



JOINS SHOPPING CENTER . . . Latest addition to the ever-growing Crenshaw Center is Desmond's, one of California's

oldest and best-known retail organizations. The first Desmond's was established in 1862. The new Desmond's Crenshaw was opened at Crenshaw and Stocker this week-end.



MILTON LEE WALKER
... Manages New Store

New Desmond's Store Opened In Crenshaw

Opening its doors this week-end was one of the Crenshaw Center's newest additions, Desmond's Crenshaw.

One of the largest and most complete stores of its kind for men, women, and boys in the Southwest area, the new Desmond's occupies 30,000 square feet on two floors at Crenshaw and Stocker.

Named by President Fred B. Huesman as manager of the new store is Milton Lee Walker, who has been with the firm since 1936.

The new store was designed by Burke, Kober & Nicolais, and it represents the most modern concepts in specialty store planning. It is air-conditioned throughout and ample parking facilities are available in Crenshaw Center's famed "acres of free parking."

"Our new store," said President Huesman, "enables residents of Southwest Los Angeles and beach cities to enjoy the convenience of a Desmond's store near their homes. We are proud to become a part of the wonderful community, and pledge the same standards of quality and friendly service traditional at our other stores."

Exterior of the building has been designed to create a visual unity emphasizing spaciousness of the interior. The furniture, fixtures, lighting, and decor represent a new concept in customer convenience and comfort, Huesman said.

Residents Ready Forms For Church Foundation

Residents of the North Torrance area turned out in force Saturday to finish up foundation forms for the new church building on 174th St. near Yukon Ave.

Hopes that the foundation can be poured next Saturday were expressed yesterday by members who were working at the site of the North Torrance Community Church, which is being sponsored by the Central Church in Torrance.

Rev. K. P. Zeller is pastor of the new church, and has been overseeing the project of readying the building which has been moved onto the site.

Lewis L'Amour Speaker at Next Writer's Meet

Lewis L'Amour, prolific author of short stories, novels, and screen plays, will be guest speaker at the March 20 meeting of the Southwest Manuscripters.

L'Amour's name is familiar to readers of Saturday Evening Post and other leading magazines. Many of L'Amour's stories have been adapted to the screen, including the well known "East of Sumatra."

The Southwest Manuscripters consists of a group of writers from Torrance, South Bay, Hollywood Riviera, Palos Verdes, and surrounding areas. Its meetings are held on the third Friday of each month at Clark Stadium, Valley Rd., Hermosa Beach. The time is 8 p.m. Membership is open to anyone seriously interested in writing.

Details concerning membership may be learned by calling the group's secretary-treasurer, Elsie L. Pestoff, at Frontier 5-3464.

A competition in short-story writing is planned also for this meeting. Any member in good standing may submit, under a pseudonym, his or her manuscript (up to 5000 words). Three of the group's professionals will act as judges. Three selections will be made, to receive awards as follows: first, \$5; second, \$3; third, \$1.

COFFEE FORBIDDEN

The use of coffee was forbidden shortly after its introduction in Cairo about 1500 because it was considered to be intoxicating.

CONFESSIONS of A HARD OF HEARING DOCTOR!

Every hard of hearing person should read this book. "LET'S HEAR IT!" It's the confession of a hard of hearing doctor. The authentic, real-life story of an ear specialist's battle with his own hearing problem — and how he solved it. Find the solution to your own problem in this down-to-earth story by a doctor who writes from experience. Retail price \$1.00 in bookstores. FREE for a limited time to hard of hearing persons only. Your FREE copy mailed to you in a plain wrapper if you act now. Send a postcard with your name and address to:

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PH. TORRANCE 356

Two More Torrance Men at Fort Lewis

Two more men from Torrance area have been assigned to the 44th Infantry Division at Fort Lewis, Wash., for basic training. It was announced yesterday.

Newest arrivals at the camp are Pvt. Carl L. Hahn, son of Mr. and Mrs. George P. Hahn, 1343 W. 227th St.; and Pvt.



JOE E. BELL



CARL L. HAHN

Joe E. Bell, son of Mr. and Mrs. Joe Bell, 709 Border Ave.

The two men have been assigned to Company C, Ninth Engineering battalion.

Already reported on duty in Fort Lewis were Richard Palmer, J. H. Wakefield, Doyle Crowsaw, Richard Gilbert, Joaquin Vega, Jr., Bruce W. Smith, Charles Vaca and Richard Hattrup.

Radio Program Pays Off For Torrance Housewife

One Torrance housewife proved to herself that the pen or typewriter definitely can be used with profit in spare moments between household chores.

Mrs. Jean Kapella of 3163 W. 170th St., received an assortment of merchandise prizes from the Catalina radio station KBIG.

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CLASSIFIED ADS

Now you can buy a 15 word Classified Ad in BOTH the Thursday HERALD, and the TORRANCE HERALD SHOPPERS or the Sunday HERALD, for 80c a single insertion. Additional savings per insertion when ordered for 2, 3, or 4 times.

You can't afford to pass up such an opportunity to sell something you don't need or buy something you do need at such small cost.

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TORRANCE NATIONAL BANK

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3 Bedroom & 2 Bedroom & Den Homes ready for Occupancy

MORE HOUSE for your money...

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