

SHOP TALK

by
RAY
BROOKS

MARY'S MALTS

Well known to Torrance residents these past several years is Mary Harder, formerly of Harter's Market, which operated for quite some few annals at Madrid & Sonoma. Selling out about a year ago, Mary went to Eagle Rock where she opened a malt shop, did right well.

Unable, however, to stay away from the Torrance area, Mary came back again, looked about for a location, finally found one down on 101 Highway (2072) next to former Torranceite Tommy King's S & K Mkt. All set is Mary for the grand opening this coming Saturday of her new place, called The Malt Shop. Mary will feature home made candies, thick malts, sandwiches, etc.

Shop Talk wishes her every success, hopes that all her previous acquaintances in Torrance will drop down Saturday for free cream, or on later dates for malts, candy or other toothsome tidbits.

AMERICAN APOLOGIZES

Faced with a tough problem the first three days of this week was the American Beauty Shop caught between two fires when a small advertisement in last week's Herald brought swarms of women to take advantage of a special three-day half-price offer on permanent waves. Frankly, the American could not take care of all the business, was forced against its will to turn away several customers.

Wishing, however, to give all a chance to share in the saving, Prop. George Morton announced today that the same prices will prevail again next Monday, Tuesday & Wednesday, that all who were disappointed can now phone or call for an appointment, can guarantee they will get the best service possible.

TIRE TRIUMPH

Not to be outdone by the big tire companies now advertising Mammoth Tire Sales and Colossal Casing Cut-Price Sales, Ben & Mac, only recently the new raggers of the Torrance Blvd. Gilmore Station, advertise this week a One Cent Tire Sale. It is no gag. It is no trick. A purchaser can actually buy a brand new Federal premium tire for only one copper penny . . . providing, of course he buys another tire at the regular list price. Federal tires are top notch and unconditionally guaranteed for life.

Primed & loaded are Ben & Mac for pa-lenty tire business over the week end. (Sale ends next Tuesday.) To keep in step, "Red" Brown, who operates the B & M Auto Service in back of Ben & Mac's place, will clean & adjust spark plugs until next Tuesday for only one cent each.

INGRAM OPENS

For first time in business for himself is tall, likable Ray Ingram who swings wide his doors this week end, will be glad to press in all the cleaning and pressing he can get. Ray is doing business at 1604 Gramercy (next to Ralph's Liquors) under the well known name of Coury & Son, of Redondo Beach . . . the latter does the cleaning for Ray, let him use their name. He will feature pick-up and delivery service. The new prop. has lived in Torrance for eleven years, went to Torrance High, married a girl from Redondo, now they have a healthy young daughter.

To the Ingrams . . . all three of them . . . Shop Talk wishes success.

COURAGE IN ADVERTISING

Again Shop Talk is indebted to sharp-eyed Don Kennedy of the Beverly Hills Citizen for rooting out the following milestone in straight-from-the-shoulder advertising . . .

In California superlatives, Adams' grocery store in Shelbyville, Missouri, recently ran an advertisement in the "Democrat" which set advertising agencies on their ears all over the country.

"This stuff ain't so hot!" the ad began. "But we have it, and we're getting tired of looking at it. You probably won't be able to eat any of it. But we sure will express our appreciation if you buy some of this junk and make yourself a penny richer."

The advertisement then went on to list items, including the following:

Apple Sauce, worms extracted, No. 2 can, 18c.

American Cheese, shelf worn, full of holes, mice like it, 23c.

Peas, big wrinkled and tuff, two No. cans, 25c.

Candy Bars, partly unwrapped, picked over, 3 for 10c.

Crackers, soggy, and wet, a

PROMOTED

LEONARD R. YOUNG
... ass't to acting to engineer

Now, for the first time since the death of Frank R. Leonard on April 15, 1938, Torrance has a city engineer. The city council advanced Leonard R. Young to that position Tuesday night. Young, who had been acting city engineer since April 18, 1938, has been associated with that municipal office for more than three years. He is secretary of the City and County Engineers and the Southwest District Highways associations.

McLeods Hosts at Combined Party

Mr. and Mrs. Roy McLeod combined a 15th wedding anniversary and a housewarming at their new home, 2019 Andree avenue, last Friday evening when they were hosts to five couples for cards and games. The guests presented the McLeods with an attractive floor lamp. Those present were Messrs. and Mesdames Lem Luck, Ed Holloway, George Pottruff, J. E. Miller and Gaston Arce.

lb. package, 15c.
Brown Baked Beans, 18-oz. swelled and rusted, can, 10c.
Pink Salmon, improved, been dead a long time, two cans 25c.
Sugar, dirty, damp and lumpy, 10 lbs. 50c.

Paper Napkins, all colors, been used only twice, two packages 15c.

