

CLASSIFIED ADVERTISING RATES AND INFORMATION

Your advertisement in this section reaches EVERY RESIDENT in Torrance, Lomita, Harbor City, Waverly, Rolling Hills and adjacent rural territory.

15 Word Minimum Cash 35c 15 Words, 1 Time 45c 15 Words, 2 Times 55c 15 Words, 3 Times 65c 15 Words, 4 Times 75c 1 inch - 1, 2, 3 Times, per insertion 50c 60c

50 (10 each) for each additional 5 words or fraction thereof, per insertion.

Cash rate allowed on all ads received by phone or mail if paid within 48 hours of date ordered.

Rates quoted are for consecutive insertions. Where change of copy is ordered, earned rate will be charged.

Ads may be cancelled after any insertion. Rate earned will be charged and balance refunded for unused space.

Not responsible for more than ONE incorrect insertion of any ad.

Longer term rates with space rates furnished on request. Closing time for all classified ads, Wednesday, 5:00 p. m.

Card of Thanks

CARD OF THANKS—We wish to thank our many friends and relatives for their kindnesses and floral tributes during our recent bereavement in the death of beloved wife and mother.

RUTH SAFF. We wish to thank our many friends for their kindnesses and expressions of sympathy during the recent illness and death of our beloved daughter and wife, Ruth Sapp.

Amanda M. Blake Hugh E. Sapp.

Cemeteries

PACIFIC CREST CEMETERY CREMATORY—MAUSOLEUM—COLUMBARIUM—CHAPEL—COURTEOUS SERVICE

182nd & Inglewood—Red. 2338

Lodges, Clubs, Etc.

TORRANCE LODGE NO. 447 F. & A. M. Jess M. Reddington Worshipful Master

INSURANCE Auto & Fire

THOUSANDS of satisfied motorists & home owners qualify us to take care of all your Auto & Fire Ins.

INSURANCE, General—SPECIALIZING IN—AUTOMOBILE—FIRE—FUR—PLATE GLASS—Ask for quotations on other lines.

WALLACE H. GILBERT 1631 COTA AVE. TOR. 420

INCOME TAX

CONSULTANTS Accounting and Auditing Pennington & Swanson at the Torrance National Bank Mondays and Fridays or by appointment.

DAY & NIGHT CAB

24 Hour Service ANYWHERE—ANYTIME Special Friday Nite Rates

TO HIGH SCHOOL OR COLLEGE STUDENTS ATTENDING DANCE OR THEATRE 7:30-8:30; 11:30-12:30

HEATED—Radio

EQUIP—SAFETY TESTED 5-PASS, DE SOTO CARS Regular Rates

B-L-O-C-K-S 25c NON-METER CARS

25c to 40c pays for most trips in down-town or neighborhood areas.

EXPERIENCED, COURTEOUS, SAFETY TRAINED, LIVERIED CHAUFFEURS

DAY & NIGHT CAB

Put a Lomita News Torrance Herald Want Ad to work for you only 25c for 15 words!

Where to Eat

A-L-L-E-N-'S

"Where Price & Quality Meet" The question has been asked "What Makes Your Bar-B-Q ribs so Tasty Different in Flavor?" The answer must lie in the way we handle ribs and make our sauce. Our ribs are prepared for you in 12 steps:

1. Selected stock is specially treated with special sauce made from a tested formula.

2. Placed in pit which has been heated to certain temperature by special logs.

3-11. Ribs are hand turned every 15 min. for several hours—special sauce applied at each turn. Every single rib is exposed to log flames in an equal length of time. (No pre-boiling of ribs).

12. Special tests are applied for each turn—the last test proves ribs are ready to serve. Formula originated in early 1700's in Virginia developed by Mr. Allen.

Treat the Family Evenings or Sundays to a Special BAR-B-Q priced at only 45c

OPEN DAILY THRU 12 MIDNIGHT SUNDAYS 11 a. m. to 12 p. m. 1333 EL PRADO, TOR. 745

Attebery's Ranch

DINNER HOUSE MENU FAMILY STYLE DINNERS EVERY DAY BUT CHRISTMAS

11 a. m. to 2 p. m.—5 to 8 p. m. Daily—Nights to 8 p. m. Sundays and Holidays.

