

FIESTA = AUTO SHOW OPENS TONIGHT

BIG CROWD EXPECTED NIGHTLY

Free concerts every night. Free moving pictures in the big tent, some of them being highly interesting early films of present-day screen stars.

Free merchandise given away by business houses.

First class shows on the midway.

Fun for the kids, entertainment for the old folks.

And it starts tonight—the Fifth Annual Torrance Fiesta and Auto Show, staged by the Bert S. Crossland Post of the American Legion, one of the most progressive Legion posts in California and an organization that is playing a distinct part in all the worthy activities of this city.

The proceeds from the Fiesta and Auto Show will be used by the Bert S. Crossland Post to help defray the costs of the splendid clubhouse which they contemplate building on the Legion property on Carson street at the head of Cota avenue.

Due to the untiring devotion of local Legionnaires to their organization and generous support from citizens of Torrance and Lomita during the past few years the local post has accumulated several thousand dollars. Members believe that the Fiesta and Auto Show this year will add to that sum an amount which will enable them to start construction of the clubhouse without making its cost a burden either to the veterans or to the public.

The clubhouse will provide adequate space and facilities for the Boy Scouts.

Beautifully located, it will be a distinct asset to Torrance and a worthy memorial to the soldiers from this district who lost their lives during the World War. We would be lacking in appreciation of the service which the service men rendered our country during the war if we did not respond generously to their request that the Fiesta and Auto Show be unstintingly patronized.

The Legion does not ask for charity. It requests nothing for which it does not give full measure of return. That fact has been evidenced here in all Legion activities.

The boys have worked diligently to make the Fiesta and Auto Show this year the greatest in the history of the event. Unsatisfied to split cash receipts from residents of this district with a Fiesta manager, the veterans this year are "going it alone." They have invested no small amount of money in the event. They have given unsparingly of their time and energy. Now, it is up to the public to do the rest.

Let's prove that we have not forgotten the service the men gave during the war. Let's measure up to what the Legion has a right to expect from us.

Let's go to the Fiesta and, while enjoying ourselves, help the Bert S. Crossland Post build that splendid clubhouse.

When the Legion Asks For Support It Gives Full Measure In Return; Let's Go!

Veterans 'Go It Alone' on Big Event This Year So That Receipts Will Be Used 100 Percent for New Clubhouse Which Will Be Asset to District

THE Fifth Annual Fiesta and Auto Show of Torrance opens tonight. It is being conducted entirely by the Bert S. Crossland Post of the American Legion—one of the most progressive Legion posts in California and an organization that is playing a distinct part in all the worthy activities of this city.

The proceeds from the Fiesta and Auto Show will be used by the Bert S. Crossland Post to help defray the costs of the splendid clubhouse which they contemplate building on the Legion property on Carson street at the head of Cota avenue.

Due to the untiring devotion of local Legionnaires to their organization and generous support from citizens of Torrance and Lomita during the past few years the local post has accumulated several thousand dollars. Members believe that the Fiesta and Auto Show this year will add to that sum an amount which will enable them to start construction of the clubhouse without making its cost a burden either to the veterans or to the public.

The clubhouse will provide adequate space and facilities for the Boy Scouts.

Beautifully located, it will be a distinct asset to Torrance and a worthy memorial to the soldiers from this district who lost their lives during the World War.

We would be lacking in appreciation of the service which the service men rendered our country during the war if we did not respond generously to their request that the Fiesta and Auto Show be unstintingly patronized.

The Legion does not ask for charity. It requests nothing for which it does not give full measure of return. That fact has been evidenced here in all Legion activities.

The boys have worked diligently to make the Fiesta and Auto Show this year the greatest in the history of the event. Unsatisfied to split cash receipts from residents of this district with a Fiesta manager, the veterans this year are "going it alone." They have invested no small amount of money in the event. They have given unsparingly of their time and energy. Now, it is up to the public to do the rest.

Let's prove that we have not forgotten the service the men gave during the war. Let's measure up to what the Legion has a right to expect from us.

Let's go to the Fiesta and, while enjoying ourselves, help the Bert S. Crossland Post build that splendid clubhouse.

RADIO SET GIFT OF LEGION

Got your ticket for the five-tube Atwater Kent radio receiving set that the Legion is going to give away Saturday night?

Everybody's buying them at a quarter a throw—and the lucky person who holds the right number will be awarded the set and have it installed without charge. The drawing will take place in the big Fiesta tent Saturday night—and as usual on Fiesta last nights will be the crowning event of the week.

