

## CHAIRMAN VOICES PLEA FOR CANCER FUND AID

The drive for funds to continue the work of the American Cancer Society has been extended for an additional week, according to Mrs. Paul D. Loraner, chairman for the Torrance area.

No door-to-door solicitation is being made, Mrs. Loraner pointed out, but officials of the drive have hoped that the \$1000 quota for the city can be raised through voluntary contributions placed in the more than 50 American Cancer Society cans placed throughout the shopping area.

The decision to use only the collection cans in the drive was reached when members of the society expressed the feeling that the public had been "hit" enough for donations this year, Mrs. Loraner said.

Checks made out to the American Cancer Society should be mailed to Mrs. Loraner at 1448 Post avenue, Torrance. Any such checks or other donations

## Credit Company, Amstan Sign New Retailer Pact

American Radiator and Standard Sanitary Corporation recently announced that it had completed arrangements for Allied Building Credits, Inc., a Transamerica Corporation subsidiary, to take over all accounts and activities of Heating and Plumbing Finance Corporation.

American Standard believes that the arrangement with Allied Building Credits, Inc., will be of definite value to retailers inasmuch as ABC is a nationwide organization specializing in financing light construction and operates through thirty-four field offices located in strategic points over the country.

Officers of American Standard pointed out that actual lending terms offered by Allied Building Credits, Inc., are identical with those formerly offered by the American Standard subsidiary, and that these terms, governed by federal credit regulations, are far more liberal than those allowed for other consumer hard goods, presenting a definite selling advantage to the plumbing and heating retailers.

GINNY BALDWIN BETTY MATSON

SEASIDE-RIVIERA

'Potpourri'

RUTH HANOVER HELEN SCHMITZ

FRONTIER 5-1410

This has been a busy week for a lot of people, and one rich in new and, we hope, exciting experiences. For one, Emil and Hulda Huskamp of 113 Pasco de Granada have been in Mexico on a fishing trip. They report that the fish are really biting in Ensenada. Other wanderers were Bill and Elsa Beckman, who attended a convention in San Francisco. Careful, those conventions are dynamite!

Ernie and Bob Armour of 144 Calle de Andalucia have sublet their house and moved to their new chicken ranch in Lancaster. Their neighbors are sorry to see them go, but wish them luck in their new venture.

The Bob Brocketts, formerly of Pasadena, are now renting Dick and Jean Cottrell's house at 233 Via Alameda. Dick was ordered back to active Naval service and is now serving as assistant industrial manager at the Jacksonville, Florida, Naval Base.

Now that spring is here and summer is hard on its heels, it seems fitting to mention the swimming facilities at the Hollywood Riviera Club pool. Pat Small tells us that the rates for this season will be \$25 plus \$5 federal tax. Her plans call for a heated pool, which will greatly extend the season which is set to open by May 15 or before. In any case, for \$30 you and your family can swim any time from the middle of May until the end of September. Call Pat at FRONTIER 5-2441 for more information.

Being able to take care of our own community if disaster strikes is very important; which brings us to Civil Defense. Volunteers are needed desperately as block wardens and assistants. Anyone interested, and every one should be, contact Dick Blakeley at FRONTIER 5-2369 in Hollywood Riviera or Alex Hunt at FRONTIER 5-4381 in Seaside Ranchos.

There is a new and important service now open to residents of the South Bay area. This is the Psychological Service Center at 902 Highland avenue in Manhattan Beach. A non-profit organization, the service offers

individual and group psychotherapy on such problems as personality difficulties, marriage problems, and parent-child relationships. The large staff is headed by Dr. David D. Eitzen, Ph.D., and includes the services of such long established specialists as Drs. Schaeffer and Uphold of Palos Verdes, and Dr. Ralph Eckert, Ph.D., who has lectured at PTA and other meetings in this area.



RICHARD MAGEE  
... Aboard Ajax

## Former Doak Employee Aboard Ajax In Japan

Serving aboard the USS Ajax in Japan is Richard L. Magee, fireman apprentice, USN, son of Mr. and Mrs. Charles Magee, 1820 Torrance boulevard.