WEEK-END

SPECIAL FRIED CHICKEN and HAM DINNER 58c

Remember to Register for Free Chicken Dinner NO LIQUOR SERVED

CLUBS AND AFTERNOON PARTIES. SPECIAL PRICES WE DO NOT SERVE DINNERS and Lunches at the Same Table.

WE RESERVE THE RIGHT TO REFUSE SERVICE TO ANYONE.

Mrs. M. E. Attebery, Prop. 4010 W. Sepulveda Blvd. Torrance Calif. Redondo 6802

DIRECTIONS: From Torrance or Redondo—Go to Torrance Blvd to Highway 107; So. 1 Mile; West 3 Blocks. From L. B. or Lomita—Go out Highway 101 to Highway 107, North 1 Mile; West 3 Blocks.

BOOTH'S FAMOUS BARBECUE Southern Fried Chicken Dinner; Barbecue Spare Ribs; Southern Style Pot open for inspection. Floor Show Nightly Dancing Nightly with Orchestra. Cocktails & Mixed Drinks. 22,309 So. Main St.—6 blocks S.E. of Carson, Keystone. Wilm 8704-J-1.

LEXIE'S CAFE HOME COOKED MEALS—Plus Regular Daily Meals 35c Short Orders, Sandwiches Breakfast 7 a. m. to 11 a. m. Open 10 to 12 p. m. "A HEARTY MEAL AT A REASONABLE PRICE" 1667 Carson Ave., Torrance

TOMAR'S TAVERN Specializing in SEA FOOD & SPAGHETTI DINNER FRENCH FRIED SHRIMP Home Cooked Meals Open Daily and Sundays 11 a. m. to 12 p. m. Saturdays—11 a. m. to 2 a. m. 950 W. CARSON, Tor. 712

WAYSIDE CAFE See Rose & Bill For Delicious SPECIAL FRIED SHRIMP Spaghetti and Ravioli Dinners Sandwiches and BEER 1922 Redondo-Wilm. Blvd.

What to Eat

Lent Means Fish "We Have It" We "Specialize" in "Boneless" Fish Narbonne Ave. at 230th St.

DINKEY'S FISH MARKET Open THU 1 P. M. "Sundays"

Beauty Aids

BEAUTY SERVICE Permanents \$2.00 up Plain Shampoo & Wave .75 (Includes Mass. & Brush) Hair Tinting \$2.50 Ellen's Beauty Salon 21930 So. Main Keystone

BEAUTY HINTS Permanent Waves \$2.50-\$3.50-\$5.00 Machineless Waves \$3.50-\$5.00 Shampoo & Wave .60 Hair Tinting \$2.50 Shampoo & Wave Included. Special Hair Styling HEVY'S READY SHOP 2205 Torrance Blvd., Tor. 220-J

Read Herald-News Want Ad for Profit—Use them for Action!

EASTER SPECIALS

Oil Permanents \$2.50 and \$3.50 Dyeing Permanents \$7.50—now \$5.00 Auto Thermose Wax \$10.00—now \$5.00 Hair Styling our Specialty GRAND BEAUTY SALON 1524 Cravens, Tor. 1068

KEEP YOUTHFUL

Gray Hair tinted by Specialists Machineless Waves \$6.00 Oil Permanents \$3-\$4-\$5 Clean-up Facials \$1.00 Facial Facials \$1.00 VELL-ART BEAUTY SALON 1115 Marcellina, Tor. 426

Health Aids

You Can Feel Bright With Bowels Right You are not your best self when elimination is slowed up. Constipation, though temporary, can follow this when you feel dull, sluggish, head-achy. A colonic irrigation brings quick, gentle and soothing relief. Follow this with sweet bath and Swedish massage to tone up your system.

