LOW PRICES

SAFEWAY

SENT W

pint 24c

large std. 18c

The state of the s

FLAPJACK FLOUR

Albers. For breakfast serve flapjacks and syrup.

40-oz. pkg. 32°

DAIRY FOODS

Fresh Milk quart 19° half gallon 38° Lucerne brand, Homogenized, In cartons.

Buttermilk Lucerne quart 14c

SLICED BREAD

Cracked Wheat Wright's standard 15c Butter & Egg Wright's standard 17c

ENTER NOW!

Win \$9,000.00 IN

KITCHEN CRAFT FLOUR

HOME FURNISHINGS

101 other prizes

KITCHEN CRAFT FLOUR CONTEST

Entry blanks and details at store.

Half & Half Lucerne

Sandwich wright's

11002

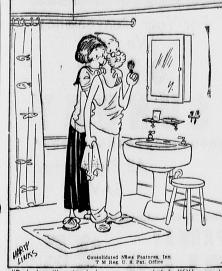
5-lb. 47c

TO LIMIT QUANTITIES.

WATCH THAT WINDSHIELD | TORRANCE HERALD

Motorists are reminded that it is time to check on the con-

ROY BROWN, Pub. San Fa- JOHN E. McCAW, L.



'Dad, since it's going to be your money, what do YOU suggest I buy Alvin for his birthday?"

# ORCHIDS TO THE NATION

California's cut-flower production, to which nurseries in the city of Torrance contribute substantially, brought growers more than \$25,000,000 in 1947, according to Harry M. Butterfield of the University of California College of Agriculture.

The Wright greenhouses, one of the larger of the county's orchid-growing establishments, contribute some 100,000 cut-tings annually to commercial flower production, part of which comes from flelds and are sold locally as well as exported to other parts of the country.

The 1947 crop of greenhouse flowers in the two leading counties, Alameda and San Mateo, included \$2,989,065 worth of roses, and the combined value of gardenias, carnations, and orchids was approximately equally high. It is estimated that about half of the greenhouse roses raised around San Francisco Bay are shipped to Los Angeles.

Los Angeles county raises most of its commercial flowers in fields. Its 1947 crop is estimated at 13 million dollars. Asters, chrysanthenums and stocks average more than 100 acres each.

Flowers shipped from California usually go by refrigeral stocks average with a significant control of the process. Carloads

5)1

\*)@

Asters, carysimmentums and stocks average more than too acres each.

Flowers shipped from California usually go by refrigerator express but air shipments are on the increase. Carloads shipped from Los Angelés, Oakland and San Francisco in 1939 totaled 1478. Present shipments have not quite caught up with prewar figures, and yet in 1945 San Francisco and the peninsula sent out 1,068 carloads. Prominent among the cut flowers exported from California are orchids. In 1940 total shipments of orchids amounted to \$87,980. About three fourths of the flowers went by rail, the rest by air.

## COLORADO RIVER WATER

With Colorado River water we can continue to welcome new families . . new industries . . . new workers. At least five million additional persons can be taken care of here, so far as water supply is concerned, provided the share of Colorado River for which Southern California agencies hold government contracts is fully protected.

Without Colorado River water, there is no safe water supply for the future. Any curtailment of Colorado River water would have grave repercussions on property values, on job opportunities and on the general welfare of the entire community. This cannot be permitted to happen here.

Fortunately, nothing can be done to take away our share of Colorado River water while Congress is not in session. But we must be prepared to act aggressively, effectively and quickly, as soon as Congress convenes.

# New Airport Tract Opened

Hayden Investment Company, Culver City, has received approval to subdivide a large tract for land into industrial lots. The property is located south of Century boulevard and east of Inglewood-Redondo road, adjacent to Los Angeles airport.

Madera, county seat of Madera County, grew out of the demand for lumber in the East, hence its name "Madera" meaning "wood" in Spanish. A 65-mile flume floated millions of logs from the Sierra to the railroad from 1874 to 1932.

The wisdom of the wise and the experience of ages may be preserved by quotation.—Disraeli.

I know of no way of judging the future but by the past.
—Patrick Henry



Thursday, Friday & Saturday Oct. 14, 15, 16 Only

CINNAMON SUGAR LOAF . . . . . . 23c ea.

MILK CHOCOLATE DELUXE SQUARE . . 59c ea. Come early for this super Milk Chocolate Square Cake! Between the tender, full flavored cake and the swirls of mellow milk chocolate leine, you'll find lots of creamy marshmallow!

