

# The Easter Fashion Parade Starts at Penney's



## Grand Opening Penney's Enlarged Shoe Dept.

More and more people have been buying their shoes at Penney's during recent months, and in order to properly take care of this Tremendous Increase in Patronage, we have Re-Arranged and ENLARGED our Shoe Department.

**PENNEY'S STOCK OF WOMEN'S AND GIRLS' FANCY SHOES HAS BEEN MORE THAN DOUBLED!**

And the Assortment of Men's, Boys' and Children's Shoes Has Been Greatly Increased. We're celebrating the event with the Grand Opening for Easter. Come, see for yourself the many, many new styles in Penney's High Quality Footwear, at prices unbelievably low.

**Silk Dresses \$2.98 to \$5.85**

**Flannel Suits \$6.90**

**Swagger Suits \$9.90 - \$14.75**

**Spring Hats \$1.55 up**

**Anklets**

For Women Misses and Children **15¢** and 19¢ pair

All Fine Quality Rayons and Rayon Plated Plain and Fancy

All Silk, Full Fashion SHEER CHIFFON

**Hose**

**79¢** Dependable Penney Quality Sheer and Clear

**SMART SPRING HATS \$2.98**

Men are choosing these all-around styles for Spring wear! Attractively trimmed; the very smartest shades!

**Boy's "True Blue" Percalé SHIRTS**

**69¢** Fancy patterns and whites! Guaranteed Fast Colors!

**\$2.49** for these smart **OXFORDS**

Switch to "Sylvia" this Spring—even if you're accustomed to spending much more for footwear! They're outstanding values! Black calf, trimmed with grey stitching!

**PENNEY CO. INC.**

1269 Sartori, Torrance



White Kid **PUMPS \$2.98**

Chic—for dress and afternoon wear—at a money-saving price! Style-right and comfortable, too! Spanish heels.



Growing Girl's **WHITE STRAPS \$2.49**

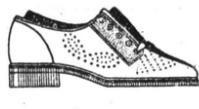
Whites take the spotlight for Spring! Here's a new style in our wear-giving "Marlene" line—with white print trims!



Men's **OXFORDS \$3.98**

Save—on smart, wing-tip, sport shoes at Penney's! White elk with black trim. All solid leather welt.

Also **ALL WHITE NUBUCK**



Girls' Sport **OXFORDS \$1.69**

What a combination—cool, comfortable and low priced! Perforated uppers, in light tan, elk with brown trim. Rubber soles and heels. Sizes 2 1/2 to 7.



Growing Girl's **STRAPS \$2.49**

Choose "Marlene" for more style, service and value! Exclusive parchment print leather—calf and toe-straps. Leather soles, rubber tap heels!



Boys' Sport **OXFORDS \$2.98**

Wear them for golf and outdoor wear! They'll give you the best mileage at the lowest cost! Moccasin-toe style in a combination elk and side leather. Composition soles.

**J. C. PENNEY CO. INC.**

1269 Sartori Avenue, Torrance

**O. E. S. TO SERVE BREAKFAST EASTER**  
Torrance Chapter, Order of Eastern Star, will serve an Easter morning breakfast in the Masonic temple Sunday morning, April 1, from 7 to 12 o'clock.  
Mesdames W. W. West and Anna McFarland are co-hostesses for the affair and tickets may be secured from Silver members.

**EASTER VACATION IN NORTH**  
Mrs. Lon Ralston, 1665 Gramercy avenue, with Mrs. John Sullivan and son, Pat, of Long Beach, left Wednesday morning on a motor trip to the northern part of the state. Mrs. Ralston will spend the Easter vacation in Pittsburg. The Sullivans will visit Mrs. Sullivan's daughter in San Francisco.

**EASTER DANCE AT WOMAN'S CLUB APRIL 7**  
Mesdames Lindsay B. Kelsey, Carl Marsteller, C. T. Rippey, Harry Higgins and Lon Ralston comprise the committee for the dance to be given in the Torrance Woman's Club clubhouse Saturday evening, April 7.  
The committee reports tickets are going fast. Harve LeRoy's orchestra has been secured and their music is heralded by all who have been privileged to dance to it. Dance from 9 to 12, and secure tickets at once from members of the dance committee.

**MASONIC STAG PARTY**  
The Torrance Masonic lodge is having a stag party, Friday night, March 30. All members are requested to be present. All sojourning Masons in Torrance and vicinity are cordially invited. Worshipful Master W. W. West can always be found at the lodge on Monday and Friday night.

**BREAKFAST AT CLIFFTONS**  
Rev. and Mrs. John Speed attended a birthday breakfast at Clifftons Cafeteria, 639 Olive street, Los Angeles, Monday morning. The breakfast was arranged in honor of Mr. and Mrs. A. P. Osgood of Los Angeles.

**KIWANIS CLUB GO TO LUCCA'S CAFE**  
Members of the Torrance Kiwanis Club, their wives and friends, are planning a gala time at the Lucca's Restaurant, 5th and Western, Los Angeles, Monday evening, April 2. It's the second quarterly social meeting of the club, and about 75 have already indicated their intention of attending. Dinner will be served at 7:30 o'clock. Dancing will be enjoyed from 10 to 1 o'clock. The affair will be strictly informal, according to Judge C. T. Rippey and J. W. Leech, who arranged the party. All Kiwanians are urged to attend and bring their friends.