The Navy man entered the naval service September 5, last year, and received his recruit training at the U. S. Naval Training Center at San Diego. Before joining the Navy he worked at Doak Aircraft Company.

## Talks to Students

Paul Diamond of the Gay Shop in Torrance, former president of the Retail Merchants Division of the Torrance Chamber of Commerce, who has been in the retail merchandising field for 30 years, recently spoke to the El Camino College business management class on "Problems of the Small Business Owner." Diamond is a member of the business advisory committee of El Camino College.

wonderful assortment of  
**FRESH GREEN FOODS**  
now at **SAFEWAY**

The pick of the season's finest... rushed farm-fresh to the Safeway near you. For top quality produce, at low prices... Shop Safeway.

**MAYONNAISE**  
at its **FRESH** best!

**Flavor-Whipped**  
MADE GENUINE MAYONNAISE

Delicate flavor, creamy.  
It's guaranteed fresh!

**Special Price!** **43¢** PINTS

8-oz. jar, 23¢; quart, 73¢.

**BEST FOODS MAYONNAISE**

**43¢** pint jar **73¢** quart jar

8-ounce size jar, 23¢.

**SPECIAL VALUES ON MEATS**

At Safeway you can be sure of real value every time... top quality, full trimming, low prices. To be sure... Shop Safeway for your meats.

**PORK ROAST** Whole Fresh Picnics lb. **39¢** Butt Cut lb. **49¢**

Cut from shoulder of Eastern grain-fed pork. Note low prices.

**RABBITS** Fresh, Local, Fryling Size. Specially Priced at Safeway lb. **65¢**

**LAMB ROAST** Shoulder, Square Cut. No Neck, No Shank lb. **57¢**

U. S. CHOICE or GOOD Milk Spring Lamb. Special Value!

**LAMB LEGS** Short Cut, Shankless lb. **77¢**

From U. S. CHOICE or GOOD Milk Spring Lamb. A real buy!

**Lamb Rib Chops** Short Cut lb. **89¢**

**Lamb Chops** Small Loin lb. **98¢**

**Lamb Chops** Large Loin lb. **89¢**

**Lamb Breast** To Bake or Stew lb. **29¢**

**Wieners** Somerset, In Cello No. 1 Skinless lb. **53¢**

**Fillet of Cod** Pan Ready lb. **35¢**

**Sliced Bacon** Swift Premium, 1-lb. Wilson Certif. pkg. **63¢**

**Rath Bacon** Black Hawk 1/2-lb. Sliced pkg. **32¢**

**Grade A Bacon** Sliced, In Layers lb. **53¢**

**Grade B Bacon** Sliced, In Layers lb. **42¢**

Try **BEL AIR** Frozen Concentrated **ORANGE JUICE** Today!

Makes 1 1/2 pints of delicious fresh-tasting orange juice, quickly, easily. Saves you money, too.

