

Fifty-Dollar Prize Offered For Name of New Store Here; Opening Sale For Saturday

Raymond's Ready-to-Wear Store of Pasadena will open a branch in Torrance tomorrow, celebrating its opening in the Edison building, next to the Herald on Marcelina avenue, with an introductory sale and the announcement of a \$50 prize name-choosing contest.

Intending to become an integral part of the life of Torrance, the managers of the store decided that they wanted Torrance residents to name the store. Hence the contest, which is open to all women and girls in Torrance, Lomita, Keystone, Harbor City, and intervening territory. The person whose name is selected will be presented with an order for a \$50 woman's silk or wool ensemble. The order

Black, Gray Is
Misses' Choice



The smart black and gray combination is not considered too sophisticated for the young miss, this season. This coat of gray brocaded bengaline has a striking trimming of black monkey fur.

SOCIETY

MARGARET REES, EDITOR

ROTARY OFFICERS ARE INSTALLED AT PARTY

New officers of the Rotary Club of Torrance were installed Tuesday night at a dinner and dance held in the Masonic temple. One hundred and ten Rotarians and their wives and guests were in attendance. About twenty were present from San Pedro.

The Rotarians presented J. B. Hibbs, retiring president, with a beautiful watch embossed with the Rotary emblem, in recognition of his services to the club since its organization six months ago. Rufus Page made the presentation.

After the dinner a delightfully informal dancing party was enjoyed.

Near the close of the dance, the dancers organized a brigade and stormed the bridge players, who were kidnaped from their card tables and forced to join in the dancing.

ROYAL NEIGHBORS HOLD CARD PARTY

Following a short business meeting of the Royal Neighbors of America on Tuesday evening, the members and visitors enjoyed a card party.

Highest honors were awarded to Mrs. Anna Batsch of Torrance and Joseph Fay of Los Angeles, and second to Mrs. C. Corn of Wilmington and Ted Wertz of Torrance.

Home-made cake and chocolate were served.

TORRANCE NOTES

Mrs. Mary Jessome and Mrs. J. V. Murray spent Wednesday with friends in Hollywood.

Arthur A. Baird

Builder of
PACIFIC READY-CUT HOMES
Liberal Loans
on
Quality Homes
1107 Strand, Hermosa Beach, Cal.
Telephone, Hermosa 4331

ROBERT NOURSE HAS BIRTHDAY PARTY

Robert Nourse of Arlington avenue celebrated his eleventh birthday Monday afternoon with a party.

His guests were Kenneth and John Fess Jr., Frances and Anita McFarland, Doris Milburn, Wilson Page, Wilma Mateka, and Ethel Grant.

A large birthday cake with eleven candles was the centerpiece of a beautifully arranged table. The afternoon was spent in playing games.

P.-T.A. CARD PARTY SATURDAY, MAY 9

Much interest is being shown, and the well chosen committee, with Mrs. Reeve as chairman, is making elaborate plans for a card party to be given by the Parent-Teacher Association on Saturday evening, May 9, at Mrs. Reeve's home at 1504 Post avenue.

This is a benefit affair, all proceeds to be presented to the elementary school orchestra.

CAST OF SCHOOL PLAY ENTERTAINED

Mr. and Mrs. Guy L. Mowry and Miss Ada Chase, art teacher, entertained the stage crew, members of the cast, principal and members of the faculty who were associated in putting over the play, "Come Out of the Kitchen," on Friday evening after the performance, at the home of Mrs. Mowry at 2112 Carson street.

Mr. and Mrs. Antone Conelaidi of Los Angeles were business visitors in Torrance Saturday.

Mr. and Mrs. Elmer Woodbridge of Hawthorne were guests Monday of Mr. and Mrs. Frank Smith of Sartori avenue.

Mr. and Mrs. John Torrence enjoyed a picnic on the Palos Verdes hills Sunday.

Mrs. Albert Meyers, with her three children, spent the weekend with her parents, Mr. and Mrs. Mills, at Redondo.

Toasted sandwiches make fine midnight lunches. Telephone Hughely at The American to send you some next time the gang comes.—Adv.