"Come in and look this grub over or ring us up. If we don't answer, we're sitting down. Try again in a few minutes. We'll deliver if you ketch us just right and we feel like it."

Any business man will tell you...

"When you borrow money
... borrow from a bank"



Bank of America Timeplan loans are available for every need

The business man has a sound reason for saying "borrow from a bank." He knows that a bank is the logical source of low-cost credit for any constructive need. He knows that the occasional necessity for borrowing is also an opportunity—an opportunity to build your bank credit.

TIMEPLAN IS ALL-PURPOSE BANK CREDIT
Timeplan loans are available for home building, buying, and modernization. . . . Timeplan automobile financing is available through any California dealer for the purchase of any make of car. . . . Timeplan home appliance dealers finance appliances of all makes and models. . . . Timeplan provides for refinancing and additional cash on your automobile, paid for or not.

When you buy on time be sure you sign on the Timeplan line . . . on the green Timeplan contract. Timeplan is the only financing which gives you statewide bank credit. Timeplan can save you money . . . You need not be a depositor of Bank of America to finance a car or to borrow money through Timeplan.

Bank of America
NATIONAL TRUST SAVINGS ASSOCIATION
Member Federal Reserve System and Federal Deposit Insurance Corporation
Complete Banking Services . . . Commercial . . . Savings . . . Trust . . . Safe Deposit

TORRANCE BRANCH

DEAN L. SEARS, Manager

495 BRANCHES IN 307 CALIFORNIA COMMUNITIES

IT CAN HAPPEN TO YOU

By Katharine Fisher
Director, Good Housekeeping Institute

Every seven seconds someone has an accident at home. Every year more than 30,000 people—mostly women and little children—are killed in home accidents; 150,000 or more are permanently crippled; and nearly five millions are temporarily disabled. These figures, of course, represent only accidents which are serious enough to be reported. Doubtless there are many thousands more. Even so, home accidents outnumber traffic accidents and nearly all other kinds of accidents combined.

KATHARINE FISHER
Director of
Good Housekeeping
Institute

Perhaps you've never had a serious accident in your home. But don't let your good luck lull you into a false sense of security. The delusion that "it can't happen here" is the chief cause of the majority of home accidents. It makes for carelessness in observing precautions, and indifference to the possible existence of hazards. Both are an invitation for an accident to happen to you. It is infinitely wiser to make a frequent checkup of your home, and of yourself, too, and correct any accident-breeding habits or hazards you may find.

Falls lead the list of home accidents. An old offender is the skidding scatter rug. You can anchor yours firmly with one of several products we have found satisfactory, and which do not harm rugs or floors. Waxed floors should have the wax evenly applied and, if wax which requires rubbing is used, the floors should be well buffed; otherwise they may be slippery.

Poor lighting facilities cause many falls. Each room should have a wall switch by its door so lights can be turned on before entering. Stairways need "double acting" switches at top and bottom, so that lights can be turned on before starting up or down, and off again afterward. Bedside lamps or switches save stumbling and falling when arising in the dark. Small electric night lights make dark hallways, bedrooms and other rooms safe, and you can burn them continuously with trifling expense.

Stairways need guard rails. Bathrooms and showers are safer when provided with a sturdy grasping rail. Use an approved sturdy stepstool or stepladder when climbing instead of a rickety box or mother makeshift.

Most injuries from burns and scalds happen to little children. Keep small children out of the kitchen as much as you can, especially when you are preparing meals. Do not leave a little child unguarded in the bathtub; he may turn on the hot water. Drycleaning fluids are either highly inflammable or give off toxic fumes. Keep a small bottle of non-inflammable cleaning fluid for removing occasional spots and stains. Use it in a well ventilated room. But for a thorough job, send your clothes to a reliable dry cleaner. It is far safer.

Look to the extension cords on your portable lamps and appliances. If they are frayed or worn, replace them promptly with new cords which bear the "brazelet label" of the Underwriters' Laboratories. There are different types of cords for different kinds of appliances. Be sure you buy the right type.

Do not use portable electric appliances of any kind in the bathroom. The shock hazard in the bathroom with its moisture and water connections is too great. If a fuse "blows" it is a sign of trouble—a short circuit or an overload. Do not replace a fuse until you have located and corrected the trouble, and be sure the new fuse is of the correct amperage. Don't string makeshift wiring along baseboards or picture molding, and especially not under rugs. To do so is inviting trouble. If your house is not adequately wired, so that you cannot use lamps and appliances conveniently, have more circuits and convenient outlets installed. The cost will not be great, and it will repay you well in convenience and perhaps in lowered electricity bills. All electrical installation work about the house should be done by a licensed electrician in accordance with the national and local electrical codes.

