

# TORRANCE MERCHANTS



## Friday and Saturday April 1 and 2

NEVER BEFORE—AND PROBABLY NEVER AGAIN—WILL YOU BE OFFERED SUCH VALUES

### RED HOT \$1 DAY Values

Sam Levy Goes the Limit In Value Giving For Dollar Days, . . . Friday and Saturday, April 1 and 2 . . .

NOTICE:—This is not special merchandise bought for sale purposes, but genuine reductions from our Regular Stock of High Grade Merchandise.

#### WOMEN'S DEPARTMENT

**\$1.95 Dresses \$1**  
Unrestricted Choice of Our Entire Stock for

**Women's Silk Shorts \$1**  
Fine Crêpe-de-chine, beautifully lace trimmed, big \$1.49 values for.

**Women's Rayon Shorts 2 for \$1**

**Women's Zipper Sweaters \$1**  
Fine quality Jersey, popular colors, \$1.95 values for.

**MILLINERY \$1**  
Big lot of Spring and Summer Hats, Straws and Panamas, choice

**WOMEN'S Slip-Over Sweaters \$1**  
Pretty patterns, good quality, \$2.95 values at

#### Children's and Boys' Dept.

**Children's Dresses, \$1**  
Big Selection, values to \$1.95, Ages: 1 to 14 years, Choice Dollar Days.

**Boys' Wash Suits, \$1**  
Jerseys, Linens, Crashes, etc., Smart styles and fabrics, Values to \$2.45; ages 2 to 8, Dollar Days ONLY

**Boys' Sweater Coats, Slip-Overs, and Lumber Jacks \$1**  
Ages 6 to 16, Values to \$2.45, Dollar Days Only

**Children's Fancy Hose \$1**  
Short and 3/4 Lengths—Ages 4 to 10, Fine Quality **5 pairs for \$1**

All \$5.95 DRESSES, Choice of Our Entire Stock

LADIES' SPRING COATS, Choice of Entire Stock, Including Polos and Tweeds

ALL MEN'S & WOMEN'S SHOES, Unrestricted Choice of Our entire Adult Shoe Stock, Including ENNA JETTICK and FLORSHEIM. Nothing Reserved, at

MEN'S FELT HATS, New Spring Styles, Choice of Entire Stock

MEN'S LEATHER & SUEDE JACKETS, Choice of Entire Stock

MEN'S SILK & WOOL SWEATERS, Choice of Entire Stock

**\$1.00 OFF**

#### MEN'S DEPARTMENT

##### MEN'S DRESS HOSE

Plain and fancy patterns and colors. Silk, Rayon and Lisle

**6 PAIRS for \$1.00**

##### Men's Holeproof Auto-Garts

Self-Supporting Hose, Nationally Advertised at 55c. Dollar Days

**3 PAIRS for \$1.00**

##### MEN'S HOLEPROOF HOSE

Fancy or Plain. Silks, French Lisles. 50c and 75c values

**3 PAIRS for \$1.00**

##### Men's SHIRTS or SHORTS

Broadcloth and Rayon

**3 for \$1.00**

##### MEN'S NECKTIES

Unrestricted Choice of Our Big Stock. Ties that were \$1

**NOW 2 for \$1.00**

##### MEN'S \$25 SUITS

Unrestricted Choice Including Styleplus and Other Makes. New Summer Patterns Dollar Days at

**\$17.75**

**\$40 and \$45 Kuppenheimer Suits at \$29.50**

#### Prefers "Cave Man" Type



#### Letters to the Editor

Torrance, California, March 30th, 1932.

Mr. Grover Whyte, Torrance, Calif.

Dear Mr. Whyte:

Both pastor and people wish to thank you for the space accorded them in the Torrance Herald at the Easter season. Proper publicity gets results. This was demonstrated in a wonderful way this last week. Again we say, "Thank you."

GEORGE G. ELDER, Pastor, Torrance Christian Church.

"A woman wants a man with a backbone—not a wishbone; cave-man stuff is just as effective today as it was in pioneer days." So said Mrs. Susan Young Gates—better known as Utah's "Aunt Susa"—on the occasion of her 76th birthday. Mrs. Gates is a daughter of the late Brigham Young, under whose guiding hand the Mormon population grew and prospered. "I have lived long enough to know that a woman, despite what she may say about her emancipation, wants a man before whom she stands in 'wholesome fear,'" the active elderly woman observed, with many vigorous shakings of her head. On the wall and on the desk are pictures of her famous father.

#### Fifth Glider Contest Held Here Sunday

The fifth pre-international gliding and soaring contest for ailerons of all types will be held at Hollywood Riviera field in Torrance, Sunday, April 3. The meet is held under the auspices of the American Glider Association, and will be attended by a large number of flyers. Several new gliders will be seen on the starting line at this contest, which is attracting attention all over the Southland. Several events are planned, including a balloon bursting contest

in which the glider pilot must pierce the balloon with a lance instead of striking it with any part of the glider. This event will probably provide a number of thrills for both pilot and spectator if the rules are strictly adhered to. Other events will be spot landing contests, distance, duration and altitude trials. Many of the well known pilots will be on hand for the contest.

**Leap Year a Failure**  
THE DALLES, Ore. (U.P.)—Leap year doesn't mean a thing any more. In fact, it means less than that. Divorces this year have been twice as numerous as marriages.