Other Treatments

INCLUDE: SPECIAL FOOT MANIPULATIONS—ELECTRO-THERAPY—Fully Equipped Woman Attendant on Request (Daily 9 to 5 Evenings—Sundays by Appointment) Special Introductory Price

David S. Clark "NATURE'S ASSISTANT" 1343 El Prado, Tor. 876 Night Phone, Tor. 314

Contractors

When Up a Tree with your building problems modernizing, financing, or planning your new home, with pay-ment less than your present rental, see one of our 200 homes constructed at 1528 Post Ave. Torrance, Tor. 426

Painting, Papering—38m Plumbing—38p

PLUMBING SERVICE

Repairs of all kinds. Sheet metal and sheet contractor. Licensed and Bonded. GAS & ELECTRIC APPLIANCES H. E. ARMSTRONG 24501 Narbonne Ave., Lomita, PHONE LOMITA 245

SHEET METAL Gutter and Down Spouts Special Attention Given to Repair Work. All Jobs Guaranteed. Best Materials. TORRANCE SHEET METAL SHOP 1115 Marcellina, Tor. 350

DRESSMAKING—Remodeling a specialty. Fur coats remodeled and repaired. Satisfaction guaranteed. Mrs. Turner, 1927 Annapola, Torrance.

CLOTHES RENEWED

Regardless of their present condition, by Jorgensen's cleaners, Consult us on ripped, torn, frayed, stained clothing for repairs, cleaning, dyeing and pressing. WE CALL FOR DELIVER FREE! 2127 W. Lomita Blvd., Lom. 450

Spotless Cleaning Odorless Cleaning, Alterations, Repairs, Reining, Matched buttons made, Hats cleaned and blocked. Furts, Shirts, Slicker & Fix-it Shop, 1341 El Prado, Torrance.

CASH AND CARRY Spotless Cleaners, 1306 Sartori

Nursery and Seeds

PLANT NOW! Potted Plants \$25 up Bush Roses 3 for 1.00 up Geranium Flower Seeds 10 up Fruit Trees 75 up Commercial Fertilizer 10 up Garden Tools All Prices REDONDO NURSERY 223 N. Elena, Redondo 5560

Spring Planting Hedging Plants 3 doz. .25 Pansy Plants .15 Doz. Box of 100 Plants .75 Swiss Giant Pansy MONET NURSERY 17020 S. Western, Menlo 41333

For Your Garden Your Choice

Many varieties of flowering and ornamental shrubs, trees, and vines.

Trees

Orange, Lemon, Avocado and deciduous Fruit Trees.

Roses

Bush Roses, Tree Roses, and Climbing Roses.

Other Items

Flowers, Plants, Seeds, Lawn Seeds, Fertilizer, Flower Pots, Garden Sprays.

LAWN RENOVATING AND LANDSCAPING SERVICE TORRANCE NURSERY J. H. KING, Prop. 2267 Carson, Tor. 121-W

TIME FOR PLANTING

Dust Roses, 15 Varieties 6 for \$1.00 Tree Roses \$8.00 doz. Flower Plants .10 doz. up Fruit Trees \$5.00 doz. Citrus, size .10 up each. Shrubs, in gal. cans. 10c, 15c and 20c

Guaranteed to Grow Hillcrest Nursery Highway 101 at Normandie Phone San Pedro 4587-W

Service, Miscellaneous

ANTIQUES See this display of genuine ENGLISH ANTIQUES Some of these are over 200 years old. 2 1/2 miles East of Torrance, Main St. & East Road 2013 Shearer Ave. 1 blk. East of Lomita, Mrs. A. L. Hudson.

Bennie's Shoe Shop DO YOUR FEET HURT? Why continue to suffer? Let Bennie correct these tight shoes to relieve calluses, burning feet, etc. All shoe repairing at reasonable prices. Next door to Lomita Theatre, LOMITA

Best Equipped Radio and Refrigerator Shop In Town Plus MASTER MECHANIC IN CHARGE EQUALS RESULTS BELOW CITY PRICES! REMEMBER WE REPAIR ANY HOME APPLIANCE PHONE 78 FOR Alex Radio & Refrigerator Shop "Results or No Charge" with the NATIONAL HOME APPLIANCE CO. 1318 Sartori Ave. Torrance

BREAKFAST RIDES, including two hours riding & breakfast, \$1.25. Sunday Mornings, 6:30 a. m. For Night Rides, WIL 8719-J-1. GAILLEN STABLES L. O. Hammerberg J. L. Saunders Proprietor, Manager 1/2 Mile North of Wilmington Corner Sepulveda & Main St.