Because a lot of persons already have radio sets, the boys of the Legion have decided to buy it back, if the winner so desires, for \$100 in cash.

Legionnaires are selling chances on the set rapidly. In addition many Torrance merchants are giving away coupons on the set with sales of merchandise. Merchants who are co-operating with the Legion by giving patrons one ticket with each five-dollar purchase are as follows: J. H. Fess, grocer; Ed Tansey, barber; "Hardware" Reeve, hardware; Dolley Drug Company, drugs; H. E. Paige, grocer; Army and Navy Store; D. Hoffman, shoes; Torrance Wall Paper and Paint Company; La Plante Studio, photos and stationery; Beacon Drug Company, drugs; L. Ott, butcher; Eby's Dry Goods Store, dry goods; DeBra Radio Company, radio supplies; Baker Smith, jewelry; W. A. Renn, grocer; Torrance Pharmacy, drugs; Day and Night Garage, Chevrolet dealer and garage; Schultz, Peckham and Schultz, Ford dealers and garage; House of Parr Values, jeweler; Ed Kelly, men's furnishings.

Electrical and plumbing devices galore will feature the exhibit to be conducted jointly by the Torrance Plumbing Company and the Torrance Electrical Company. Automatic water heaters in operation will be featured by the Torrance Plumbing Company. A washing machine, vacuum cleaner and electric fans will be running in the Torrance Electrical Company's section of the booth.

The new clubhouse of the Bert S. Crossland Post, American Legion, will be a beautiful asset to the city of Torrance. Plans for the building and grounds are completed, having been drawn gratis by M. R. Larrimore, a member of the Torrance post.

The building will stand on the south side of Carson street, facing Cota avenue. The Legion owns the clubhouse property in fee. The structure will be L-shaped, with a large patio and landscaping on the inside of the L.

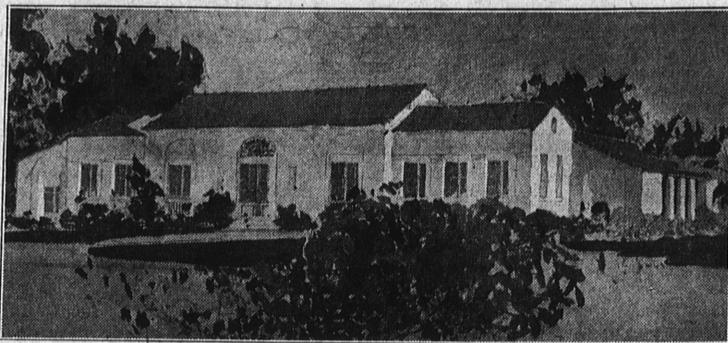
Big Main Hall In the wing facing Cota avenue will be a large assembly hall, 30 by 40 feet in dimensions. To the east of this will be a library and reading room and living quarters for a caretaker, and a billiard room.

At right angles to this main part of the building will extend the other wing, which will provide spacious quarters for the Legion Auxiliary. At the rear of this will be shower baths, dressing rooms, and a well-equipped kitchen.

At the west of the wing which runs north and south will be a wide cement porch, supported by pillars. The patio will be flanked by cement walks. Provision is made for a fountain.

Improvement of the grounds contemplates landscaping in front of the structure and in the patio.

BEAUTIFUL LEGION CLUBHOUSE WILL BE ARTISTIC ASSET TO TORRANCE



Here is a reproduction of the architect's perspective of the Legion Club, to be erected at Cota avenue and Carson street by the Bert S. Crossland Post, American Legion.

The new clubhouse of the Bert S. Crossland Post, American Legion, will be a beautiful asset to the city of Torrance.

Plans for the building and grounds are completed, having been drawn gratis by M. R. Larrimore, a member of the Torrance post.

The building will stand on the south side of Carson street, facing Cota avenue. The Legion owns the clubhouse property in fee.

The structure will be L-shaped, with a large patio and landscaping on the inside of the L.

Big Main Hall In the wing facing Cota avenue will be a large assembly hall, 30 by 40 feet in dimensions. To the east of this will be a library and reading room and living quarters for a caretaker, and a billiard room.

At right angles to this main part of the building will extend the other wing, which will provide spacious quarters for the Legion Auxiliary. At the rear of this will be shower baths, dressing rooms, and a well-equipped kitchen.

At the west of the wing which runs north and south will be a wide cement porch, supported by pillars. The patio will be flanked by cement walks. Provision is made for a fountain.

