

ED SCHWARTZ MEN'S STORE IS ENLARGED

Double Floor Space Made Available For Larger Stocks

Ed Schwartz Store for Men, 1507 1/2 Cabrillo avenue, is all ready for Easter with a store enlarged to twice its former size and larger assortments of men's wear, including many entirely new lines of goods.

For some time, workmen have been engaged in remodeling the store in order to take over the room adjoining on Cabrillo avenue, which gives the popular exclusive men's shop double the floor space. Attractive new display windows have been installed and the entire store remodeled and redecorated.

In addition to augmenting former lines of merchandise with greater varieties, Ed Schwartz has also added a complete new line of Middlegrade suits, Grayco shirts and ties, and men's sport shoes. An exceptionally fine display of Mallory cravats and hats is also offered. The present stock is considered one of the largest and best selected lines of men's wear in the harbor district.

Opens New Barber Shop On Cabrillo Next to Woodburn's

Fred Denton today announced the opening of his new barber shop at 1503 1/2 Cabrillo avenue, next to Woodburn's. Mr. Denton and son, Roy, moved to Torrance recently from Hollywood.

Mr. Denton has been a barber for 32 years and is prepared to offer patrons of his new shop first class work. Special attention will be given to women and children.

CITY COUNCIL JOINS SO. MUNICIPAL LEAGUE

An appropriation of \$20 for annual membership dues in the Southern California Municipal League was authorized by the city council Tuesday at the request of Councilman Klusman.

PROFESSIONAL DIRECTORY

PROTSCH Optical Co. JEWELERS Here 30 Years The Store with the BIG Clock Redondo Beach, Phone 3371

Dr. A. P. Stevenson Physician and Surgeon Office Levy Building 1311 Sartori Avenue Phone: House, 674 Office, 96 Torrance, California

Dr. Alden W. Smith Optometrist Graduate U. S. C. College of Optometry 1503 Cabrillo, Howard's Jewelers Telephone 157-R

ALBERT ISEN Attorney-at-Law Notary Public Room 18, Brighton Hotel Bldg., 1639 Cabrillo Ave. Phone 43-W. Residence: 2467 Sonoma Ave. Phone 185-W

DR. R. F. BISHOP Dentist X-Ray Service 1625 Cabrillo, Room A Phone 341

Drs. LANCASTER and SHIDLER PHYSICIANS AND SURGEONS Office: 14; House, 15 and 118 Office—First National Bank Bldg. Res. Cor. Post and Arlington Torrance, California

L. B. KELSEY "Where Insurance is Not a Sideline" 1406 Marcelina Avenue Phone 135-M Torrance

CHIROPRACTIC HEALTH SERVICE Dr. F. H. Harden, Palmer Graduate. Office at home, 229 So. Halbert, avenue, Redondo. Phone 3446. Adjustments \$1.00. House calls \$2.00.

Flora M. Cronemiller Teacher of Voice Classes Every Tuesday 7:30 to 8:30 P. M. Special Price, 50c Per Pupil Limit Eight Pupils For Reservations, Phone Tor. 60 L. A. Studio, 1015 Beaux Arts Bldg.

FORD TO BUILD HUGE EXPOSITION AT THE 1934 CHICAGO WORLD'S FAIR

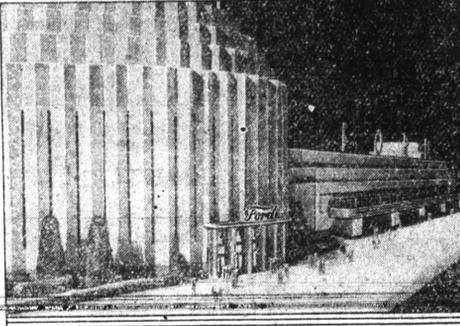


A GREAT Ford Exposition, portraying the tremendous part the arts, sciences and virtually every other industry plays in the manufacture of today's motor cars, is planned by the Ford Motor Company for the 1934 World's Fair.