BUILDINGS MOVED BOUGHT AND SOLD 20 YEARS EXPERIENCE IN House Raising—Our Specialty A. L. NELSON 17805 Crenshaw Blvd., Torrance MENLO 4-1959, TOR. 387

FLOOR BEAUTY RESTORED—The original beauty of your wood floors can be inexpensively and easily restored with our Hiko "Handy Sandy" Floor Sander. You can do the work yourself. TORRANCE PAINT STORE "The Home of Better Paints" 1115 Sartori Ave., Tor. 884

Key & Cycle Shop SMITH'S THIRTY SERVICE Lawn Mowers Sharpened, repaired, rebuilt. Saws machine filed 50c. Keys made, locks repaired, installed. Combinations changed. Auto lockouts our specialty. Work guar. 1303 Post Ave., Tor. 1566.

Lawn Mowers We sell new and used mowers—repair, rebuild, sharpen and adjust any make. Keys, locks, wagons, bicycles, tennis racquets, repaired. 25 years experience. Torrance Bicycle & Fix-it Shop, 1341 El Prado, Torrance 382-J.

RADIO SERVICE

All makes; Tubes, Parts, Meet All Prices, Sat. Guaranteed. DE BRA RADIO CO. Since 1923 1509 Cabrillo, Torrance 97-W

"Save 50% on your tire costs," says Bill. See his ad under class. 99g and let him prove his point when you visit him.

15 WORDS

25c CALL MISS LEE TORRANCE 444

RADIO REPAIR

Our radio repair dept. with Jack Isaacs, experienced repairman in charge, is equipped to service all makes and models. All work includes a written guarantee. Tubes tested and estimates given free of charge. LEVY'S DEPT. STORE 1309 Sartori, Tor. 121-W

TORRANCE SHOE REPAIRS

"QUALITY AND SERVICE" John Weiler, Prop. 1308 SARTORI AVE., TORRANCE

Upholstering

Keep this Ad, it's worth \$5.00 in trade on any two-piece Overstuffed Set to be recovered at the BUSY BEE UPHOLSTERING SHOP. This Ad good for 30 days only. 1877 Carson St., Torrance 546-J.

UPHOLSTERING—5 Years in Torrance Satisfaction Guaranteed.—FREE ESTIMATES.—Recovering.—Repairing.—Old Frames Modernized.—TORRANCE UPHOLSTERING COMPANY 1327 Cabrillo, Phone 226

WATCHES—clocks, any make, cleaned, repaired; 50c. Electric clocks extra. 211 No. Elena, Redondo.

Weather Resisting SIGNS

OF ALL KINDS DAY & NIGHT SIGN SERVICE 1673 Cravens, Torrance 1272

Window Cleaning

"To the last fly speck" Expert—Efficient—Economic House Cleaning—Floor Waxing Window Glass Replaced VAN'S WINDOW CLEANING 2304 Gramercy—Phone 667

Musical Instructions

GUITAR LESSONS—Standard (Spanish), Beginners or advanced students. Call at 2065 W. 230th St., Torrance.

TEACHER of Singing and Brass Instruments. Now on Radio. Formerly co-starred with Dennis Darbin. Prepares pupils for Radio, Concert, Church Service. Special offer to new pupils. Herbert A. Hay, tenor. Studio, 519 South Guadalupe, Redondo Beach, Ph. Redondo 2885.

Employment wanted—60 ODD JOBS of any kind wanted—Painting, rough carpentry, etc. Vernon Glidden, Cravens Apts., Tel. Torrance 790.

PAINTING AND DECORATING work wanted. B. LEEDS, 2365 Maricopa Place, Torrance 232.

Employment Offered—52 ARTISTIC GIRL wanted to do hand painting on novelty goods. Max Pons, Co. 1810 Calabito.

