

Cinderella's Slipper

WON HER A PRINCE



WHEN the Prince found Cinderella's slipper, its deainty perfection won his heart. He sought out every maiden in his kingdom, never pausing 'til he had found its owner. Curious eyes, unseen by you, look leisurely at your feet. Shoes are the symbols of gentleness > of breeding. What is the impression your feet leave with others?

Modern Cinderellas Travel the Road to Romance in ENNA JETTICK SHOES..

Accurate fitting is a fine art in Enna Jettick Shoes for women. It is easy to be misfitted without realizing it at the moment. Enna Jettick Shoes fit any normal foot correctly and stylishly at the featured prices of \$5 and \$6 (Never more, except in Canada).

THE RANGE OF 177 SIZES AND WIDTHS
AAAAA to EEE » » Sizes 1 to 12

enables us to fit your foot correctly and stylishly. No need for a "forced fitting." Look for the name Enna Jettick and insist on the proper fit.

ENNA JETTICK MELODIES Every Sunday Night
ALWYN BACH Announcer
awarded the Gold Medal for superiority in diction by the American Society of Arts and Letters.



Have You Tried the NEW Holeproof Hose at \$1.00

Don't let the low price deceive you—these new HOLEPROOF Hose at \$1.00 are truly Very Good Quality.

Pure Silk to Picot Top Silk Chiffon or Service Weights.

Recent shipments of Fresh New Stocks include all the popular Spring Colors, as well as former favorite shades.

SAM LEVY

1311-1313 Sartori Avenue, Torrance

Noted Authority On Chain Store Practice Joins Safeway Group

In announcing the association of Mr. Lestic with his company as advertising director, Mr. Ralph Pringle, head of the southern division of Safeway Stores, stated that advertising in its relation to merchandising and personnel has become one of the most vital functions of chain operation.

Mr. Lestic becomes a member of the executive board which plans and outlines the merchandising and operating policies of the organization. As an authority on chain store practice, he is well-known, having appeared repeatedly as a speaker on the programs of national and sectional chain store conventions.

The present national magazine, "Chain Store Management," was founded by Mr. Lestic and published by him until its recent sale to Mercantile Periodicals Inc., of Chicago. In 1930 he completed the publishing of 21 books on Chain Store Merchandising, comprising a series of business training for store managers. These works were purchased by the La Salle Extension University and are now being marketed through the university's national headquarters. Having formerly filled executive positions with companies now identified with Safeway, Mr. Pringle stated that Mr. Lestic was quite familiar with policies of the company. On various trips he has visited and studied every large food chain in the United States. With this national perspective of the industry's operations added to his proven ability, Mr. Lestic is well qualified to direct the work for which he has been selected. When asked regarding general conditions, Mr. Pringle intimated that the food business was a fairly reliable barometer of changing conditions. He said, "Although we do not wish to be quoted as predicting any sensational upswing, we do firmly believe that signs in our business point conclusively to gradual improvement in industrial stabilization during the current year."

Elementary P.T.A. To Observe Two Notable Dates

The Torrance Elementary Parent Teachers Association will hold a joint celebration of Washington's birthday and Founders' day on Tuesday, February 23. A program will be presented by pupils of Mrs. Mason, Mrs. Bradford, Mrs. Peterson and Mrs. Boehme's rooms. The closing number on the program will be presented by members of the P. T. A. in costume, showing the growth and history of the P. T. A. movement.

Long Beach Couple Take Nuptial Vows

Judge John Dennis officiated at the marriage of Lawrence E. Robertson and Margaret Lucile Kelso, both of Long Beach, on February 12. The wedding ceremony was performed at the home of Judge Dennis in the presence of Mrs. Dennis and Harvel Guttenfelder as witnesses. The newly wedded couple are both employees of Smart & Final.

EVENING HIGH SCHOOL

Mrs. Edith Smith has been absent from her customary place in the Comptometer room on account of illness in her family. Mrs. Smith is greatly missed by her colleagues of the calculating machine class where she has been a constant attendance during the past year.