> 1506 Cravens Avenue Torrance

Rarely is it speed in itself that causes an automobile to skid. Almost without exception the vehicle goes into a tangent because of too violent a changer in direction or the way. A new supply of application\*shown in the project, since the forms for homestead land in area was opened to homestead the Tule Lake area now is availed at the Torrance Veterans gible to receive two buildings Welfare Center, according to J. 20 by 100 feet, and small hand tools, Caldwell, director.

Considerable interest has been to valuable land.

Motorists are is time to che dition to the factor of windship to the form of windship are in the control of the form of windship and the form of windship and the form of windship are in the form of windship and the form of windship area.

Continuing our big value event with more savings for you! In every section of the store you'll find low price features offering you a real chance to cut down food costs. Some outstanding values are listed below. Check them...and then come share in the savings your nearby Safeway offers.

Look for the red Arrow shelf markers at Safeway. They'll guide you to real values.

CRISCO SHORTENING 1-lb. 39°

BURDELL-QUARTERS FIRST QUALITY

BLACK HAWK

Cartoned Cartoned Cozen

3 151/2-oz. 25°

636

lb. 59°

lb. 79°

1b. 39°

CALIFORNIA MORNING 14-oz. CRUSHED—IN EXTRA HEAVY SYRUP

can APRICOTS WHOLE

3-lb.

Sunnybank or Allsweet.

Valley Gold. Unpeeled.

Airway. (3-lb. bag, 1.15) 1-lb. 41C MAYONNAISE

Nu Made. (1/2-pt., 26c; pint 46c MAYONNAISE

Kraft. (half pint, 27c) pint SHORTENING

Snowdrift. (1-lb. can, 39c) 3-lb. SLICED BREAD

standard loaf Mrs. Wright's White or Wheat.

### SPECIAL OFFER

\$1.75 Value-Plastic Garment Bag for 50c and one Par box top. See display in your nearby Safeway for order blanks.



NEW PAR SOAP The Granulated soap with "HELIO"

21-ox. 326 3-1b. 62c

THIS IS NATIONAL WINE WEEK

Red Table Wine fifth 55c

White Table Wine fifth 59c Dessert Wine

Cristo brand, Port or Muscatel. titth 68°

Appetizer Wine

Appetizer Wine fifth 68° firm 45° La Mesa Wine

PRICES LISTED IN THIS AD EFFEC-TIVE THROUGH SATURDAY, OCTOBER 16, 1948, IN LOS ANGELES **COUNTY SAFEWAY STORES** 



CANNED PEAS

CANALAS CONTRACTOR

Gardenside brand, standard quality, 5-sieve. 16-ounce can 10°

SAFEWAY MEAT VALUES

At Saseway you can be sure of real value in meat every time you buy. The prices are low, the quality is high.

EASTERN SUGAR CURED SKINNED HAMS. WHOLE OR POPULAR BRANDS. HALF Ib.

Ground beef GROUND ROUND VISKING CASING **BOILING BEEF** 

PACKED IN VISKING CASING PACKED IN

PLATE MEAT

SHORT RIBS OF BEEF

Ib. 43° CENTER

CUT LOIN Ib.

PORK ROASTS Loin End Cuts 1b. 69°

PRODUCE VALUES

25-ib. 2.09 Your Safeway has farm-fresh produce, sold by weight to give you full value in every purchase.

u.s. NO. 1 IDAHO RUSSETS MESH BAG lbs.

FANCY JONATHANS WASHINGTON GROWN

FOR FACE and HANDS White King Toilet Soap 3 bars 23° SweetHeart Toilet Soap 2 bars 19°

bar 140 SweetHeart Both Soop Her 14c Soop Swan Soap Size 23c Soop Swan Soap Size 2 bars 21c

FOR DISHES and CLOTHES

Ivory Snow

12½-oz, pkg. 34°

Lux Soap Flakes
12½-oz, pkg. 34°

White King
22-oz, 34°
box
34°
box
Granulated soap for washing machine us.

Duz Soap
Granulated
20½-oz, 34°

OTHER HOUSEHOLD ITEMS

Liquid Bleach White Magic Abottles 21c (Half-gallon, 20c; gallon, 35c)

Liquid Starch Zippy

1301 SARTORI AVE.

COAST HWY., LOWITA