



GRAND OPENING—Formal opening of the spacious new store of the S. C. Coleman Furniture Co. at 1630 Pacific Coast Highway, Hermosa Beach, will be held starting today. Owner Samuel Coleman, conferring at left with his son, Charles, said that although the firm has been established here for the past decade, the new store will be larger and better than ever before.



The firm offers one of the largest selections of fine home furnishings, carpeting, nationally advertised and custom bedding, wallpaper, drapery, upholstery, lamps and accessories. There will be ample choice of America's most distinguished cherry and maple, French provincial, traditional and contemporary furniture. Coleman points out that customers may call on the experienced staff for ideas in interior decorating, as a special service.

### Marineland Site of 'Mardi Gras' Fashion Show

Spring and summer styles will be previewed when Las Madrecitas presents its third annual luncheon fashion show, "Mardi Gras in Fashion," on Feb. 10, at Marineland Restaurant. Donation is \$4.50 per person. Reservations may be made by contacting Mrs. Lanzer at FR 8-1491. Styles are by Lanz. Hostesses include Mmes. Anderson, Lowell Klatscher, Glen Bay auxiliary of Crippled Children's Guild of Orthopedic Hospital. Headed the event is Mrs. Joseph Rohlinger assisted by Mrs. David Levine. Other chairmen include the Mmes. V. K. Anderson, Louis F. Lanzer, Harold D. Leslie, Jr., Charles C. Macpherson, John S. McKenna, Malcolm Richland and Bruce Swauger.

### IT'S PLAIN KRAZY... THESE PRICES!

We've Blown Our Cork... Yes! You'll simply "Lose Your Mind" when you see how drastically our prices have been slashed! We must reduce our inventory.

#### CONSOLES AND LOW-BOYS



SYLVANIA 21"

Reg. \$229.95—Save \$83.95

Sale Price **\$146**

Admiral Maple 21"

Regular \$399.95

Save \$125  
Slate Price **\$274.95**

ZENITH CONSOLE 21"

Slashed to **\$243.00**

G.E. LOW-BOY

Regular \$349.95  
Save \$106.45 **\$243.50**

HOTPOINT LOW-BOY

Regular \$329.95  
Save \$104.95 **\$225.00**

WE'RE OVERSTOCKED



Save up to **\$70.00**

On These Brand New Models!

PHILCO SEVENTEENER **\$134.00**

HOTPOINT 17" Save **\$162.00**

ZENITH 17" With Antenna **\$165.00**

MANY OTHER PORTABLE from **\$119.95** up

#### RECONDITIONED TV'S

- 21" Combo Console **\$89.95\***
- 17" Westinghouse Table Model (Sold) **\$59.95\***
- 17" Philco Console **\$59.95\***
- 17" Packard-Bell **\$55.95\***
- 17" Admiral Table Model **\$54.95\***
- 17" Table Model **\$29.95**
- 16" RCA Table Model **\$32.95**
- 7" Table Model TV **SET SOLD \$12.95**

\*Buy these for less than service, 90-Day all small parts guarantee, 1 year picture tube guarantee.

## MARTIN'S

22782 Hawthorne Blvd.

South of Old Sepulveda

FR 5-6996

FR 5-9577

Open Monday and Friday 9 to 9  
Other Days 9:30 to 6:30

DISCOVER NEW VALUES



MARTIN'S  
• Bakers  
• Lemita Blvd.

## Give Her Fancy HEART-BOX CHOCOLATES

The exciting taste thrill of delicious chocolates express better than words the love you bear her! Choose from our beautiful assortment of fancy heart boxes... all sizes... popular prices!



HARRIET CLARK

1.49 Pound Heart Box

**88c**

MYERSON

89c Half-Pound Heart Box

**57c**

Delicious Heart-Box Chocolates By  
STANMAN - BEAUDRY - HOFFMAN  
MYERSON or BRACH  
Beautiful One-to-Five-Pound Heart Boxes

## VALENTINE CARDS

Annual Valentines from 5c up

- Flanked in Book **29c**
- 40 Valentines
- With Envelopes **39c**
- 32 Cut-Outs
- Assortment with Envelopes **39c**
- 32 Valentines
- Assortment with Envelopes **29c**
- 25 Valentines

### GIFTS for HIM



"OLD SPICE"

- After Shave Lotion **1.00\***
- Pressurized Smooth Shave **1.00\***
- Pre-Electric Shave Lotion **1.00\***

Men and Boys **Leather Belts**

Values to 2.00 **88c**

Valentine TIES

Values to 1.50 **88c**

REG. 98c

Sheer Flattering

SEAMLESS NYLONS

Demi-toe-nude-heel or reinforced-toe-and-heel... all sizes shades... sale priced!

**2 \$1.49** PR.

BEST BUYS

REGULAR 1.50

TWEED COLOGNE

by Lentheric

**99c**

LOWEST PRICES

Genuine Leather AMITY BILLFOLDS

Handsome billfolds that hold more. Styles for men and women. A gift long appreciated nationally advertised... quality unexcelled.

5.00 VALUE

**\$3.79**

SAVE HERE

## Torrance Goal of \$8500 Set in Red Cross Fund Campaign

A goal of \$8500 was announced this week by Ivar O. Hanson as Torrance's share of the \$3,569,423, being sought for the 1959 operation of the American Red Cross in the Los Angeles area.

Hanson who is volunteer chairman for the Red Cross Fund campaign in the southern region emphasized that this is approximately the amount that was raised in the fund drive here last week.

He also pointed out that in 1958 demands upon the Red Cross in this area have been heavier than ever, averaging a call for help every three minutes and that the reserves, accumulated during the war years, which have enabled the Red Cross to carry on in its traditional services without any cut-backs, are now gone, making it imperative to consider the 1959 goal as an absolute minimum.

Stanley Remelmeier, who is chairman of the Fund campaign in Torrance this year says that the local goal of \$8,500, will be divided \$4500, for residential; \$2500, for commerce and industry and \$1500, for business.

Remelmeier who is also serving as residential chairman said that four or five hundred volunteers are being recruited for the intensive one-day drive which is being co-ordinated with the plans of the Los Angeles Red Cross chapter to cover the entire area in a few hours Monday morning, March 9th, which has been designated as Red Cross Day.

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## Firestone

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Downtown Torrance FA 8-7861



- COMPTON—415 W. Compton Blvd.
- TORRANCE—1327 El Prado
- LOMITA—Coast Hiway at Western

Prices Advertised in Effect Through Saturday, February 14  
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