

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood - Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

BUY IN TORRANCE THIS WEEK AND SAVE
DEVELOPMENTS of vital interest to every resident of Torrance are taking place this week in Torrance retail merchandising circles.

On other pages of this paper appear advertisements heralding news of buying and selling that warrant careful perusal by all who live in this territory.

Bargains such as never before have been offered the public here are available at several stores this week.

This means a lot to Torrance. Geographically Torrance is the logical buying hub of a vast and rich territory. With Torrance merchants actively going after a large volume of business, and offering real bargains such as are announced this week in order to get that volume, Torrance residents benefit.

Nothing will induce Torrance people to buy in Torrance more than the sort of sales being heralded this week by Torrance merchants. And nothing will do more to make Torrance the buying hub of this whole territory than the sort of active merchandising revealed in the display advertisements of this issue.

Of course a newspaper lives on advertising. But the income from large advertisements is of secondary importance. The increase of Torrance buying by Torrance people is paramount to any selfish consideration.

Whenever a merchant increases his volume of business he increases his buying ability, increases his turnover of goods, and enlivens his city. All the advantage that comes to him is passed on to the buying public in terms of better bargains and wider choice of merchandise. Certainly increased buying in Torrance will mean as much or more to buyers than it will to sellers.

We commend this week's sales to the people of Torrance and tributary territory.

They offer unprecedented bargains. They will serve to increase volume in Torrance. They will serve to make Torrance the buying hub of the district. They will save money for the people of Torrance.

SCHOOL NEWS

ELEMENTARY SCHOOL

Four children from Torrance school attended the party at the Los Angeles city library on Monday afternoon. They were enthusiastic about what they saw and heard. The children's room, or Ivanhoe room, was of special interest, and the program was held in the lecture room. On the program was music by the Sentous Junior High School orchestra, story-telling from "Ivanhoe," and the crowning of the victor of the tournament by students from the Central Junior High School. This was followed by a parade of the children, who had come dressed in the costumes of their favorite story-book characters. Those from Torrance in costume were Jean Wheaton as "Priscilla" and Edith Stevens as "Peter Pan." Jean Tolson and Thurloid Fielder also attended.

Four elementary schools, of which Torrance will be one, will take part in a track meet at Gardent Nov. 16. The Torrance participants will be in charge of Miss Poyet. Five groups are scheduled, with six events in each group. Torrance will enter in all of them, including the mammoth posture parade which closes the competition. Two hundred girls from the local school will be in line. The competition will begin at 9:30. Point-in-town Monday on business conducted with the Amaranth.

Mrs. Baker and Miss Tafe, kindergarten directors, have been invited to represent the Torrance school at a meeting of the Harbor Branch of the Los Angeles Kindergarten Club, which is to meet at Fries Avenue School, Wilmington, on Nov. 22.

Mrs. Charles Ingle Anderson, formerly clerk at the elementary school, is entertaining the faculty at a tea at her home in Los Angeles on Friday afternoon.

An indoor baseball diamond and a handball court have been built during the past week. They are for the girls' use.

Thanksgiving vacation will be Thursday and Friday, Nov. 25 and 26.

School will close Dec. 17 for the Christmas vacation, opening on Jan. 3.

AMARANTH NOTES

Mrs. Mary E. Rice, grand matron, and her suite of officers paid an official visit to Lomita Court last Thursday evening.

Mrs. Alwine Schwarz will attend Fremont Court in Los Angeles Friday night, on the occasion of an official visit.

Mrs. Charlotte Leonard and Mrs. Anna Johnson, of Gardena, were in town Monday on business connected with the Amaranth.

Barnes to Move to Torrance; Sale Is Tremendous Success

Surpassing any sale ever held by the store, the J. W. Barnes Company removal sale is still attracting large crowds, according to J. W. Barnes.

"We want to apologize for our inability to properly serve the hundreds of customers that came to our store on the first days of the sale," said Mr. Barnes, "but the crowds were simply overwhelming. We engaged several extra sales-people, but still were unable to reach all the buyers.

"However, the lines are still quite complete, and if you were unable to get waited upon earlier in the sale we are sure you will find the articles you wish still in good assortment," continued Mr. Barnes; "and as a reward for your second trip we have made many additional discounts in practically every line. Plans have been made for another big crowd Saturday, and the sale will also continue next week."

The new home of the J. W. Barnes Company was also announced this week. Spacious quarters have been leased at 1224 and 1226 El Prado, Torrance. The new store buildings are now being remodeled and redecorated, and it is expected that the Barnes company will be open for business in the

Read Our Want Ads!



Saturday Only

Regular \$6.00
Pure All Wool "Argonaut"

FLANNEL SHIRTS

\$4.39

Extra Fine Quality. All Sizes.

ED. SCHWARTZ

STORE FOR MEN

(Successor to Ed Kelly)

1505 Cabrillo

Torrance

SPECIAL

Wedgewood Pound Paper
in boxes

39c Lb.

