



FIRM CHANGES HANDS . . . Holman and Hadenfeldt, Pontiac dealers in Hermosa Beach, have sold the firm to Robert, Richard, and E. J. Greenwald. To be known as "Twin Pontiac," the automobile agency will offer new Pontiacs, used cars, and all types of service. The Greenwalds have been in the car business since 1923.



THE TWINS . . . Robert G. Greenwald, president, and Richard Greenwald, vice-president and secretary, pose in one of the new Pontiacs at the car firm on 505 Pacific Coast Hwy., Hermosa Beach, which they have just purchased. Formerly known as "Holman and Hadenfeldt," it will now be called "Twin Pontiac."

Goldie Welch

Funeral services for Goldie Welch, 66, of 17915 Doty Ave., were held Tuesday in McMillen's Chapel in Gardena, with the Rev. Paul Cox, of Redondo Beach, officiating. She died Saturday in Gardena.

A former resident of Paducah, Ky., she had lived in California for four years. She was a member of the First Presbyterian Church of Paducah, Ky.

Burial was in Inglewood Park Cemetery.

She is survived by her husband, Frank J. Welch; two sons, Charles E., of North Hollywood, and George F., of Azusa; daughter, Shirley Nevanham, of Torrance; sister, Flora Mueller; two brothers, Chris and Arthur Sudbrook, all of St. Louis; and four grandchildren.

HOME AGE
One-half the homes in the U. S. are 30 or more years old.

GAIN EXPECTED

The industry claims 66 million television sets will be in U.S. homes by 1964 and 44 million will be color sets.

Public Notice

TORRANCE HERALD—193
NOTICE OF PUBLIC HEARING
NOTICE IS HEREBY GIVEN that a public hearing will be held before the Torrance Planning Commission at May 15, 1955, at 7:30 p.m. in the Council Chambers, City Hall, Torrance, on the following matter:
CASE NO. 344: Petition of H. M. Guenser, for a Variance and Conditional Permit to excavate clay to be used in the manufacture of common wire-cut clay brick at 175th St. and Western Avenue, property legally described as the northeast quarter of Lot 87 of the McDonald Tract in the City of Torrance as per map recorded in Book 15, pages 21 and 22 of Miscellaneous Records of Los Angeles County, except the northerly 30 feet thereof, and the west half of the northwest quarter of Lot 72 of said McDonald Tract in Land Use Zone A-1 (Light Agricultural).
All persons interested in the above matter are requested to be present at the Hearing or to submit their written approval or disapproval to the Planning Commission, City Hall, Torrance.

TORRANCE PLANNING COMMISSION
George Powell, Secretary
T-May 5, 1955

MAIL DELIVERIES

About 10 million American families receive their mail by rural free delivery cars or trucks.

SUNSHINE DAYS

Arizona claims 86 percent of its days are sunny.

**Business Builds!
Build Torrance!**

PATRONIZE YOUR LOCAL RETAIL STORES
LOOK FOR THIS SIGN
WHERE YOU SHOP:



This sign will be in Union Retail Stores in this area operating under Liquor - Shoes - Food - Variety - Mercantile - Bakery and Drug Union Contracts.

These stores with this sign hire Union people, pay Union wages, have Union conditions and appreciate Union patronage.

YOUR BUSINESS BUILDS YOUR CITY!

RETAIL CLERKS INTERNATIONAL ASSOCIATION
LOCAL 905

**BROCK'S
DOLLAR WEEK**

\$1.00

Get Your **MOTHER'S DAY** Gift Now!
Prices Slashed for This Sale Only
ON IRREGULARS!

Special Lot at New All-Time Low Prices for This Week Only

- | | | |
|---------------|--------------------|-------------|
| Teakettles | Platters | Creamers |
| 3-tier Plates | Juice Pitchers | Sugar Bowls |
| Butter Dishes | Divided Vegetables | Jam Jars |

AND MANY MORE BARGAINS!

★ **ALSO FREE GIFT**

WITH EACH \$8.95
STARTER SET PURCHASE



OPEN
DAILY FROM 8 a.m. TO 4:30 p.m.
INCLUDING SATURDAY

**Moore's
WOMEN'S WEAR**

1274 SARTORI AVE. TORRANCE
REMEMBER MOTHER ON SUNDAY, MAY 8th

Announces their
Formal Opening

FRIDAY & SATURDAY, MAY 7 & 8

WITH A
SALUTE TO

Mother

Ship'n Shore

favors
linen-look rayon...
prettily piped
and bow-tied!



298

Assured little blouse...fine-yarn rayon with a crisp liney finish, a firm refusal to wrinkle!
Contrast-piped neckline, baby-bow, custom placket...dolman cap sleeves.
White or spring-like pastels...perfect-washing!
Sizes 30 to 38. See many more SHIP'N SHORE'S... bright broadcloths, woven gingham!

WITH . . .

- SWEATERS**
WANDAMERE — LANDAMERE
HEDY-KNITS — HELEN HARPER
CARDIGANS
\$599 to \$1299
- SHRUGS**
\$199 to \$1099
- KNITTED JACKETS**
\$899 to \$1099
- MILLINERY**
SUMMER STRAWS
In Assorted Colors
\$299 to \$599
- PANTIES**
Rayon in assorted colors
39¢
- COSTUME JEWELRY**
EARRINGS
59¢ to \$250
- ROPE BEADS**
59¢ to \$250

YOUNG CALIFORNIA

- SEPARATES**
- Cotton Skirts . . . \$3⁹⁹ to \$10⁹⁹**
- Blouses \$1⁹⁹ to \$10⁹⁹**
- Pedal Pushers . . . \$1⁹⁹ to \$5⁹⁵**
- Slacks \$5⁹⁹ to \$10⁹⁹**
- Shorts \$1⁹⁹ to \$4⁹⁹**
- Halters \$2⁴⁹ and \$2⁹⁹**
- T-Shirts \$1⁹⁹ to \$2⁹⁹**
- Co-ordinates . . . \$6⁹⁹ to \$14⁹⁸**

- LINGERIE**
SLIPS
VAN RAALTE
\$495 to \$1095
- MOJUD
\$399 to \$699
- GOWNS
VAN RAALTE
\$695 to \$1295
- MOJUD
\$499 to \$1299
- DRESSES**
Misses sizes: 7 to 15 full
Regular sizes: 10 to 20 full
Half Sizes: 10½ to 24½ full
\$599 to \$3500
- MATERNITY WEAR**
JACKETS
\$399 to \$599
- CO-ORDINATES
\$599 to \$1299
- BRASSIERES**
Sho-Form — Maiden-Form
Best-Form — Peter Pan
Lucille of Hollywood
Cordelia — Exquisite-Form
\$199 to \$1095

now... **PETER PAN**

has
everything
under
control!

Hidden treasure

creates curves—
Exciting, % convertible bra, with under-wired cup, gives you the new high-fashion bustline plus perfect contours—adds fullness without pads!
Detachable straps for all necklines: regular, halter, scoop, strapless!
White broadcloth.
32 to 36 A cup, 32 to 38 B cup—4.95



banishes bulges—
All-elastic with criss-cross bands, front and back, assures free-and-easy comfort minus inches from hips and waistline!
Small, medium and large—in white only.
Panty, 6.95—Girdle, 8.95



FREE FAVORS FOR ALL WOMEN

All women guests of our store are invited to register for our Formal Opening Prize. The prize will be the winner's choice of any one piece of merchandise in the store regardless of price. Drawing will be made 5:30 P.M. Saturday, May 7th. You need not be present to win . . .