BEAUTY CULTURE Men and women students wanted. You may work for part of your tuition. California's largest beauty school. Interview Miss Cooper Tuesday, Wednesday and Thursday from 9 to 12 noon at Bay View Salon, 1302 Sartori, Torrance.

Men Wanted Want Men, white, 18 to 45, factory work—mechanically inclined. Short training, very FREE PLACEMENT SERVICE, A.T.S., 406 E. 3rd street, Long Beach.

WANTED—HOUSEKEEPER, general housework, from Mondays to Fridays, hours 8:15 to 6. Live in or out. Two small children. Tel. Lom. 117W after 6 p. m.

BABY CLOTHES

New stamp goods in Baby Clothes and supplies. KNT YOUR BABY SOME NEW GARMENTS. Free instructions and Patterns. El Prado Yarn Shop 1335 El Prado, Tor. 382-W

BICYCLE & Wheel Goods. Anything on wheels. Expert repairing. SMITH'S Thrifty Key & Cycle Service, 1303 Post Ave., Tor. 1266.

Business Machines

Adding Machines, Cash Registers, Office Equipment. Sell, rent, repair, service, exchange. buy. Typewriters, rented, student beginners at \$2.00 for 3 months. The best at HAMILTON TYPEWRITER SERVICE 9225 N. Broadway, Los Angeles.

Margaret's Shoppe

Brand new small size gray Suits, House Coat & Blouse. KNIT COVERED COAT HANGERS \$2.25 ALTERATIONS MADE Let Margaret do your work 1001 Sartori, Tor. 85-J

BICYCLES & Tricycles \$8.50 up. "Greyhound" \$12.25 \$28.35 up. Used bicycles \$5.00 to \$14.50. All wheel goods. Tennis rackets \$2.00 and up. Tennis balls and racket preses. Complete Toy, Wagon and Bicycle Repairs. 25 years of experience. Torrance Bicycle & Fix-it Shop, 1341 El Prado, Tor. 382-J.

The Herald—3 months, 50 cents.

EVERY ITEM A Money Saver

Standard Firestones, all sizes; new, 25% off, wily. 50c Retreads, guar.; weekly. 50c Tires, used; start. \$1.00 Locking Gas Caps .25c New License Plate Frames 75c Light Bulbs .9c Fan Lights, weekly. 50c Patching Kit .15c Cord Patches .4c Tire Dressing, 1/2 pt. .39c Car Polishes, several .39c Types; pt. .39c Genuine Chamois .45c Fan's Belts, start. 50c Portable Radios, 1940 \$19.95 Flashlight Holder .12c Flashlights, start. .39c Batteries (auto); as low as weekly. 50c Spark Plugs (sets of 4) per set. 59c

FIRESTONE

Auto Supply & Service Stores CRAVENS & MARCELLINA Phone Torrance 476

FOR SALE, GOLD DRY washer, 48" x 32" x 24" Lomita.

HARDWARE & PAINT—We carry a full supply and assortment of Paint, Hardware, Plumbing Supplies and General Merchandise. Let us out and thread your pipe! KEYSTONE PAINT & HARDWARE

Open Sundays Until Noon 21803 So. Main. So. of Carson.

Hardware Specials

Kenmore Washer Reconditioned with new motor & motor \$25. Electric hot plates & stoves. WE BUY, SELL, TRADE HORNEY'S 2107 Hi-way 101 Lomita

Roofing Specials

\$5 SAVING SALE 35 lb. roll, cut to. \$1.92 45 lb. roll, cut to. \$1.12 90 lb. roll, cut to. \$1.82

Fred's Feed Store 1820 Redondo-Wilmington Blvd. REDONDO, CALIF. 19

ROUGH lumber and firewood for sale; Cut to any length. 2721 West Carson.

Spirella Foundation

Garments are individually designed and made to measure. Internationally famous for figure-training as a supporting garment for internal organs. Knit in under abdomen. REASONABLY priced. 2019 Arlington, Torrance 450-W.

SPOUTSMEN—use our layaway plan—Name your own terms—and have extra money for your trip. New Penn Reels, Lowest Possible prices. Line, Poles, Tackle Boxes, GEO. H. MOORE HARDWARE 1517 Cabrillo Tor. 167M

What Will Your Unborn Be-Boy, Girl?

