

**HIGH HONORS**  
Alfred E. Smith, former New York governor, attended school only seven years, but during his career he had honorary degrees from six universities.

**WHERE TORRANCE FAMILIES EAT**  
"Eat With Charley"  
**DANIELS CAFE**  
1625 Cabrillo — Torrance

For True Italian Cuisine  
Be Sure to Visit  
**Palmieri's**  
ORIGINAL  
NAPLES INN  
"The Pizza King"  
3858 W. REDONDO BEACH BLVD.  
Opposite Alondra Golf Course  
Phone MENLO 3-4038  
SPECIALIZING  
IN  
PIZZA-SPAGHETTI  
Home Made Ravioli  
Lasagna Imbottita  
Steaks — Chops — Fish & Chips — Deluxe Hamburgers  
OPEN DAILY EXCEPT MONDAY  
3 P.M. to 11 P.M.



**HONORED . . .** Thirty years of service in the grocery advertising business was honored last Friday night at Los Angeles' Mayfair Hotel when Safeway Stores' Advertising Director, Henry J. Ludke, left, was honored by over a hundred newspaper publishers, advertising managers and friends. Ludke is shown holding scroll on which names of those attending

were inscribed. Center is Ray W. Brooks, former advertising manager for the Torrance Herald and presently promotion manager for Southern California Associated Newspapers, who arranged and emceed the banquet. Right is M. F. Heller, divisional manager of Safeway Stores, Inc. for the Los Angeles zone.

## Honor Safeway Executive for 30 Yrs. Service

Over a hundred Southland newspaper publishers and advertising managers and friends met at the Los Angeles Mayfair Hotel last Friday night to honor Henry J. Ludke on his completion of 30 years in the grocery advertising business. Ludke is advertising director of the Los Angeles zone of Safeway Stores, Inc.

The honored guest started as advertising manager of the old Piggly-Wiggly stores in 1924 and went with Safeway when the latter acquired the properties of the Piggly-Wiggly firm in 1929.

Emceeding the fete, which he also engineered was Ray W. Brooks, at one time advertising manager of the Torrance Herald. Brooks came to the Herald in 1935 from the advertising department of the Broadway department store in Los Angeles. He is currently promotion manager for SCAN, Southern California Associated Newspapers.

Attending the party were newspaper representatives from Santa Barbara, Riverside and Laguna Beach. Representing the Torrance Herald were Grover C. Whyte, publisher and Edwin B. Brown, business manager.

Humorous skits lampooning Ludke's life were presented by Hoyt Cater, Cornelio "Red" Baca and Charles Christian, advertising managers of three SCAN newspapers.

"Mitch" Anthony, Pasadena Star-News, presided this year of the California Newspaper Advertising Managers' Association, welcomed Ludke and the guests on behalf of his organization whose first regular meeting of the new year will be held next month.

Representing Safeway were M. F. Heller, divisional manager; M. B. Hollinger, retail operations manager; George Weller, head buyer; William Bolesworth, manager public relations; Worth Bernard of Braun and Co., public relations counselors for Safeway and E. F. Becker, head of Sheffield Services, advertising division of Safeway. Becker flew down from Oakland especially for the event.

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**Our THRIFTY CUTS put MORE MEAT on YOUR TABLE!**

PRICES SHOWN IN THIS AD  
GOOD THURS., FRI., SAT.  
AUGUST 23, 24, 25

A well-balanced diet calls for plenty of meat. It is Nature's Number One builder of sturdy muscles . . . maker of red blood . . . supplier of energy. And our THRIFTY CUTS put more meat on your table . . . help you to enjoy more of that real good meat flavor . . . that juicy goodness that puts the zing in appetizing meals. The THRIFTY CUTS are all quality meats—separated from the costlier steaks, chops and roasts by the thinness of the butcher's knife. Buy the THRIFTY CUTS—serve more meat . . . save more money.

<b>T-BONE</b> ROUND—SIRLOIN <b>STEAK</b> 98¢	<b>MORRELL'S</b> SLICED BACON 47¢ TASTY, TANGY CHEDDAR CHEESE 49¢ PURE, LEAN GROUND BEEF 63¢ CHOICE CUT SWISS STEAK 89¢ HORMEL'S ALL BEEF WIENERS 59¢ Small Turkeys, Chickens, Rabbits Available at Rock Bottom Prices	<b>7-BONE—BEEF</b> CHUCK <b>ROAST</b> 63¢ <b>SHANK HALF</b> <b>HAMS</b> 55¢
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SALE OF **COFFEE** Drip or Reg. **79¢**  
M. J. B.

