

LESLIE L. PRINCE
Co-Owner and Manager



Authorized Agent
Owl Drug Co. Products

BEACON DRUG COMPANY, TORRANCE

SPECIAL OPENING SALE

Under Leslie L. Prince, New Manager

All Day Saturday, May 7

In order to get better acquainted with the people of this community, Leslie L. Prince, the new manager of the Beacon Drug Company in Torrance, is conducting a SPECIAL OPENING SALE, on Saturday, May 7.

On this day, counters will be filled with merchandise, all marked at BARGAIN PRICES, many of which will be astonishingly low. In addition to the

Bargain Prices on stock articles, Mr. Prince has arranged a large number of FREE GIFTS, as described below. You are cordially invited to visit the Greater Beacon Store on the Opening Day, Saturday, whether you desire to purchase anything or not. Come to our "Party" and make yourself known. We want to get better acquainted, and in order to do so, we are making it worth your while.

FREE...

With Purchases of \$1.00 or More
We Will Give FREE,
Your Choice of

OLEANDER

or
MOCK ORANGE
Flowering Shrubs

Or Your Choice of Other Articles
of Equal Value



Many Free Gifts!

Many articles on the counter will be marked, "FREE," and all you have to do is help yourself and present them for wrapping. Only one such article will be given to each person, so you should come early and get the best pick of these gifts.

FREE... ICE CREAM or FRUIT PUNCH

All adults and children accompanied by their parents who visit our store on Saturday will be served FREE OF CHARGE, their choice of Golden State Ice Cream or delicious Fruit Punch. Fountain Service in Charge of Mrs. Knorr and Chris Bartsch



These and Many Other Regular Stock Items Marked Down for Saturday

- | | | |
|-----------------------------------|---|------------------------------------|
| 50c Peroxide, pints 29c | 50c Assorted Face Powders 29c | 50c Ameroil, pints 39c |
| 50c Milk Magnesia 29c | 50c Assorted Rouges . . . 25c | \$1.00 Bath Salts 59c |
| 50c Borated Bay Rum . . . 29c | \$1.00 Hot Water Bottles and Syringes 49c | \$1.00 Bath Powder 59c |
| 25c Anacin Tablets 17c | \$1.00 Mello Glo Powder . 69c | \$1.00 Toilet Waters 59c |
| 10c Assorted Soaps 5c | | 50c Rim Tooth Paste . . . 29c |
| 5 lbs. Epsom Bath Salts . 29c | | 50c Kcl Tooth Paste . . . 29c |
| 50c Witch Hazel, pint . . . 29c | | |

REMEMBER THE DAY—SATURDAY, MAY 7, 8:30 A. M. TO 9:30 P. M.

BEACON DRUG COMPANY

LESLIE L. PRINCE, Manager
TORRANCE

1519 Cabrillo Ave.

Phone 180.

National Drive to Reduce Cost of Government

American Business Leaders
Will Grapple With Problem
at Important Meeting

SAN FRANCISCO.—A national drive to marshal public sentiment in behalf of reduced public expenditures—federal, state and local—will be inaugurated by American business leaders at the Twentieth Annual Meeting of the Chamber of Commerce of the United States to be held at San Francisco, May 17-20.

port of less wasteful public spending. The San Francisco meeting will have before it a report by the chamber's committee on government expenditures which sets as a goal the reduction of federal expenditures by at least \$500,000,000. Likewise, there will be submitted to the meeting the consensus of business opinion on a federal tax program as expressed recently in a referendum vote of the chamber's membership. This program calls for a prompt balancing of the federal budget, to be accomplished insofar as possible through reduced expenditures, and for limited new-debt borrowings and moderate additional taxes. Three sessions of the San Francisco meeting will deal exclusively with the disturbing problem of governmental expenditures and taxation. A general session on May 19 will be devoted to the discussion of pressing problems of public finance, including the fiscal situation of the federal government and the control of federal, state and local expenditures. In greater detail, questions of

state and municipal finance will be considered at two round table sessions where practical efforts and methods to control public expenditures will be analyzed. Commenting on the tax questions which will come up for consideration at the San Francisco meeting, Silas H. Strawn, president of the chamber, said: "There is general agreement that present tax levels seriously impede economic recovery, and menace national welfare. Taxes, already oppressive, are becoming confiscatory in many parts of the country. General demands for tax reduction—groups of citizens storming meetings of city councils to insist upon lower taxes, the clamor for remedial legislation—all these point to the need for drastic remedies. Taxpayers must be relieved without impairing public credit. "Public debts, wisely or unwisely contracted, must be paid, but in meeting these obligations some relief can be given to the taxpayer by curtailing current public spending. "Business agencies are taking a markedly increased interest in pub-

lic fiscal problems. In many communities they have advised with public officials in the preparation of their budgets and have assisted in working out programs for reducing expenditures. Closer cooperation between business agencies and public officials everywhere should be of inestimable value in working out solution of our tax problem."