The Misses Mildred Flukey, Edith R. Ackerman and Goldie Gordanier, nurses of the Jared Sidney Torrance Memorial hospital, have recently enrolled in the bookkeeping class of the Torrance Evening High school.

The English class is fortunate this semester in having many widely-traveled people enrolled. So our "travelers" give us weekly accounts of Paris, Berlin, Australia. Next week we will hear of Alaska and Switzerland. We stay-at-homes keep things exciting with discussion on current events and the economic situation. Beverly Smith keeps us posted on "Lowering Our Taxes"; Charles Prowten tells us "How Not to Lose Our Money." Recently we settled (?) the prohibition question by a five-vote debate.

Diversified entertainment of a practical nature is being offered to students in night school mathematics at Torrance high school. Some of the students are studying commercial arithmetic to learn short cuts and new methods to use in stores and shops; also learning to use various calculating machines as business aids. Others are learning something of algebra as used in the shops and mills, and how to save time by doing multiplication and division on the slide rule. Still others are taking geometry or trigonometry, which has many uses in building, surveying, etc.

Mechanical drawing has its enthusiasts also, several members of the class having reached the point where they are nearly ready to begin making tracings and blueprints. Several have already found the work to have aided materially in a better understanding of shop blueprints and in making their own drawings for shop work, etc.

People who are interested in this sort of work and recreation are invited to talk with Mr. Mowry, the night school principal, about registering, and to visit the classes at any time.

The French class will have a preliminary meeting, Thursday, February 18th. The purpose is to see how many are vitally interested in having the class. If enough people enroll and the Los Angeles office gives its consent, we will plan to start next week.

PAY FOR COUNCILMEN

Gardena will vote on the question of pay for city councilmen at the coming municipal election. Compensation of \$35 a month is suggested in the petition signed by a number of prominent citizens and taxpayers, asking that the question be placed on the ballot.

TO THE MAN WHO HAS STOPPED SAVING

Perhaps that savings account you started has been asleep quite a while.

At regular intervals, we wake it up to add the interest it has earned. But it hasn't grown as you intended.

Too bad. By this time, you might have had a sum equal to six months' income—little enough in case of illness, accident or loss of work.

Undoubtedly there was a good reason why you stopped saving. But isn't it worth trying again? After all, nothing takes the place of cash in the bank.

You can make deposits in any Bank of America branch for credit to your account in any other branch... just one advantage of saving with this strong, statewide Bank.

BANK of AMERICA

NATIONAL TRUST & SAVINGS ASSOCIATION

Doin's of th' Flyin' Buzzard

By DUETTE HILL

Heap big chief, Bill Lupe, an Apache Indians a livin' across the mountain from the Flyin' Buzzard, come by here a huntin' acorns 'n camped about a mile away on Oak Creek, but less'n yr smell 'em yo wouldn't know they so quiet. Well, Tenderfoot, never saw an Indian, 'n he wuz down by the spring, washin' out his socks, 'n all wuz quiet—but Bill Lupe had been a settin' on a rock watchin' 'im for a spell unnoticed with a rope in his hand, an finally he said "Yuh—see—m—hoss???" Well, when Tenderfoot laid eyes on him, yud a thought his face was covered with this beautifyin' clay. He throwed them socks right in the drinkin' water 'n knocked fire outa the rocks 'n then swore it wuz—that Indian a shootin' 'im. But as he flew up the hill, he answered, "N—N—No, but if I see 'im I'll write ya word."

GOLD BRAID CHARLIE VS. GOLD STAR EARL

"Attention! Here comes the General and the Admiral!"

"Wha'da ya meah, General and Admiral? Why that's Earl Conner and Charlie Smith, and I doubt if either of 'em ever got above a lance corporal in the rear rank."

"Just the same, it's General Conner and Admiral Smith now, if you please, and they're atasing a big fight to see whether the army or the navy can drag in the most recruits in the American Legion membership drive. And which ever loses,—well, it's going to be just too bad."