**BEL AIR ORANGE JUICE**

Frozen, concentrated. 6-oz. can **17¢**

**Orange Juice** Minute Maid 6-oz. can **20¢**

**Bel Air Peas** Fresh Frozen 12-oz. pkg. **17¢**

**Birds Eye Peas** 12-oz. pkg. **19¢**

**Lima Beans** Birds Eye Fordhook 12-oz. pkg. **29¢**

**ASPARAGUS** Freshly cut local, all green. Tender, extra flavorful large spears. Priced low. lb. **19¢**

**CARROTS** Crisp, sweet, tender. Freshly pulled. Tops are off. Just look at low price! lb. **4¢**

**CABBAGE** Fresh, Local, Green. To Cook or Slice for Slaw lb. **1¢**

**NEW POTATOES** Large size, new crop, White Rose. Excellent with peas. 5 lbs. **17¢**

**TOMATOES** Firm, Ripe. For Slicing 13-oz. cello pkg. **22¢**

**BUTTER** First quality, quarters.

**DAIRY GLEN** lb. **74¢**

**Spring House** lb. **75¢**

**Challenge** lb. **76¢**

**Montrose** lb. **77¢**

U. S. Certified Grade AA. Each quarter foil-wrapped.

**REDUCED PRICES ON FOODS**

**MARGARINE** Dalewood brand. Golden yellow cubes, in cartons. lb. **25¢**

**CANNED MILK** Dairyland Evaporated 2 tall cans **23¢**

**SUGAR** CANE 5-lb. bag **44¢** 10-lb. bag **86¢** BEET 5-lb. bag **43¢** 10-lb. bag **85¢**

**TUNA** Chicken of the Sea, Grated 6 1/2-oz. can **24¢** Torpedo Grated 6-oz. can **19¢**

**SHORTENING** Royal Satin 1-lb. can **36¢** 3-lb. can **92¢**

**CRISCO** Vegetable Shortening 1-lb. can **38¢** 3-lb. can **98¢**

**CANNED FOODS**

**Sliced Pineapple** 30-oz. can **32¢**

**Pie Cherries** Honeybird Sour Pitted 19-oz. can **21¢**

**Tomatoes** Gardenside Standard 28-oz. can **19¢**

**Soup** Campbell's Tomato 3 10 1/2-oz. cans **29¢** (Chicken Noodle, 2 10 1/2-oz. cans, 29¢)

**Cherub Milk** 2 tall cans **25¢**

**Baby Foods** Gerber Strained 3 cans **26¢**

**CHECK THESE VALUES**

**Flour** 25-lb. bag **2.19** 10-lb. bag **95¢** 5-lb. bag **50¢**

Kitchen Craft, enriched. For home baking.

**Yellow Corn Meal** 40-oz. pkg. **23¢**

Mammy Lou, (20-oz., 12¢; 5-lb., 37¢)

**White Corn Meal** 40-oz. pkg. **25¢**

Mammy Lou, enriched. (5-lb. bag, 43¢)

**Popcorn** Jolly Time White 10-oz. can **19¢**

**Crackers** Tea 8-oz. pkg. **20¢** 1-lb. pkg. **32¢**

**COFFEE VALUES**

Just look at the low prices on fine coffees at Safeway.

**EDWARDS** 1-lb. can **84¢**

Drip or regular. (2-lb. can, 1.67)

**Nob Hill** 2-lb. bag **1.57** 1-lb. bag **79¢**

**Airway** 3-lb. bag **2.25** 1-lb. bag **77¢**

**MAKING SANDWICHES?**

See the 19 Sandwich ideas in the Sunnybank Margarine ad in the May issue of FAMILY CIRCLE (now on sale)

**Peanut Butter** Skippy Chunk 14-oz. jar **37¢**

**Fancy Tuna** Chicken of the Sea 7-oz. can **32¢**

**Tillamook Cheese** lb. **67¢**

**Mild Cheese** Oregon Cheddar lb. **53¢**

**Sharp Cheese** Wisconsin Cheddar lb. **69¢**

**Nucoa Margarine** lb. **35¢**

**Margarine** Sunnybank Yellow lb. **35¢**

**THIS COUPON WORTH 10¢**  
on a 1-lb. package of

**SUNNYBANK MARGARINE**

Bring this coupon to our store and get 10¢ off the regular retail price of a 1-lb. carton of Sunnybank Margarine.

OFFER EXPIRES MAY 12, 1951  
Cash value 1/20th of 1 cent

**DREFT SUDS**

Makes dishes gleam 15-oz. without wiping. pkg. **30¢**

**SAFEWAY**

PRICES EFFECTIVE THROUGH SAT., APRIL 28, 1951, AT SAFEWAY STORES IN LOS ANGELES COUNTY. (Through Sunday, April 29, 1951, in stores open on Sundays)

Right to limit reserved. No sales to dealers. Sales tax added to retail price on taxable items.