BOWLING NOTES

CITY LEAGUE STANDINGS

Team	Total	W.	L.	Av.
Tansey's Barbers	7315	7	2	815
Paxman's Tigers	7279	6	3	810
Falmer's Service	7584	6	3	850
"Hardware" Reeve	6720	6	3	751
First Nationals	7990	5	4	888
Renn's Grocery	7164	5	4	810
Kelly's	7156	5	4	745
Col. Steel Corp.	7700	4	5	855
Warren's Butchers	6731	4	5	759
Sam Levy	6845	3	6	764
City Trustees	6555	2	7	743
Beacon Drug Co.	6838	1	8	759

Primary Election For School Board On Next Tuesday

Eleven candidates are running for nomination as members of the Los Angeles Board of Education. A light vote is anticipated here. Following are the eleven candidates, for seven of which citizens will cast their ballots: John B. Beman, Arthur S. Bent, M. H. Broyles, Robert L. Burns, Elysbeth Louise Clark, Frederick R. Feitshans, Alfred E. Jurgensen, Emanuel Levin, Lucia Macheth, Robert A. Odell, Clara Schechter.

FREEMAN'S CAFE AND CAFETERIA

5:30 A. M.	AT YOUR SERVICE 20 Hours Out of the 24	To 1 A. M.
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DON'T MISS US SUNDAY

"Get one
for Sunday"

Straws

Are the
thing now!

We have a limitless
assortment at prices
never before equaled.

\$2 to \$4

Ed Kelly

STORE FOR MEN
Cabrillo Ave. Torrance



"Cole Ran Away - -
We're Here to Stay"

New Ready-To-Wear Store Opens in Torrance at "Coles" Old Location, Edison Bldg.

Opening Sale Saturday at Wholesale and Less!!

All thought of profit has been thrown to the discard, for tomorrow, the Opening Day of our new store in Torrance. All the finest Spring and Summer Ready-to-Wear for women and misses are offered at prices that ARE POSITIVELY WHOLESale, and in some cases EVEN LESS THAN THE PRESENT MARKET. We own a store in Pasadena and another in San Pedro, which fact, coupled with our controlling interest in one of the big Los Angeles wholesale houses, make such an unprecedented offer possible.

Look at These Amazing Prices for Tomorrow Only

\$3.98 New Spring
MILLINERY

Silk Ribbon Trimmed
or Tailored Models

Just \$1 Limited,
65 Hats One to
a Customer

\$16.75

Women's Spring Wool
SPORT COATS

Silk Lined, Sizes 16 to 42

\$9.75

Girl's Polaire Coats \$3.98
\$10 Wool, sizes 3 to 12

\$1.98 Children's and Girls'
NEW STRAW
MILLINERY
California Girl. Retails
usually for \$2.98

Our Price \$1

\$2.98 Women's and Misses
Wool, Peter Pan
SWEATERS

Limited, one to a customer

\$1.00

\$5.95 Women's and Misses
Genuine Irish Linen or
English Broadcloth
DRESSES
Sizes 16 to 42

\$3.98

Infants' \$1.98
Hand Embroidered
SWEATERS

\$1

\$1.50 Girls'
Rain Capes with Hood 79c

\$1.00
Women's Pure Thread
SILK HOSE

Brown
Only 50c
pr.
Limited, 2 pairs to a customer

\$1.25 Women's
Windsor Crepe
GOWNS
Hand Embroidered
Assorted Colors

79c

\$1.25 Lingette
BLOOMERS
Colors: Peach, Flesh, Orchid,
Blue and White
Double Elastic Cuffs 69c

\$10.75
Women's and Misses'
Wool Flannel
DRESSES

32 of them, all the newest Spring
Styles, sizes 16 to 40, only

\$3.98

15 Silk and Printed Crepe
DRESSES
Sizes 38 to 42 only
Limit, one to a customer

\$1.98

We are standing back of every garment just as if you paid the full retail price for it. We will gladly exchange any merchandise that is not entirely satisfactory, or refund the money. In a word, our whole policy and the success of our business has been built upon satisfying the customer. We are not satisfied until you are. Come to the Big Opening Sale Saturday, and get the surprise of your life.

\$1.98
Women's Lingette
PRINCESS SLIPS

All wanted colors
You know this value

89c

Doors Open at 8:30 A. M. - Close Saturday at 9: P. M.

\$50 For a
Name

REMEMBER THE PLACE
Next to Torrance Herald—Edison Bldg.
1417 Marcelina Street

What Shall We
Call Our Store?

READ ABOUT THE BIG "NAME" CONTEST IN THIS ISSUE—\$50.00 ENSEMBLE FOR THE WINNER!