



TORRANCE PHARMACY

NEW STORE

GRAND OPENING PARTY

Saturday, March 7

GEORGE PROBERT cordially invites you to join with him Saturday in a gala celebration of the Formal Opening of his luxuriously appointed new drug store at the corner of Cabrillo and Cravens avenues, across the street from his old store.

Torrance Herald

With Which is Consolidated the Lomita News
 Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
 MICHAEL STRASZER, City Editor
 1336 El Prado, Telephone Torrance 444
 Torrance, California

MEMBER California Newspaper Publishers Association MEMBER United Press Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

Subscription Rates in Advance
 Anywhere in Los Angeles County \$3.00 per year
 Anywhere in the U. S. Outside of Los Angeles County \$3.00 per year
 Canada and Other Foreign Countries \$4.00 per year
 Single Copies 5c

OFFICIAL PAPER OF THE CITY OF TORRANCE
 Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470, Dated March 22, 1927.

GIFTS AND FREE ICE CREAM FEATURE PHARMACY OPENING

George Probert Invites Whole Countryside to Party Saturday Celebrating Opening of New Torrance Pharmacy

Saturday of this week, George Probert will play the role of welcome host to the people of Torrance and vicinity—and such a party as he has prepared has seldom been equalled in this community. The occasion is the formal opening of his magnificent new drug store at the corner of Cabrillo and Cravens avenues. Friends of Mr. Probert who have visited the new store this week while preparations have been in progress for the big party Saturday, have enthusiastically proclaimed the new store one of the finest drug stores in the entire Southbay district, and as one visitor said: "You'd think you had just stepped off of Wilshire boulevard when you enter the new Torrance Pharmacy."

The store building formerly occupied by Eby's Department Store has been entirely remodeled from floor to ceiling. A sparkling new terrazzo floor has been laid, rich new mahogany fixtures installed, and brilliant new lighting system provided.

The rather peculiarly shaped room lends itself admirably to the attractive display of goods, and the store will be in gala array for the formal opening Saturday.

Gifts for All
 An enticing array of gifts await visitors on Saturday. Perfumed bath salts in gift boxes will be given the first 200 women who call at the new Torrance Pharmacy on the opening day. Cigars will be given the gentlemen, and ice cream will be served from the fountain all day, without cost, to all visitors, young and old alike. A box of Hoffman's Apple Blossom chocolates will be given to all customers whose purchases total one dollar or more. In addition to these gifts, Mr. Probert is advertising a number of very attractive bargains in women's hand bags, alarm clocks, stationery, fancy rubber aprons, wash cloths and drug items.

Circulating Library
 One of the most popular departments of the Torrance Pharmacy is the Read-More circulating library. Here book lovers may rent the latest fiction and other types of literature for the small cost of three cents a day. A minimum charge of 15 cents is charged for each book. A library of over 800 recent books affords ample variety in reading material.

George Probert, proprietor of the Torrance Pharmacy, while yet a young man is one of the oldest residents of Torrance. He came here as a lad with his parents in 1913. After graduating from the Torrance schools, he entered the University of Southern California, graduating from the College of Pharmacy at U. S. C. in 1922. He then secured a position as registered pharmacist in the Torrance Pharmacy which was then owned by the Malone Brothers.

Four years ago, Mr. Probert purchased the Torrance Pharmacy from the Malones, and continued to operate this drug store in its former location until the opening of the new quarters this week. "I give no small amount of credit for the success of my business to Mrs. Probert and the corps of loyal workers in the Torrance Pharmacy," said George Probert this week. Besides Mr. and Mrs. Probert, the store staff includes Fred Vandegrift, in charge of the soda fountain and lunch and his helper, Cecil Bishop. They will all be on hand Saturday to greet the visitors from 8:30 in the morning until 11 o'clock at night.

New Drug Store Is Product of Home Builders

Neighboring Merchants Co-operating in Saturday Opening Party

Torrance is proud of its modern new Torrance Pharmacy, which is conceded to be one of the finest drug stores in the entire Southbay district. Its proprietor, George Probert, has been a resident of Torrance for 18 years, and as a loyal Torrance supporter, he naturally engaged local contracting firms to remodel his splendid new store. Among the local firms which did work on the new drug store building were: Torrance Electric Company, Torrance Plumbing Company, Torrance Wall Paper & Paint company, Tom Watson and W. I. Reeve.

Other merchants in the Cabrillo-Carson trading center are congratulating Mr. Probert this week and are co-operating in the elaborate opening party he has planned for Saturday by themselves offering special bargains, which are advertised on this and adjoining pages of this issue.

Rights-of-Way Are Being Obtained for Wider Redondo Blvd.

The widening of Redondo Boulevard from Madrona avenue to the Redondo city limits is being hastened in order that the thoroughfare may become 200 feet wide by next fall. Carl Hyle, executive secretary of the chamber, reported to the directors of that organization at their regular meeting Monday afternoon. Hyle said that he expected that all the deeds will be signed by the adjoining property owners westerly from Madrona without difficulty. This right-of-way dedication is being obtained in order that the street may be widened in the near future to make it a 100-foot boulevard its entire length.