Red Rubber Hot Water Bottles
Guaranteed 1 Year

Special 79c

Electric Curling Irons
Guaranteed 1 Year

Silk Cord

Special \$1.19

We Deliver Anything
From the Drug Store

Torrance Pharmacy

Malone and Probert

Phone 3-J

Torrance - Cabrillo at Carson

Canned Foods Week



Canned Foods Week

1639 CABRILLO AVENUE, TORRANCE

Canned Foods at Pre-War Prices

DALEY'S BREAD
2 for 15c

Sliced Pineapple
Large Cans
25c

The Best in Peaches
No. 2 Cans
2 for 29c

IN THANKS FOR THE PUBLIC'S VOTE

Oleomargarine
Reduced Prices

Standard Nut 30c
Morola 29c
Nucoa 30c

Stock Your Pantry
Titian Tall Asparagus
No. 1 Cans
2 for 25c

3 Cans of Mandarin
Chop Suey
\$1.00

Libby Red Salmon
Tall Cans
25c

Stock Your Pantry
Mealtime Corn
No. 1 Cans
4 for 25c

Stock Your Pantry
Country Gentleman Corn
No. 2 Cans
15c

Stock Your Pantry
A Meal in Cans
Sweet Potatoes
Large Cans
20c

FOR THE BEST RESULTS IN COOKING

Best Food Shortening
Special Prices This Week
One pound 23c
Three pounds 64c

Daley's Well-Known Brands of

Corn

No. 2 Cans
10c

Regular Price 12 1/2c

Daley's Well-Known Brands of

String Beans

No. 2 Cans
10c

Regular Price 12 1/2c

Daley's Well-Known Brands of

Peas

No. 2 Cans
10c

Regular Price 15c to 20c.

Stock Your Pantry

Country Gentleman Corn

No. 1 Cans
10c

Stock Your Pantry

Willowbrook Corn

No. 1 Cans
4 for 25c

Stock Your Pantry

Ephraim Peas

No. 1 Cans
10c

Griffin

Blackberries

10c

2 Large Cans Tomatoes

11c

Before You Buy A RADIO

ASK YOURSELF THIS QUESTION—

WHERE WILL I GO FOR SERVICE?

For, of course, EVERY RADIO, like every automobile, at some time or other needs SERVICE—the attention of Skilled Radio electricians.

If you buy your Radio from DE BRA, you KNOW you will always get SERVICE—no matter what make of radio you buy. DE BRA has the ESTABLISHED RADIO SHOP in TORRANCE. It has been here THREE years—and will be here for many more. DE BRA GUARANTEES EVERY SET—and you can depend upon DE BRA being here to make good his promises—whether it's next week or next year.

PLACE YOUR ORDER NOW FOR CHRISTMAS DELIVERY

It is already getting difficult to obtain some models. A Small Deposit Will Reserve Your Set Until Christmas

DeBra Radio Company

Carson and Cravens Streets

Torrance

Phone 73-J

ATWATER KENT RADIO

PROFESSIONAL DIRECTORY

DR. C. W. ALLEN
Chiropractor
Graduate Palmer School
Office: 1387 El Prado, Torrance
Phones: Office, 100-W
Residence, 98-R

DR. C. L. INGOLD
Optometrist
COMPLETE OPTICAL SERVICE
1503 Cabrillo Ave.
Phone 157-R Torrance

Dr. Norman A. Leake
Physician and Surgeon
Office, First National Bank Bldg.
Telephone 96
Residence, 1525 Marcelina Ave.
Telephone 13-M

J. R. JENSEN
Attorney at Law
State Exchange Bank Bldg.
Torrance, California
Phone Torrance 8

Drs. Lancaster and Shidler
PHYSICIANS AND SURGEONS
Phones
House, 15 and 113
Office, First National Bank Bldg.
Res. Cor. Post and Arlington
Torrance California

Edith Wendel Comer
Teacher of
Modern Piano Playing
2118 Carson St.
Phone 140-W

Dr. A. P. Stevenson
Physician and Surgeon
Office, Sherman Bldg., 1837 El Prado
Phones:
House, 187-J Office, 96
Torrance, Calif.

GIVE YOUR CHILD THE BEST
Our instructors are now working in Torrance. Call Tucker 6281 for registrar.
POKROVSKY INSTITUTE, Inc.
Piano Violin Viola

Dr. C. E. Hotchkiss
Chiropractor
X-Ray and Laboratory Service
1311 Sartori Ave., Levy Bldg.
Phone 206 Torrance

DR. R. A. HOAG
DENTIST
New Edison Bldg.
1410 Marcelina Ave.
Just West of Postoffice
Complete X-Ray Service
Torrance Phone 158

Dr. O. E. Fossum
Dentist
X-Ray Service
Hours San Levy Bldg.
8 a. m. to 5 p. m. 1311 Sartori Ave.
Phone 186—Torrance Calif.

PERRY G. BRINLEY
ATTORNEY-AT-LAW
110 First National Bank Bldg.
Phone 159 Torrance

ICE

actually pays for itself in the food and milk it saves

Our ice is pure and clean, and SCORED at the factory, which guarantees you full weight.

You'll find our drivers prompt, courteous, and always anxious to give you the best of service.

It's a thrifty habit to have a clean, white UNION ICE wagon stop at your home regularly.

The Union Ice Co.
R. A. McFarland
Telephone
Torrance 193-R

FRATERNAL

Torrance Review No. 27
Woman's Benefit Association
Hughena Roberts, Commande
Meets Second and Fourth Tuesdays
7:30 P. M.
Women's Clubhouse, Engracia

\$25.00

Prize to the student having made the best progress in the first year with any teacher in Torrance. Given by Pokrovsky Institute, Inc.