humorist, Will Rogers; Best editorial page, presented by the California State Chamber of Commerce to C. A. Stork, publisher of the Santa Barbara News-Press; Best single editorial, won by Neal Van Sooy of the Azusa Herald; Most outstanding community service, to Davis Enterprise; Best commercial printing, Selma Irrigator; Best newspaper promotion, El Centro Press; and best news picture, Glendale News Press.

Of the 18 possible first, second and third place winners, weekly newspapers captured 11 and of the eight first awards, weeklies took four.

Four Babies Born at Hospital Here

Two boys and two girls were born at Torrance Memorial hospital during the past week, Mr. and Mrs. J. L. Sawley of Inglewood became parents of their second child, a son, last Wednesday. Mrs. Sawley was formerly employed as a nurse at the hospital here.

A daughter was born to Mr. and Mrs. K. Aoki of Gardena Monday. Mr. and Mrs. Robert Hesketh of Hermosa Beach welcomed a daughter Monday. A son was born to Mr. and Mrs. John C. Larson of Redondo Beach on Monday.

Japan is calling up its unmarried women for "volunteers" to be the brides of disabled veterans.

A Message to the Sick

Will you give me an opportunity to help you?

Many people delay having a physical check up until some serious illness overtakes them.

I will consider it a privilege to give you a Blood Pressure Test; a Basal Metabolism Test; a Spinal examination; a Throat and Lung examination without charge or obligation.

If I can be of assistance in solving your health problem, you are cordially invited to call between 9 A. M. and 5 P. M., Tuesday, Thursday or Saturday.

C. O. GILLET, D.C.

1339 POST AVENUE. Next Door to Library
TORRANCE, CALIFORNIA

Jobless Fund Payments Due

This is a reproduction of the cover to "California's Best 1938 Special Edition."

Issued Sept. 15, 1938, it attracted wide attention and more than 15,000 copies were distributed.

The work of the regular staff, its contents told the story of Torrance, its people and institutions, its advancements since it was carved out of sand dunes and bean fields in 1911.

On display at The Herald office now is the large gold cup presented to Grover C. Whyte last Friday afternoon, when the broadcast of the California Newspaper Publishers' convention in Fresno.

The magazine was the product of the Herald staff with-out outside assistance. It was planned, written, edited, composed and published exclusively by the regular staff. That is why, when the broadcast of the California Newspaper Publishers' "Award Luncheon" was on the air last Friday afternoon, nearly all of The Herald's family was listening to loud speakers.

Officials of the State Department of Employment today urged all California to complete payment of 1938 contributions to the Unemployment Fund on or before Jan. 30.

This announcement was made by W. F. French, chief of the division of Unemployment compensation, who said that in requesting contributions a day before they are actually due to the state, the Department is conforming to a regulation issued by the United States Treasury Department.

Treasury officials, according to notice received by French, require payment of all 1938 contributions on January 30 to allow the annual tax credit off-set provided in the Social Security Act.

It pays to advertise in The Herald.

FHA Loan Volume Here in '38 Sets New Record

From the beginning the city of Torrance has consistently maintained active participation in the insured mortgage program of the Federal Housing Administration.

Beverly Hills to Offer Free Parking for Store Workers

Cities throughout the country are watching the experiment instituted by Beverly Hills to provide free parking lots in the downtown area for businessmen and their employees, as a means of clearing the curbs for shopping motorists.

Under authorizations of the Beverly Hills city council, the Chamber of Commerce is leasing at least a dozen vacant lots for \$1 a year from civic-minded owners. The city will use spare men and equipment to grade or fill the lots, which will be covered with gravel donated by a contractor.

The chamber will operate the lots, allocating space to business men and downtown workers who daily drive into the business section and now park their cars all day at curbs or in alleys.

DOES BLADDER IRRITATION WAKE YOU UP? It's not normal. It's nature's warning. "Danger ahead." Your 25c back if this 4-day treatment does not help nature flush excess acid and other wastes from the kidneys. Excess acids can cause the irritation resulting in getting up, burning, frequent or scanty flow, burning, backache or leg pains. Just say Bulets (25c) to any drugist. Locally at Beacon Drug Co., adv.

BOY'S AND GIRL'S SCHOOL OXFORDS

JOIN OUR BUSTER BROWN CLUB
Valuable Prizes
See Our Windows



BOY'S \$2.49 Black calf skin oxfords . . . wing tip or moccasin styles. Brown calf skin, wing tip, with crepe soles. \$2.95

GIRL'S \$2.49 Black or Brown oxfords, flexible extension soles, with or without flaps. Patent sandals, junior heels \$2.49

Air-Step OXFORDS
\$3.95 FOR Men and Women \$4.95
WALK AS YOU RIDE . . . ON AIR

SAUL'S SHOE CO.
1119 SARTORI AT POST PHONE 894

DON'T GAMBLE

• A Stitch in Time STILL Saves Nine The same proverb applies to your automobile. When your car doesn't start with all the zip and speed you think it should . . . and doesn't have the power and smoothness, yet is a little heavy on gas consumption . . . why not have it checked? . . . checked by the most modern equipment and expert mechanics in the city . . . who know their equipment and how to use it on your motor.