KEYSTONE EVENTS

Mrs. James H. Crumrine had as her luncheon guests last Thursday Mrs. M. M. Porter, Mrs. E. E. Banks and Mrs. Loton B. Buckley of Torrance.

Mrs. R. V. Roelofs was the guest of Mrs. James H. Crumrine at the Women's Club meeting held in Banning park last Wednesday.

Mrs. Geo. Koehler, Mrs. Thos. A. Cowan, Mrs. Geo. Nahmens, Mrs. James H. Crumrine, Mrs. R. V. Roelofs of Torrance will attend the state convention of Federated Clubs to be held at the Ambassador Hotel in Los Angeles, May 4, 5 and 6.

Canada's Railroads to Build WASHINGTON.—(U.P.)—Canadian national railroads are spending \$648,000 on branch lines this year, the Commerce Department has been informed. Work will be confined to five lines.

JOE CRAIL



Congressman Joe Crail, (Republican) candidate for U. S. Senator, sends word from Washington he will make a strenuous personal campaign throughout California next summer after Congress adjourns. His friends are active now and confident. —Advertisement.

—at Narbonne High School

Mothers of all Narbonne students will be guests of honor Friday afternoon, May 6, at Jinx Day, which is an annual entertainment of dances and drills presented by the Girls' Athletic Association. The program will begin promptly at 2:30 on the girls' field.

As is the usual custom, each mother will be presented with a carnation as she arrives on the field. The diversified program will include folk dances given by senior high and by junior high girls, work, and a polo drill in which some 65 girls are to take part. A Maypole dance in which the seventh grade girls will participate will be one of the chief features. The little girls will be dressed in pastel shades and will wear butterfly wings, as this is a specialty of the Maypole dance. A softball game in which the best players in the school are to take part will conclude the entertainment. Refreshments of punch and cookies will then be served. Girls in the Senior G. A. A. will be excused from wearing uniforms on Jinx Day and will all appear in white sports outfits with a touch of blue—the club colors. Miss Mason, the club sponsor, and the G. A. A. are hoping that all the mothers of the community will be present at their annual Jinx Day.

A junior high field day is being planned by Mrs. McKeown, gym teacher, for the girls in the junior high. The event will be held on the girls' field the last week in May and will take the place of a playday for the younger Gauchettes. Races, baseball throw for distance and for accuracy, volleyball and tennis serve as some of the activities in which the girls will enter.

Senior high girls will be in charge of the field day.

Tom Lieb, head football coach at Loyola university, spoke at an assembly at Narbonne high Tuesday, May 4. The assembly, which was given as part of a program in observance of Boys' Week, was sponsored by the Lettermen's club. Also in observance of this week, several of the boys from Miss Mason's salesmanship class will serve as clerks in Los Angeles department stores.

Narbonne sent eight boys to Los Angeles on Tuesday to work in different stores as a feature of Boys' Week. Bobbie Brumpton, Franklin Smalley and Michael Yelovich worked at Bullock's; Robert Stock at the May company; Robert Kastrop at the Broadway; Claude Omohundro at Foster and Kleiser; Maurice Krohn at Alexander-Oviatt, and James Gannon at J. W. Robinson company. Tuesday is known as boys' day in industry.

The stagecraft class at Narbonne, under the direction of Mr. Willebrandt, is busy making the set for the senior play, "Skidding," which will be presented Friday night, May 20. The set is a living room scene and is the only one to be used in the play. Mrs. Schwartz, dramatics teacher, has decided definitely on the cast. The leads will be played by Maxine Mueckow, as Marion Hardy, and Carl Williams, as Wayne Trenton III. Both of these senior B's have had experience in dramatics, taking important parts in last year's junior play. The other roles have been assigned as follows: Aunt Milly, Lois Haslam; Mrs. Hardy, Evelyn Smalley; Judge Hardy, Fred Hamilton; Andy Hardy, Michael Yelovich; Estelle Hardy Campbell, Maxine Meacham; Myra Hardy Wileox, Maxine Schatz; Grandpa Hardy, Dick Jones, and Stubbins, Charles Paige.

Girl Disappears From Palos Verdes

Jane Nicolls, age 20, daughter of Rollins C. Nicolls, residing at 2528 Via Camposina, Palos Verdes Estates, left her home at 7:30 Monday morning to go for a walk. At 4 o'clock that afternoon her coat and some jewelry were found on the private pier at the shore, but no trace of the girl was found. Miss Nicolls was a student at U. S. C.