The Ford Exposition will be housed in a giant building 860 feet long to be built in the heart of the fair grounds on an 11-acre plot bordering Lake Michigan and flanking the main fair boulevard. Construction of the building will start Mar. 1.

In the dominant central building will be housed Henry Ford's "Drama of Transportation," depicting the development of modern vehicles from the chariots of ancient Egyptian kings to modern motor cars. Every model of Ford car made since 1903 will be included.

In the smaller building to the left will be housed some of the priceless historic exhibits from the Edison Institute at Dearborn, Mich., including the one-story brick workshop, complete with the original tools, where Mr. Ford in 1893 built with his own hands his first motor car. This first car will be displayed inside the shop.



Henry Ford and Edsel B. Ford show to Rufus C. Dawes (center), president of the World's Fair, the scale model of the giant Ford Exposition building to be built at the 1934 Fair. (Lower) The Ford building as it will be seen from Leif Eriksen drive. Opposite the building will be a huge park bordering Lake Michigan.

display an imposing array of exhibits, most of them in action, show how steel, aluminum and other metals, soy beans, corn, wool, cotton and other farm products and the products of myriad industries are converted into car parts. The building also will house displays of cars and a big movie theater. Along the east side will be an open-air balcony equipped with chairs and lounges where hundreds may relax.

Romance

The recent importation of Pat Patterson, blonde British stage beauty, and Charles Boyer, Parisian actor, ended in romance in Hollywood the other day when the pair were wed.



J. C. Penney Enlarges Shoe Dept. and Stock

Line of Women's Fancy Shoes Has Been More Than Doubled

An Easter footwear display of exceptional merit has been arranged for this week-end by the J. C. Penney Company, 1269 Sartori avenue, to celebrate the opening of its enlarged shoe department.

Sales in the shoe department have been showing a marked increase recently, according to F. M. Buffington, manager of the Penney store, and more floor space and increased stocks of shoes have been added to meet the demand. The stock of women's fancy shoes has been more than doubled, according to Mr. Buffington, and stocks of other lines of footwear greatly augmented.

I WANT TO SELECT

a reliable young man, now employed, with FORESIGHT, fair education and mechanical inclinations, who is willing to train spare time or evenings in Torrance to qualify as INSTALLATION and SERVICE expert on all types of Electric Refrigerators. For interview write, giving age and present occupation. UTILITIES ENGINEERING INSTITUTE 404 N. Wells St., Chicago, Ill.

County Sealers Check Up On "Off Color" Gasoline Dealers

Inspectors for the county sealer of weights and measures are being kept unusually busy with prosecution for substitution of inferior grades of gasoline and oils, Charles M. Fuller, chief of the department charged with enforcement of the state gasoline and oil act in this community, stated today.

With the recent decline in the price of gasoline, it has been found that many unscrupulous dealers have substituted cheaper grades for the first grade. Several inspectors are in the field daily, taking samples of gasoline dispensed at service stations. These samples are placed in a small ice box on the pick-up truck, to prevent evaporation, and taken to the laboratory near the county hospital for analysis.

One of the first things that arouses the suspicion of inspectors is "off-color" gasoline, according to Fuller. Only rough tests can be made in the field, however. At the laboratory the gasoline is heated, and the "end-point" obtained, which is the point at which it is entirely condensed into another vessel. When the chemist is through, he tells the inspector how nearly it measured up to what it was supposed to be. If it is below the quality or grade represented,

the county sealer proceeds to prosecute the dealer.

At the time the county sealer made his first inspection of gasoline measuring pumps in the county, it was found that 51 per cent of the pumps were incorrect and the average loss to the consumer was three cents out of every dollar. Had that condition been allowed to continue, consumers of the county would lose at the present time more than \$1,000,000 a year, Fuller computed.

PUT NEW TIRE ON RIGHT FRONT WHEEL

In case you buy one new tire at a time, always keep the newest tire on the right front wheel, as a blowout in this tire is apt to cause an accident if traveling at high speed.—Popular Mechanics.