Gene & Ed AUTO ELECTRIC

1320 Cabrillo Ave.

Telephone 239

Try our new finest quality MEADOW WOOD BUTTER

Made from fresh sweet cream

You'll like it!



Per Pound **32c**
(FIRST QUALITY BUTTER)



Buy Safeway Guaranteed Meats Today!

At the low prices now prevailing on Safeway Guaranteed Meats it is economical to serve most often. These are top quality meats, brought to the peak of their perfection in flavor and tenderness, and cut "waste-free." Buy Safeway meats . . . save on food!

Beef Roast Center cut, seven bone, per lb. **19c**
Ground Beef Inspected, per lb. **15c**
Pork Loin Whole or half, per lb. **21c**
Pork Roast Shoulder, Shank cut, per lb. **16c**
Piece Bacon Quality, sugar-cured, per lb. **23c**
Chickens Roasters, on tray, per lb. **27c**

FRESH EGGS & MILK
Breakfast Gem Eggs, Large Size per doz. **25c**
Large Fresh Eggs, Cream of carton of **27c**
Medium Size Eggs, Cream of carton of **23c**
Lucerne Milk, Country Fresh quart **9c**
No DEPOSIT. Price in L. A. metropolitan area.

BREAD, CRACKERS, SPREADS
Fresh Bread, Julia Lee 1-lb. 8 1/2-lb. **11c**
Ritz Crackers, National Biscuits 1-lb. box **21c**
Peanut Butter, Real Roast 2-lb. jar **14c**
Spread, LUNCH BOX 9c pint **25c**
Orange Marmalade, King Kelly 16-oz. jar **14c**
Durkee's Troco, Oleomargarine lb. **19c**
Oleomargarine, Robin Hood lb. **10c**

CANNED FOODS
Freestone Peaches, Golden City, Sliced 10-oz. can **10c**
Sliced Pineapple, Del Monte 2 No. 2's **31c**
Tresweet Orange Juice, 12-oz. can **15c**
Grapefruit Juice, Ariz-Sweet 2 No. 2's **13c**
Pork & Beans, Van Camp 12-oz. can **13c**
DeLuxe Cut String Beans, 8-oz. can **15c**
Iowa Corn, Cream Style 2 No. 1's **15c**
Libby's Sauerkraut, 2 No. 2's **9c**
Standard Tomatoes, Pure 2 No. 2's **15c**
Campbell's Pea Soup, 3 No. 2's **25c**
Heinz Baby Food Assorted 4 1/2-oz. can **15c**
Libby's Corned Beef, 12-oz. can **17c**
Casco Oil Sardines, 5 1/2-oz. can **5c**

BEVERAGES
Airway Coffee, Ground to Your Order 1-lb. **43c**
Nob Hill Coffee, 1-lb. **19c**
Edwards Coffee, 1-lb. **19c**
Hershey's Cocoa, Regular or Drip Grind 1-lb. **11c**
Brown Derby Beer, Bottles 12-oz. **25c**
Brown Derby Beer, Bottles 24-oz. **15c**
NOTE: Beer is offered for sale in packages of 12 bottles stored to sell it.

HOUSEHOLD ITEMS
Su-Purb Soap, One large box and one small box for 20c **20c**
Hy-Pro Liquid Bleach, 1/2-gallon **17c**
Elastic Starch, 12-oz. jar **7c**
Favorite Matches, 100 matches **16c**
Super Suds, Regular Type 9-oz. **8c**
Super Suds, Concentrated 3 1/2-oz. **9c**
Lux Soap Flakes, 1-lb. box **21c**
Comfort Toilet Tissue, 4-ply rolls **23c**

SAFEGWAY
Your Friendly Grocer
HIGH VITAMIN YEAST
Supplies needed 3 cakes for 10c
cakes per day

[With exceptions noted, these prices are effective in Safeway-operated departments of stores within 15 miles of Los Angeles through Saturday, Jan. 28.]

FARMER-CONSUMER CAMPAIGN
Another of Safeway's Farmer-Consumer campaigns, featuring California's finest oranges, grapefruit, and avocados this week.

Navel Oranges
Ripe, sweet, juicy, fine-flavored fruit.
Extra Large 15c
Large 12c
Medium 10c
Small 8c

GRAPEFRUIT
Sweet, juicy, medium size. (Large 6 for 9c; Extra large, 4 for 9c.)
Large 12c
Medium 10c
Small 8c

AVOCADOS
Large, firm, clean, sweet, excellent for use in salads.
U. S. No. 1 quality Russets, packed in strong mesh bag, 10-pound mesh bag **20c**
U. S. No. 1 Russets, the preferred baking potatoes, 10-lb. bag **19c**
BURBANK POTATOES
Fancy grade, all-purpose potatoes, 10-lb. bag **18c**
(Some stores do not have this variety and grapefruit), sizes of oranges

NIBLETS DEL MAIZ CORN 12-oz. can **10c**
PORK & BEANS 15-oz. can **5c**
TUNA MISSION BRAND 2 No. 1 cans **23c**
SAFEGWAY
JOIN THE MARCH OF DIMES—FIGHT INFANTILE PARALYSIS—BUY A BUTTON AT YOUR SAFEGWAY STORE!