#### Karl's KUSTOM MADE SHOES

1277 Sartori Ave.—Torrance

Over 60 Stores in California and Arizona

### WOMEN'S SHOES

SPECIAL FOR DOLLAR DAYS

**\$1.00 pair**



Broken lines, not all sizes in each style, but nearly all sizes in the lot. Many good styles in Straps, Pumps and Ties. Offered regardless of cost, Friday and Saturday at \$1.00 per pair.

#### California Prepares For Big Exhibit

SACRAMENTO—Machinery was set in motion here today for the installation of a colorful exhibit, graphically depicting California's vast industrial and agricultural products, as well as the natural and undeveloped resources, in the Century of Progress International Exposition at Chicago next year. (This was announced today by Theodore Hardee, San Francisco, managing director of the California World's Fair Centennial Celebration Commission. Hardee said that every California city and county as well as industrial organizations, chambers of commerce and civic organizations, would be urged to enter exhibits in conjunction with the state display.

"We want the state's exhibit to be 100% representative of the entire state and the high tradition established in previous displays must be maintained," he said.

While preliminary plans of the exposition authorities call for a giant building to house the displays of all states, Hardee indicated that the commission was in favor of having a special California building in order adequately display the state's diversified agricultural and industrial wealth. Decision on this plan, it was indicated, will be held in abeyance until Hardee returns from Chicago.

The California World's Fair Centennial Celebration Commission is working in cooperation with Rolland A. Vandegriff, director of the state department of finance, in arranging for California's participation in the international exposition.

It has been conservatively estimated that because of Chicago's central location, the minimum attendance during the five-month exposition will be 50,000,000 visitors.

#### Mountain View Opens New Store On Sartori Ave.

Mountain View Dairies, Inc., opened an attractive retail store and lunch counter in Torrance this week at 1407 Sartori avenue. A complete stock of Mountain View products will be handled, which include butter, eggs and all dairy products. A special Sunday price is offered on brick and Adlon ice cream in a wide variety of flavors. Prices and list of products handled by the new store are given in the Mountain View Dairy Store advertisement printed in this issue.

### J. J. NEWBERRY CO., TORRANCE Dollar Days Bargains

In Our Spring Opening Sale

Princess Voile  
Only the Newest and Most Pleasing Patterns, yd. **19c**

Fast Color Printed Rayons, yd. **25c**

#### BATHING GOODS

Caps, 10c Suits, \$1.00 Shoes, 29c Belts, 10c Beach Hats, 59c Pajamas, \$1.00 Beach Chairs, \$1.00

1932 Super VALUE!  
**CHILDREN'S DRESSES**  
Sizes 1 to 6 Washable—All Silk (No Rayon) **\$1.00**

Ladies' Zephyr 100% Wool **SWEATERS**  
Puff Sleeves The Newest Thing at a Very Low Price **\$1.00**

**PLAY SUITS**  
FAST COLOR  
The largest assortment ever offered in Torrance  
**25c - 39c - 50c - 59c**

Spring Styles Call for **MESH HOSE**  
We are ready to supply all demands.  
**39c - 59c - 89c**

INCOMPARABLE VALUES In **CHILDREN'S SHOES**  
They Wear and Wear, and **Only \$1.00 Pair**

**PEANUT CLUSTERS**  
20c lb.  
For truly pure and wholesome candies, ours lead.  
**Movie Mirror and Love Mirror**  
Truly a 25c Value Our Price **10c**  
On Sale 5th of each month.

UNUSUAL VALUES  
**J. J. Newberry Co.**  
5 - 10 - 25c Stores  
1275 Sartori Ave. Torrance

#### STORY 1

Continued from Page 1

turned to the employ of the City of Torrance, as a member of the night police force under Chief G. M. Calder. He entered upon his duties on August 28, 1926, and has been a faithful guardian of the peace and safety of the community ever since until taken by death.

Mr. Olsen is survived by his wife, Mrs. Lena Olsen, to whom he was wedded 32 years ago, on April 19, 1906.

Christian Science services were held Wednesday afternoon at 2 o'clock from Stone & Myers chapel in Torrance, followed by Masonic

rites at the grave. Interment was made at Roosevelt Memorial Park. Mr. Olsen's brother officers, Chief G. M. Calder, Sergeant John Stroh, Frank Dalton, Ernest Ashton, J. B. Edwards and Frank J. Schumacher, acted as pallbearers. City officials and members of the Torrance fire department attended in a body.

#### HOSPITAL NOTES

**Births**  
Born to Mr. and Mrs. Harold Campbell, 1402 218th street, on March 25, a boy.

#### County Library Seeks to Preserve Lomita History

LOMITA.—Residents of Lomita who are interested in handing down to future generations the history of this community, its pioneers, local projects, etc., are asked to co-operate with the Los Angeles county library in collecting historical items of all descriptions relating to Lomita.

The project is directed by the reference division of the Central library in connection with similar projects of other communities

where branches of the county library are located.

The gift, or loan if the owners are unwilling to part with them, of books, documents, printed material of all kinds, including maps, biographies of prominent citizens, old letters, reports, novels, poems or plays of local interest, is solicited. Relics, such as old costumes, furniture or implements of the bygone days are numbered among the wanted items.

Mrs. Ella Cline, librarian at the Lomita branch, will explain to all interested parties just what is wanted and the purpose of the collection.

Read Our Want Ads

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