Munson Advanced by U. S. Steel

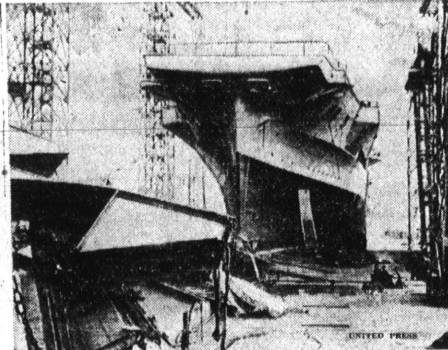
John G. Munson has been elected vice-president, Raw Materials, United States Steel Corporation of Delaware it was announced yesterday. He succeeds Thomas Moses who retired Aug. 18, upon reaching the corporation's retirement age of seventy and who will continue in a consulting capacity.

Munson has been president of

INTEND TO WED

Clifford E. Ruppel, 30, of 938 Arlington avenue, and Winifred M. Guay, 33, of Banning, Floydlee Church, 22, of Inglewood, and Georgia Meade, 17, of 804 Portola avenue.

Michigan Limestone and Chemical company since 1928 with which as operating manager he began in 1919 his connection with the United States Steel Subsidiaries.



NEWEST BRITISH CARRIER . . . The 23,000-ton

Formidable, England's latest aircraft carrier, makes a run-away launching into Belfast Lough, Northern Ireland. Faulty construction of the supporting cradle caused the \$15,000,000 vessel to slide down the ways partially uncontrolled. One woman was killed and six persons were injured. Reports indicate that the formidable will more than typify the stiffening attitude of the Chamberlain Government in Central European affairs.

Rivers of the globe are estimated to pour salt into the ocean at a rate of 35,000,000 tons a year.

Italy is utilizing methane or marsh gas as a gasoline substitute. Fifteen hundred omnibuses use the fuel.

STOP

... fighting your way thru tough, sticky meat, when it's so easy (and less costly, too) to start buying ALL your meat at GRUBB'S where a tough, tasteless piece of meat is as seldom found as a straw hat at the North Pole!

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

ANY WAY YOU FIGURE YOU SAVE AT SAFEWAY

YOU SAVE ON A SINGLE ITEM

YOU SAVE ON A GROCERY ORDER

YOU SAVE ON A MONTH'S SUPPLY

YOU SAVE ON A YEAR'S SUPPLY

REGULAR CUSTOMERS save most, but even the casual shopper at Safeway enjoys savings on every trip to our neighborhood stores. The reason is simple. It's a Safeway policy to keep all prices at the lowest level consistent with merchandise and operating costs.

In order to see just how much you can save, we invite you to spend a few minutes checking prices at our store nearest your home. Compare brand for brand and quality for quality. We believe that you'll quickly agree that any way you figure, you can save at Safeway!

- BEVERAGES**
- Airway Coffee Ground to Your Order per lb. 13c
- Nob Hill Coffee Finest Quality lb. 18c
- M.J.B. Coffee 1-lb. jar, 23c 1-lb. can, 26c
- Ovaltine Swiss Food Drink 14-oz. can, 50c 6-oz. can, 33c
- Tomato Juice Sunny Dawn Grade "A" 3 No. 2 cans 20c
- Grapefruit Juice Town House Bottles 2 No. 2 bottles 13c
- Brown Derby Beer 4 bottles 25c (Price ex-tax, .0068; sales tax, .0018)
- Brown Derby Beer Bottles 32-oz. bottle 15c (Price ex-tax, .1453; sales tax, .0043)
- Brown Derby Beer in 4 12-oz. cans 29c (Price ex-tax, .0709; sales tax, .0021)
- NOTE: Beer is offered for sale only in Safeway stores licensed to sell it.

- DAIRY & BAKERY FOODS**
- Lucerne Milk Grade "A" 2 quarts 47c
- Dairyland Milk Grade "A" 2 quarts 45c (Milk prices in L. A. metropolitan area only)
- Ice Cream Party Pride pint box 43c
- Butter Meadow Wood Brand per lb. 33c
- Fresh Bread Julia Lee Wright's 1-lb. loaf, 8c 1-lb. loaf, 7c
- Toasted Bread 1-lb. loaf 7c

- EDWARDS COFFEE** 1-lb. can 23c
- SUGAR PEAS** 3 No. 2 cans 25c
- PINEAPPLE** STOKELY SLICED 2 No. 2 cans 31c
- FANCY TUNA** CHICKEN OF THE SEA No. 1 can 16c
- MAYONNAISE** NU-MADE BRAND pint jar 21c
- SU-PURB SOAP** 24-oz. box 16c

- FRESH PRODUCE**
- From producers who know how to grow them best, Safeway has purchased these quality fruits and vegetables. Visit your Safeway produce department today!
- APPLES** NEW CROP GRAVENSSTEINS 6 lbs. for 15c
- POTATOES** 10 lbs. 19c
- BARTLETT PEARS** lb. 5c
- GRAPES** 4 lbs. 10c
- GRAPES** 3 lbs. 10c
- JERSEY** Sweet potatoes 3 lbs. 12c
- ONIONS** 4 lbs. 5c

- 12 GRAND EGGS** Doz. 29c
- BREAKFAST GEM EGGS** Doz. 32c
- CREAM O' THE CROP EGGS** Doz. 34c

SAFEWAY MEATS

At your Safeway meat department you are assured of top grades of beef, pork, lamb and veal. These are trimmed "waste-free" and sold at money-saving prices. Order your favorite cut at Safeway today. Your satisfaction is guaranteed—or money back!