Free Trial—No Money Unless you are satisfied. Now you can examine FREE, without cost or obligation, the booklet, "Naming the Sex of the Unborn." Here is a wholesome, scientific, but easily understood method for foretelling the sex of your unborn. Send for it. Examine it for 5 days free. If you like it send \$1 or return the booklet. Write Cohn, 1928 W. 17th St., San Pedro, or call at United Drug Store, El Prado & Sartori, Torrance.

Furniture

FOR SALE—Davenport and other articles of used furniture. Priced Right. Apply 1029 Cota Ave. FURNITURE UNFINISHED Bunk Beds \$9.95 Chest of Drawers \$2.35 up Child's Bed \$12.25 Clothes Hampers \$1.15 to \$1.95 What-nots .25c up Flat-back what-nots .75c up 2-piece used living room set \$9.50 Used Coil Springs, ea. \$2.50 Used Beds, start \$1.00 Used Rebuilt Washing Machine \$11.50 Used \$x12 and other \$x12 rugs; start \$1.50 Used Chairs; start \$1.50 Star Furniture Co. 1225 Sartori Ave., Tor. 625

NO DOWN PAYMENT EASY BUDGET PLAN Here You Get More for Your Money Bunk Beds, Solid Ends, Reg. \$19.95 \$12.95 Cut to \$9.95 \$8.50 Unfinished Chest of Drawers; start 1.80 Electric Washers; start 4.00 Piano, Upright \$25.00 Caneolium Rug, \$3.50 \$X12 rug; start 3.50

MONETA FURNITURE CO. 16229 S. Western, Menlo 4-2502

Selected Budget B-A-R-G-A-I-N-S

INQUIRE ABOUT OUR EASY TIME PAYMENT PLAN 2-piece used living room set \$9.50 Used Coil Springs, ea. \$2.50 Used Beds, start \$1.00 Used Rebuilt Washing Machine \$11.50 Used \$x12 and other \$x12 rugs; start \$1.50 Used Chairs; start \$1.50 Star Furniture Co. 1225 Sartori Ave., Tor. 625

Want Ads 25c—

SAVE 20% to 40% NOTHING DOWN AS LONG AS 30 MONTHS

To Pay YOUR OLD FURNITURE TAKEN IN TRADE Walk a Half Block from Sartori and SAVE ON Every Purchase A-N-Y-T-H-I-N-G

In New Furniture, Regardless of what you want. If it exists ANYWHERE in So. Calif. we will get it for you within 24 hours. What's more, the price will be as low or lower than in any other town.

Try Us! Hours Daily: 8 to 6 Saturday: 8 to 9

FREE! Rent a sewing machine as low as weekly. 50c New Monterey 4 pc. Bedroom set, Special \$24.50

RUGS, NEW—COMPLETE ASSORTMENT 9x12 \$14.50 9x12 \$19.95 Throw Rugs, 9x12 \$14.95 Used Rug, 9x12 \$4.95

Armstrong's New Linoleum: All designs; sq. yd. \$4.48

Fabco Linoleum Rugs: 9x12—Cut to. \$4.95

New, Unfinished Chairs \$3.82

Rebuilt Vacuum Cleaners—Hoover, Royal, Eureka, Guaranteed. Price \$18.50

HEATER—New DeLuxe Circulating Heater, 20,000 B. T. U. (Enough to heat 3 room house). Similar heaters selling for \$18.95. Our special limited time offer \$12.95

Heaters, New and Used, Start at \$1.99 General Electric Monitor Top; 7 cu. ft. refrig. \$55.00

NEW O'KEEFE & MERRITT Your Old Stove in Trade Monthly Payments as Low as \$2.23 REFRIG. CUT TO \$112.00 \$85.00 89.50 Gas Ranges, used, start. \$ 5.75

New 5 pc. unfinished breakfast set—start. \$ 7.95

Bunk Monterey Twin Beds; 2 new coil springs & mattresses. Cut to \$29.95 (Matching Chest \$10.95 extra)

Studio Couches, used \$12.50 Springs, used. \$ 1.0