Mulkern Third In Oratorical District Meet

Narbonne Speaker Ties for
First Place On Initial
Ballot of Judges

LOMITA.—John Mulkern, representing Narbonne high school, placed third in the district finals in the oratorical contest, held at Glendale on Friday evening, April 29. John was awarded a cash prize of \$15, making a total of about \$40 he has received in the contests to date. On the first ballot of the judges, three contestants, Mulkern, Herbert Carpenter of Beverly Hills and Lucile Nonck of Inglewood, were tied for first place, but on the succeeding ballots, Carpenter was given the honor, Miss Nonck second and Mulkern third. Other schools represented were San Pedro, Fremont, Fairfax, Glendale and Riverside. The next step in the contest will be the semi-finals to be held at the Shrine auditorium.

As this is the first time since the contest was inaugurated that Narbonne has had a contestant in the district finals, the faculty, students and patrons of the school are highly pleased with Mulkern's success.

Woman's Club of Keystone Names New Candidates

Nominating Committee Submits
Names for Election of
Officers for Next Year

KEYSTONE.—Mrs. Geo. Koehler was hostess to the Woman's Club of Keystone on Wednesday, April 27.

The meeting, a most enjoyable one, was held in Banning park and after the business meeting with several splendid reports coming in from the different chairmen, a delightful luncheon was served.

Mrs. Forrest of the nominating committee reported the following: Mrs. James H. Crumrine, president; Mrs. Thos. A. Cowan, first vice president; Mrs. Geo. Koehler, Harshman, auditor; Mrs. C. E. second vice-president; Mrs. Pauline Fourtelotte, recording secretary; Mrs. Clara Kraft, treasurer; Mrs. John Hilpert, corresponding secretary.

The next meeting of Woman's Club will be held at the home of Mrs. Geo. Nahmens on Carson street, May 11.

Woman Seriously Hurt In Crash

Mrs. Roma Darles, 2028 Andreo avenue, was severely injured in an automobile accident Friday afternoon when the car in which she, with her husband and child, was riding, overturned and pinned her beneath it. A passing motorist picked her up and brought her to the office of a Torrance physician from where she was taken to the Jared Sidney Torrance Memorial hospital for further observation. On Saturday, Mrs. Darles was taken to the General hospital in Los Angeles where her condition is said to be serious.

ONE POUND POTATOES
WHEATLAND, Wyo.—(U.P.)—A. B. Combs, an Antelope Gap farmer, recently exhibited a sack of potatoes weighing 101 pounds and containing exactly 100 potatoes. The "spuds," Bliss Triumphs, grown on non-irrigated land, each weighed one pound.

Special!

EXCURSION
one day only
MAY 9

50
ROUND TRIP
SAN FRANCISCO

including
MEALS • BERTH
DANCING • TICKET
on the super-express liner
S.S. YALE

BOOK NOW!

Regular fares and
sailings EVERY

MON - WED - FRI
From Los Angeles Harbor at 4 p. m.
LOW ONE WAY AND ROUND TRIP
FARES which ALWAYS include meals,
berth, dancing, ticket... the most
pleasant, most economical travel
route between California's chief ports

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LOS ANGELES STEAMSHIP CO.

Torrance Pharmacy, Torrance, Tel. 3
1444 Narbonne Ave., Lomita, Tel. 25
730 So Broadway, Los Angeles
Yandke 2421

Continental Stores

1639 Cabrillo Ave. and 2223 Torrance Blvd.

SATURDAY, MAY 7th, ONLY

EGGS Large Fresh 2 doz. 35c

BLUE RIBBON MALT 3-lb. can 39c

SPECIALS, MAY 5th to MAY 11th

DO-NUTS 6 in package Extra Special 5c

LUCKY STRIKE

Cigarettes 2 pkgs. 25c
"They Are Kind to Your Throat"

KARO SYRUP

RED LABEL BLUE LABEL
1 1/2-lb. can 15c 1/2-lb. can 14c
5-lb. can 43c 5-lb. can 41c

DON'T RISK HEALTH Use CRISCO

The Digestible Shortening
1-lb. can 22c
3-lb. can 65c

MOTHER'S DAY IS OUR MOTHER'S DAY
She will appreciate a 2-lb. box of MOTHER'S COCOA 18c

SUPERIO 2 pkgs. 11c
Macaroni, Noodles, Spaghetti

SUPER SUDS 3 small pkgs. 23c
large pkg. 16c

PEETS SOAP GRANULATED
FREE 2 bars Crystal White Soap with Purchase of one medium pkg. Peets Gran Soap 19c

BRILLO CLEANS QUICK Special Price 2 pkgs. 15c

OLD DUTCH CLEANSER 3 cans 19c

Crystal White 8 bars 25c
Family Soap Giant Bars, each 5c

Palmolive Soap 3 cakes 17c