Improvement of the grounds contemplates landscaping in front of the structure and in the patio.

There will be room for tennis and handball courts on the lot.

Has \$3500 The Legion post has in cash and negotiable assets in addition to the lot which it owns, a total of about \$3500. A financing plan for the erection of the building has been tentatively agreed upon.

As soon as the Fiesta and Auto Show is over the Legionnaires will turn their attention to the clubhouse, and it is expected that ground will be broken within a few weeks.

The plans for the improvement of the lot and the construction of the building are so drawn that the home for the veterans may be erected in units.

It looks as though Mr. Ward signed on for a busy evening Monday night.

The semi-windup will be a six-round clash between Frankie Rose of Long Beach and Young Alexander of Compton, two good boys at 124 pounds.

Joe Baker of Los Angeles will trade larrups with Joe Lopez of Compton in the four-round preliminary. These two 145-pounders are well known and will give the fans a good show.

Tickets for the Legion's card are going rapidly and a large crowd of Harbor district enthusiasts are expected.

WARD AND POLLACK TO MIX

Eighteen rounds of fast boxing, under regulations of the State Boxing Commission, will be staged in the big Fiesta tent in Torrance next Monday night under the auspices of the Bert S. Crossland Post of the American Legion.

Spud Murphy and Jim Scott have arranged the card and promise that there will be plenty of excitement in each bout.

The main event will be an eight-round go between "Battling" Ward of Watts and Dave Pollack of Hollywood. The boys will fight at 135 pounds. Ward's last few battles have all ended in his favor. His victories include wins over such lads as "Kayo" Kelly, Marty Kane and Sammy Santos. His victory over Santos a few weeks ago set him up several notches in his division.

Pollack recently joined the exclusive stables of Harry Winkler and Larney Litchenstein at Hollywood. Most of his experience was gained in the fast circles of Chicago, where he made a name for himself as a fast, clever boy before he came west. His first fight in the west was against the well-known sailor, Jimmy Hackley, at San Diego. The tilt was a draw.

Later he fought a draw with Johnny Adams. His last fight was a few weeks ago at Vernon, where he drew with Johnny Lamar in Doyle's special event.

It looks as though Mr. Ward signed on for a busy evening Monday night.

The semi-windup will be a six-round clash between Frankie Rose of Long Beach and Young Alexander of Compton, two good boys at 124 pounds.

Joe Baker of Los Angeles will trade larrups with Joe Lopez of Compton in the four-round preliminary. These two 145-pounders are well known and will give the fans a good show.

Tickets for the Legion's card are going rapidly and a large crowd of Harbor district enthusiasts are expected.

Twelve Companies Have Booths at Fiesta

Twelve business houses will have exhibits at the Torrance Fiesta and Auto Show. Each is planning novel features and many will give away souvenirs and novelties.

Following are the firms and

companies whose booths will be part of the commercial exhibit in the big tent: Beacon Drug Company, Gardner Music Company, Torrance Plumbing Company and Torrance Electric Company, Tor-

rance Mutual Building and Loan Association, Blue Ribbon Mayonnaise, Torrance Wall Paper and Paint Company, DeBra Radio Company, Torrance Vulcanizing Company and Torrance Auto Electric, Shell Oil Company of California, "Hardware" Reeve.

Free Gifts for All

at the

Beacon Drug Co.

Booth

TORRANCE FIESTA

FREE

- R. I. M. Tooth Paste
- K. C. Tooth Paste
- Red Feather Cold Cream
- Red Feather Shaving Cream
- Pumkin Rouge
- Face Powder

Don't Fail to Visit
The Beacon Exhibit
AND GET YOUR SHARE OF THESE GIFTS

Win This Five-Tube Long Distance ATWATER KENT RADIO

And Tune In on the World!



TICKETS ONLY 25c

Just think! For two bits you may receive this Wonderful Atwater Kent, newest Compact 5-Tube model, complete with Loud-Speaker, Batteries, Tubes, and all other accessories necessary to tune in on the world.



Tiny—But Mighty!

This is the COMPACT model. It is small and attractive in design, and is a fitting ornament to any drawing room.

The loud speaker can be placed, anywhere in the room, on a table, window, or hidden mysteriously behind draperies.

See and Hear This Wonderful Radio At Our Booth in the Fiesta Tent!

De Bra Radio Co.

"Radios Exclusively"

Cravens at Cabrillo

Phone 73-J