Birds Eye or Pictsweet FROZEN PEAS 21¢	Carnation—Pints ICE CREAM 22¢	ROLL SCOT. TISSUE 11¢	All Brands—5-lb. Bag FLOUR 47¢	Nu-Mellow MARGARINE 27¢
Close Out—Large Box SMILO SOAP Only 13¢	Snowflake CRACKERS lb. 25¢	Dennison's—14-oz. Bottle CATSUP 19¢	Large Package TIDE 28¢	Campbell's Chicken Noodle Soup 2 for 29¢

U. S. No. 1 WHITE ROSE Potatoes 10 lbs. 39¢	RIPE, FANCY SLICING Tomatoes 3 lbs. 25¢
Gr. Onions & Radishes 3 bunches 10¢	Fancy SPANISH Onions 2 lbs. 9¢

**CARSON MART**  
1929 CARSON ST. TORRANCE  
Pay Roll Checks Cashed  
Limit Rights Reserved

## Urban Bill

(Continued from Page 1)

property owners to a special additional tax of \$1 per \$100 of assessed valuation in 1953. The money assertedly would go to pay for such "special services" obtained from general county funds as recreation and police protection.

The measure is being vigorously opposed by a new organization called the "League of Un-

incorporated Communities." It has been characterized as an attempt to force the incorporation or annexation of unincorporated "urban areas."

## Midget Racer

(Continued from Page 1)

money," claims the young flyer. "Our only real mistake was not taking enough aspirin tablets to cure all the headaches we got. Trouble-buddy, we had it! To begin with I had to swerve on the takeoff to dodge a photographer who ran out onto the runway, my tachometer cable broke, a valve stuck, the engine overheated, and finally I had to land hot and wound up in the bondocks. Aside from that, it was a good race," laments Pfeiffer.

"We jotted down a few notes that we hope next year will turn into bank notes," he said.

## Torrance Herald

Established Jan. 1, 1914



Member  
California Newspaper Publishers' Association

1619 GRAMERCY—PHONE 444

Published Every Thursday

Torrance, California

Grover C. Whyte  
Editor-Publisher

E. B. Brown, Business Mgr.

Jack O. Baldwin, Managing Editor

Reid L. Bundy, City Editor.

Adjudicated a Legal Newspaper

By Superior Court,

Los Angeles County.

Entered as second class matter Jan.

30, 1914, at postoffice, Torrance, Cal.

ifornia, under Act of March 3, 1879.

Official Newspaper of City of Torrance

Subscription Rates

6 Months \$1.80 Months 50c

Anywhere in Los Angeles County

\$2 per year

Payable in Advance

Outside Los Angeles County

\$3 per year

Payable in Advance

**NATIONAL EDITORIAL ASSOCIATION**  
Active Member

J-2118  
AUG. 23, 1951

**ADAMS**

**\$ Day Bargains**

**NYLON PANTIES \$1.00**

**NYLON HOSE 51-15 Perfect Reg. \$1.50 \$1.00**

**NYLON SLIPS \$2.99**

**RAYON PANTIES 3 pr. for \$1.00**

**RAYON 1/2 SLIPS \$1.00**

**GARTER BELTS & BRAS \$1.00**

**RAYON GOWNS, Reg. \$3.99 \$1.99**

**BLOUSES, Cottons & Rayons \$1.00**

**DRESSES Cottons & Rayons \$1.99 \$2.99 \$4.99 \$5.99**

**TOPPERS \$4.99 \$6.99 \$10.00 \$15.00**

**SUN SUITS CLOSE OUT \$1.99**

**ADAMS DRESS SHOP**

1274 SARTORI — TORRANCE

WE PAY  
HIGHEST  
MARKET PRICES  
For—RAGS—WASTEPAPER  
METALS  
Small or Large Quantities  
**TORRANCE METAL PRODUCTS**  
1890 TORRANCE BLVD.  
Torrance 2292—2293  
Rev. 6-2619



When you see how Ford shows its heels at the "Go" signal, you'll know one reason why folks who formerly bought higher priced cars are now buying Ford!

**with 3 great Drives**  
Only Ford, among all the low-priced cars, gives you this choice of transmissions. You can get new Fordomatic, Overdrive or Conventional.

**with 2 great engines**  
\*Overdrive and Fordomatic Drive optional at extra cost. Fordomatic Drive available with V-8 only. Equipment, accessories and trim subject to change without notice.

Ford alone, in the low-price field, offers you this pick of power . . . V-8 or Six . . . And both have Automatic Mileage Maker . . . which squeezes the last drop of power out of every drop of gas! YOU CAN PAY MORE BUT YOU CAN'T BUY BETTER

**FORD**  
COME IN FOR A "TEST DRIVE"

**SCHULTZ & PECKHAM**  
YOUR FORD DEALER  
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