Torrance Herald

With Which Is Consolidated the Lomita News Published Every Thursday GROVER C. WHYTE, Editor-Publisher 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.....\$2.00 per year Anywhere in the U. S. Outside of Los Angeles County.....\$3.00 per year Canada and Other Foreign Countries.....\$5.00 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.

Patronize These Advertisers

Easter Greetings

1319 SARTORI AVENUE, TORRANCE

PRICES EFFECTIVE THURSDAY, FRIDAY AND SATURDAY MARCH 29, 30, 31, 1934

A&P QUALITY MEATS

Hauser's Pride—Wilson's Certified—Cudahy's Puritan	WHOLE OR FULL HALF	lb. 15 ^c
EITHER END AS CUT—lb. 10 ¹ / ₂ c		
Hauser's Pride—Wilson's Certified	Fancy Eastern Grain-Fed Beef	Hauser's Pride—Wilson's Certified—Pure Pork
Sliced Bacon	POT ROAST	Link Sausage
1/2 lb. 12 ¹ / ₂ c	Center Cut Chuck lb. 14c Round Bone lb. 15c Plate Rib Boiling Beef—lb. 6c	1/2 lb. 9c
Veal Legs	FANCY MILK-FED BABY VEAL lb. 16 ^c	SUGAR CURED Smoked Picnics lb. 11 ¹ / ₂
MONTEREY Jack Cheese	GOLDEN STATE BUTTER	NORTHERN Fresh Halibut
lb. 15 ^c	lb. 23 ¹ / ₂ c	lb. 19 ^c
GENUINE 1934 BABY SPRING	HIGHEST QUALITY	lb. 22 ¹ / ₂
LAMB LEGS	Large 1c in or Rib Chops lb. 29c Lamb Shoulder lb. 18c	

SUNLIGHT EGGS FRESH LARGE U. S. EXTRAS doz. 19c	CLOVERBLOOM BUTTER FULL CREAM lb. 22 ¹ / ₂ c CHALLENGE—lb. 23 ¹ / ₂ c Limit 2 pounds.	EIGHT O'CLOCK COFFEE "THE WORLD'S LARGEST SELLING BRAND OF COFFEE" lb. 17c 3-Pound Bag 50c
---	---	--

NUTLEY Margarine lb. 5 ¹ / ₂ c	GINGER BREAD BUNNIES RECIPE & PATTERN FREE Formay 1-lb. Can 17c	DROMEDARY Dates PLAIN or PITTED pkg. 17c
EVER-READY FRUIT Cocktail No. 1 Can 13c	HEINZ Ketchup 14-Oz. Bottle 20c	WHT. HOUSE Milk Tall Can 5 ¹ / ₂ c

BEST FOODS Mayonnaise pt. jar 24c qt. jar 44c	DEL MONTE Pineapple CRUSHED No. 2 can 13c
---	---

Dolly Madison ANGEL FOOD 16-ounce Cake 23c	FANCY PRODUCE String Beans 2 lbs. 15c	GELATIN DESSERT SPARKLE pkg. 5c All Flavors
ALL FLAVORS DORIS JAMS 38-oz. jar 25c	STRAWBERRIES Box 10c POTATOES U. S. No. 1 New 3 Lbs. 10c ONIONS YELLOW 4 Lbs. 10c	PILLSBURY CAKE FLOUR large pkg. 25c

CAMPBELL'S BEANS Can 5c	EASTER PACKAGE—CANADA DRY GINGER ALE 3 28-oz. bottles 49c
-------------------------	---

A & P FOOD STORES

RICH'S Tarzan Bread

For ENERGY and STRENGTH

More Nutrition For Less Money!

Tarzan Sweat Shirts of High Quality Available to the Users of Tarzan Bread. Ask our direct-to-your-home salesman about them, or phone Torrance 405.

Rich's Bakery

SERVICE DIRECT TO YOUR HOME