Board Stresses Economy In School Policy

Throughout the Los Angeles city school district 10,000 teachers are analyzing their schools and classroom work to see where changes and improvements may be made without loss to the children. This was revealed through the reports of committee chairmen who came before the Board of Education recently.

In planning for the coming year's budget, the Board of Education has called upon the teachers to aid in a downward revision of school costs. Determined to reduce the unit cost of education the survey was called for several weeks ago and committees will make their recommendations to Superintendent Frank A. Bouelle that he may act upon them before March 1.

Among other economies planned are the use of materials, school equipment, the 100 percent use of rooms, as well as teacher time. The committees now at work also are considering the readjustment and consolidation of certain special divisions. It is not the intention of the Board of Education to sacrifice the essential education program, but it is the purpose of this body to reduce school costs and if possible to maintain the present wage scale.

Visitor From Colorado Dies

Charles H. Ingram, age 68, of Fort Morgan, Colorado, who has been visiting his brother-in-law, Jake Speer, 203 Hawthorne boulevard, Welteria, for the past four weeks, dropped dead in the Pacific Electric station at Los Angeles on Monday, February 15. The body was taken in charge by the coroner's office and later removed to Stone & Myers mortuary in Torrance where funeral services were held Wednesday afternoon. Rev. Elliott of Lomita officiated. Interment was made at Roosevelt Memorial Park.

Gas Station Man Relieved of Cash

Kenneth Woods, wanted on petty theft charges at Redondo Beach, was arrested in that city Monday on suspicion of being implicated in a holdup at the Ocean Star Service station Sunday, when two men relieved George Pschaida, the owner, of \$15. Mr. Pschaida is also the owner of the Torrance Super Service station in this city, located at the corner of Border and Cabrillo avenue.

State Expenses Outstrip Growth In Population

Revenues Fail to Keep Pace With Outlay in California Finance

SACRAMENTO.—State government expenses have increased three times as fast as California's population and more than 20 per cent over revenues in the last eight years.

These facts are revealed in a survey prepared by the state department of finance and show the difficulty facing the state in the preparation for the 1933-1935 budget.

As an indication of what has happened during the recent period of inflation, the following figures are self explanatory:

1.—Expenditures, up from \$140,000,000 to \$270,000,000 since 1923-25.

2.—Revenues, up from \$150,000,000 to \$255,000,000 in the same period.

3.—Population, up from 4,750,000 to 6,000,000.

In explaining the expenditure of funds, Rolland A. Vandegriff, state director of finance, points out that the cost of education and highways has taken the biggest jump. In round figures public schools will cost the state \$90,000,000 during the present biennium, as compared to \$55,000,000 in the 1923-25 period. Highways will take \$110,000,000, when \$50,000,000 was enough at one time.

In the same period general expenses have gone up from \$40,000,000 to \$70,000,000.

It is the contention of the present state administration that expenditures determined by statute, that is, "fixed charges," have increased steadily to complicate the matter of placing economies into immediate effect in an attempt to relieve the situation created by a drastic decrease in revenues.

It is estimated the state will need between \$25,000,000 and \$40,000,000 additional revenue to balance the next biennial budget.

Fixed charges left only 32 per cent of the funds controllable 10 years ago, and a similar condition exists today, it is claimed, so that these charges assertedly have become "more and more unwieldy."

Revenues amounting to \$255,833,477 are anticipated this biennium including utility and insurance company gross receipt taxes, 32.48 per cent; gasoline taxes, 27.44 per cent; bank and corporation franchise taxes, 6.25 per cent; inheritance taxes, 9.69 per cent; departmental activities, 6.31 per cent, and miscellaneous, 17.83 per cent.

at Narbonne High School

Tomorrow the annual basketball game between the Vigilantes and the men of Narbonne faculty will be played in the gymnasium.

Narbonne high school will observe Washington's birthday with a program given in the auditorium at 2 o'clock Monday afternoon. Pupils of the social studies classes will have charges. Following the program a tree-planting ceremony will be carried out. Following the suggestion of the board of education, a number of schools in the district will plant an American live oak tree in commemoration of the 200th anniversary of the birth of Washington.