FREE!
 Perfumed BATH SALTS
 We have 200 jars of delicately scented Bath Salts which we will give to the first 200 ladies to visit our new store on Saturday. Come early and you won't be disappointed.

Hand-Dipped Chocolates
FREE!
 1/2 Pound Box Hoffman's Apple Blossom Chocolates
 Given with Purchases of \$1.00 or over on Saturday

OPENING SPECIALS!
 \$1.75 ELECTRIC VAPORIZER and 50c TURPO VAPORIZING OINTMENT, a wonderful combination for colds, especially for infants and children, but equally effective for adults. \$2.25 Value. SPECIAL 98c
 Bathing Epsom Salts, 5 lbs. 39c
 Clean, Pure Crystals
 MONTAG'S FASHIONABLE STATIONERY. Assorted Style and Box Covers; Paper and Envelopes in Perfect Color Harmony, specially priced at 59c to \$1.50
 McKESSON'S AMERICAN GENTLEMAN SET. Contains Shaving Cream, Shaving Lotion, Shaving Talcum, Auto-Strop Razor, strop, and 1 Blade, all for \$1

Fancy RUBBER APRONS
 Fresh New Stock Bought Especially for Opening
 Regular 50c Aprons, Special 39c
 Regular \$1.00 Aprons, Special 69c

Wash Cloths
 Extra Large and Soft
 Regular 15c Quality
 Special 10c Saturday
 3 for 25c

Alarm Clocks
 All Colors
 Regular \$1
 Special Sat. 69c

Stationery
 Special
 One POUND BOX
 Ripple Bond Paper and 50 Envelopes to Match
 All for 69c

Oh, Lookie!
FREE!
 Ice Cream
 All Day Saturday
 We will have plenty of delicious SUNFREEZE Ice Cream for all, young and old alike.

FOUNTAIN LUNCH
 Fred Vandegrift in Charge
 Tasty Lunches and Luscious Drinks Served at All Hours
 Cleanliness and Quality Are Supreme at Our Fountain

SPECIAL PURCHASE BAGS
 Genuine Calf and Beaded Bags
 Exquisitely Designed
 Colors to Match Your Spring Clothes
 Values to \$5.00
 Special \$2.95 Saturday
 A few at \$3.95

OPENING FEATURES!
 1 Pint McKESSON'S ANTISEPTIC SOLUTION 59c
 50 McKESSON'S MAGNESIA TOOTH PASTE 39c
 50c McKESSON'S SHAVING CREAM 39c
 16 ounces McKESSON'S MILK OF MAGNESIA 39c
 16 ounces McKESSON'S COD LIVER OIL 75c
 1 pint McKESSON'S RUBBING ALCOHOL 39c
 1 pint McKESSON'S LIQUID PETROLATUM 59c
 75c HOSPITAL COTTON, 1 pound 39c

Don't Forget the Day . . . Saturday, March 7, from 8:30 A. M. to 11 P. M.
 Gifts for the Ladies . . . Cigars for the Gentlemen . . . Ice Cream for All!



GOOD LUCK-- GEORGE!

Your neighboring butchers, Henry Grubb and L. Ott extend their hearty congratulations and best wishes upon the opening of your beautiful new TORRANCE PHARMACY.

Meat Specials for Fri. and Sat.

WEINERS, CONEYS, LIVER SAUSAGE, BOLOGNA and MINCED HAM, lb. 15c	FRESH SPARE RIBS, lb. 18c
SNOW WHITE COMPOUND, 3 lbs. for 25c	EASTERN BACON, half or whole, lb. 23c
PURE LARD, 2 lbs. for 23c	EASTERN HAMS, half or whole, lb. 23c
SWIFT'S JEWEL SHORTENING, lb. 10c	GOOD BEEF ROASTS, lb. 15c
	ROUND STEAK, Steer Beef, lb. 25c

Rock Bottom Market
 L. OTT
 1639 CABRILLO
 in Continental Store

THESE PRICES GOOD AT BOTH MARKETS

Supreme Market
 HENRY GRUBB
 1929 CARSON
 in MacMarr Store

PROPER STORE LIGHTING ATTRACTS BUSINESS!

We congratulate George Probert upon his decision in installing one of the finest systems of efficient store lighting in his new Torrance Pharmacy.

Proper store lighting attracts business and we are sure his expenditure in illuminating will bring handsome returns in increased patronage.

B. J. SCOTT
Torrance Electric Co.
 Lighting and Power Installations—Fixtures
 1421 Marcelina Ave. Phone 567

STONE & MYERS
 AMBULANCE SERVICE LOMITA
 Cravens at Engracia, Phone 195 1294 Narbonne Phone 817

Congratulations To George Probert

Upon the completion of his wonderful new home for the Torrance Pharmacy. We are proud, indeed, to have had a part in it.

Torrance Plumbing Co.
 F. L. PARKS, Proprietor
 1418 Marcelina Ave. Opposite Post Office