- PRIME RIB** lb. 31c
- TURKEYS** lb. 25c
- WIENERS** lb. 17c

- SEVEN BONE ROAST** Large center cut seven bone roast of Safeway beef. lb. 20c
- ROUND BONE ROAST** Round bone roast from shoulder of Safeway quality beef. lb. 24c
- GROUND BEEF** Freshly ground under state inspection. Packed in Visking. lb. 18c
- PORK SAUSAGE** Un-X-1d. Made from pure pork & spices. In 1-pound Visking. lb. 23c
- PORK LOIN ROAST** Large roasting cuts from either end of loin of pork. lb. 19c
- SALT SIDE PORK** Choice sides, from fancy Eastern pork. Fine for seasoning. lb. 13c
- PIEGE BACON** Choice sugar-cured Eastern bacon. In the slab. lb. 19c
- SLICED BACON** Un-X-1d. Sliced and wrapped in Visking. 1/2-lb. pkg. 25c

- LUX TOILET SOAP** Soap of the Stars. 3 for 17c (Price, .0502; tax, .0016)
- NEW 1940 RINSO** Granulated 22 1/2-oz. box 20c (Price, .1947; tax, .0053)
- Economy** 69-oz. 54c (Price, .5246; tax, .0157)
- DASH SOAP** Granulated, 36-oz. 22c (Price, .2139; tax, .0061)
- GIANT** 70-oz. 44c (Price, .4271; tax, .0122)
- PEET'S SOAP** Granulated, 36-oz. 23c (Price, .2230; tax, .0070)
- LIGHTHOUSE CLEANSER** For kitchen, bath, and bathroom. 3 for 10c (Price, .0326; tax, .0009)
- CALI-FOAM CLEANSER** A new discovery. 50c (Price, .4854; tax, .0147)
- PAPER NAPKINS** White or colored. 2 pkgs. 15c (Price, .0722; tax, .0021)
- SCOT PAPER TOWELS** For the kitchen. 3 rolls 25c (Price, .0809; tax, .0024)
- SCOT TISSUE** Toilet paper. 7 rolls 7c (Price, .0676; tax, .0024)
- Coronado Nectarines** 2 No. 1 cans 15c
- Fruit Cocktail** All Good No. 10c
- Grapefruit** Glenn Aire Brand No. 2 9c
- Puritan Baked Beans** 28-oz. can 17c
- Stokely's Beets** Whole Medium No. 2 10c
- Stokely's Corn** Country Gentleman No. 2 10c
- Emerald Bay Spinach** Prudence No. 2 10c
- Corned Beef Hash** Prudence 10-oz. can 15c
- Cudahy's Tang** An All Pork Product 12-oz. can 23c
- Marlo Chicken Ravioli** 12-oz. can 9c
- Peter Pan Salmon** Choice Pink tail 11c
- King Oscar Sardines** In No. 1/4 can 16c
- Mission Tuna** Choice Quality No. 1/2 Light Meat Fish can 12c
- Kellogg All Bran** 10-oz. box 11c
- Kellogg's Pep** 10-oz. box 10c
- Kellogg's Corn Flakes** 2 1/2-oz. box 11c
- Sleepy Hollow Syrup** Three 3 pkgs. 15c
- Kre-Mel Pudding** Three 3 pkgs. 10c
- Crisco Gyro-Churned** 1-lb. 3-lb. 48c
- Mazola Oil** pint 21c quart 35c
- Leslie Salt** 2-lb. box 7c
- Strongheart Dog Food** 6 tall 27c (Price ex-tax, .0436; sales tax, .0013)
- Pard Dog Food** 3 tall 25c (Price ex-tax, .0809; sales tax, .0024)
- Balto Dog Food** 2 tall 15c (Price ex-tax, .0722; sales tax, .0021)

PRICES EFFECTIVE THROUGH SATURDAY, AUGUST 26, 1939

With exceptions noted, these prices are effective in Safeway-operated departments of stores within thirty-five miles of Los Angeles, through Saturday, August 26.

SAFEWAY
YOUR NEIGHBORHOOD GROCER

Sales tax will be added to the retail prices on all taxable items.