Founders' Day was the occasion of a social gathering in the office of the principal, Miss Clementine De Forest Griffin, Tuesday afternoon. Coffee and a birthday cake were served to members of Narbonne P. T. A.

The annual cross country run will take place Friday afternoon, February 26, with groups from several of the upper classes participating. The winner of the run will have his name engraved on the cup given three years ago as a perpetual trophy by Miss Griffin. Class groups winning the greatest number of points will be given awards.

Short Story Class May Organize Here

Instruction in short story writing will be offered to men and women in Torrance, provided a class of twenty students can be organized, Miss Louise Temple, teacher in the Los Angeles school district, announced yesterday. This course will be without cost to those who enroll.

Residents of Torrance who wish to register for this new class should write to Miss Temple, Los Angeles Junior College, 855 North Vermont avenue, Los Angeles. When the class is organized it will be held in one of the public schools in Torrance.

Congressman Swing Pleads For Oil Tax

Congressman Phil D. Swing, representative from the 11th California district, is active in his efforts to protect the domestic oil industry, as is evidenced by his testimony before the ways and means committee recently given.

Mr. Swing headed a delegation of Californians who called on President Hoover last week to enlist his aid in the matter of securing relief for this important industry.

According to the California congressman, the proposed tax on imported oil and gasoline affords one of the most promising and exceptional opportunities for raising revenue. At the same time the relief afforded domestic producers would stimulate business and place a basic industry on a sound foundation. The impetus toward a returning prosperity that would be given by the increased purchasing power of oil workers who are returned to their jobs is almost incalculable.

Plant Trees In Memory of Geo. Washington

Tree planting programs commemorating the 200th anniversary of George Washington's birthday, are being planned at more than 50 schools in the Los Angeles city school district. Some of the exercises will be held on Friday afternoon, February 19, although Monday afternoon, February 22, will also be observed with suitable exercises.

The Southern Live Oak, chosen by the American Tree Association, has been approved for planting.

666

LIQUID - TABLETS - SALVE
666 Liquid or Tablets used internally and 666 Salve externally, make a complete and effective treatment for Colds.
Most Speedy Remedies Known

CONTINENTAL SPECIALS Stores Feb. 18th and 24th

Two Torrance Stores—1639 Cabrillo Avenue and 2223 Torrance Boulevard

Sugar 10 lbs. 39c

Limit 10 lbs. with other purchase

BEANS

Cambell's or Van Camps can 5c

M.J.B. Coffee

1-lb. can 36c

Superio MACARONI SPAGHETTI

1-lb. pkg. 10c

Tillamook Cheese

lb. 19c

Salmon PINK

3 Tall Cans 25c

Corn Meal

White or Yellow 5-lb. Bag 15c

Snowdrift

1-lb. can 19c
3-lb. can 55c

Wesson Oil

Pt. can 22c
Qt. can 43c

Eagle Brooms

29c

Gauze TOILET PAPER

4 ROLLS 17c

PILLSBURY PANCAKE FLOUR

and VERMONT SYRUP MAID

Both for 29c

Palmolive Soap

3 cakes 19c

PEETS Granulated Soap

Med. pkg. 20c

CRYSTAL WHITE Scouring Cleanser

2 cans 5c

SMITH'S FOOD MARKETS

No. 1 Market, Sartori Ave., Opposite Woolworth's
No. 2 Market, 1639 Cabrillo, in Continental Store

Independent Cash Markets That Sell for Less

POT ROAST

8c

BOILING BEEF, 3 lbs.

20c

SLICED BACON

20c

All STEAKS

17 1/2c

FRESH GROUND BEEF

lb. 10c

VAN CAMP'S TOMATO SOUP

can 2c

(Limit, 1 can with every 50c purchase)

Did You Know?

That the Herald-News is the ONLY WEEKLY NEWSPAPER ON THE PACIFIC COAST that carries a FOUR PAGE COLORED COMIC SECTION.

This leading weekly newspaper will be delivered at your home every Thursday afternoon by a conscientious news carrier.

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