**RECOVERING FROM OPERATION**  
Mrs. Alton Blake, Cabrillo avenue, who recently underwent an operation in the Los Angeles General hospital, is fast improving.

**ROYAL NEIGHBORS MEET AT MCKINLEY INN**  
Members of Torrance Camp, Royal Neighbors, held their business meeting at the home of Mrs. May McKinley, 1417 Cota avenue, Wednesday afternoon. After the business a social hour was enjoyed.

**"STOMACH PAINS SO BAD I COULD HARDLY WORK"**  
Says C. S. Gross: "After taking Dr. Emil's Adia Tablets the pains are gone and I eat anything." Try Adia treatment on money-back guarantee. Dolley Drug Co.—Adv.



# SOCIETY

Edited by Roxie E. Sleeth Telephone, Torrance 283

## Wins Award



Katharine Hepburn, young dramatic film star, was honored with the distinction of having given the best performance by an actress during 1933 and presented with a gold statuette by the Academy of Motion Picture Arts and Sciences. Miss Hepburn has given the award for her outstanding characterization in the picture "Morning Glory."

## EASTER PARTY AT M. E. CHURCH

Thirty children of the Methodist church school primary department were entertained with a pre-Easter party at the church Saturday afternoon.

An Easter egg hunt, a scramble for candy eggs and races featured the entertainment. Children were privileged to keep all the colored eggs they found. A prize for picking the most candy eggs in the scramble was awarded to Elvina Gellatly. Prizes for winning races were awarded to Mary Glover, Ruth Jones, Dorothy Tisdler, Keith Nelson, Billy Johnson and Thomas Justice. Teachers in this department are Mrs. Baker Smith, Mrs. J. O. Bishop, Mrs. A. R. Jones, Mrs. R. S. Sleeth, Mrs. Bernice Guy, Miss Ruby Avoian and Miss Mildred McMullen.

**PRE-EASTER DESSERT BRIDGE**  
A prettily appointed affair of last Thursday was the dessert bridge with which Mrs. Grover C. Whyte and Mrs. Ray Young entertained at the Whyte home, 1629 Post avenue.

Colors of pastel predominated and Easter motifs completed the decorative scheme.  
Mrs. Charles Schultz captured high prize in contract bridge. Mrs. R. J. Deisinger, J. S. Lancaster, Keith Nelson, Billy Johnson and Thomas Justice. Teachers in this department are Mrs. Baker Smith, Mrs. J. O. Bishop, Mrs. A. R. Jones, Mrs. R. S. Sleeth, Mrs. Bernice Guy, Miss Ruby Avoian and Miss Mildred McMullen.

**KITCHEN SHOWER HONORS BRIDE-ELECT**  
Honoring Thero McCoy, bride-elect of Arthur Thistle, Miss Irene Burmaster and Mrs. Flora Maddux assisted Mrs. Jane Brincy as co-hostesses when they entertained with a prettily appointed kitchen shower at the home of Mrs. Janet Woodington, 2013 Arlington avenue.

Miss McCoy for the past few years has made her home with Mrs. Woodington.

Guests who attended the affair included Mrs. George Leech, Mrs. Chas. Holmes, Mrs. Fred Harler, Mrs. Eddie Price, Mrs. Herbert Hardy, Miss Edith Harshman, Miss Marion Wright, Miss Edna Schmidt, Mrs. Glen Harneck, Mrs. John Hammack, Mrs. W. E. Bowen, Miss Ethel Price, Miss Hortense Price, the honoree and Mrs. Janet Woodington.

Prizes in game play were awarded to Mrs. John Hammack and Miss Edith Harshman.

**DR. SEWELL TO SPEAK AT CLUB**  
Torrance Woman's Club will hold their regular luncheon and meeting in their club house on Engracia avenue, Wednesday, April 4, at 12:30 o'clock.

Dr. Franklin C. Sewell of the University of Southern California will be the luncheon speaker, and his subject, "The Present Economic Era," promises to be most interesting.

Miss Ona King will be the afternoon speaker and will take as her subject, "Gleanings From the Passion Play," a most appropriate subject for the Easter meeting.

Jack Williams will sing. Wednesday will be primary election day. All members are urged to attend.

**SPEND WEEK-END IN SAN BERNARDINO**  
Mr. and Mrs. E. W. Smith and family, 1467 Cota avenue, visited over the week-end with friends in San Bernardino.

## Weddings Are Week's Leading Social Events

Miss Alice Frakes, daughter of Mrs. Helen Frakes of Inglewood, became the bride of Horace Milton Andrews, son of Mr. and Mrs. L. W. Andrews, 2605 Carson street, at the First Baptist church Sunday evening.

The church was beautifully decorated with archways of asparagus fern and vari-colored sweet peas. Immediately following the regular church service, Mrs. Wm. Tolson played the wedding march and the bride, radiant in a gown of blue green and carrying a bridal bouquet of carnations and white sweet peas, marched down the aisle on the arm of her brother, Frank Frakes, who gave her in marriage. Mrs. H. G. Mitts, in a gown of pink satin and carrying a bouquet of pink roses and sweet peas, was the bride's attendant. Dr. H. G. Mitts served as best man for Mr. Andrews. The simple ring service was read by Rev. John Speed. Misses Muriel White and Hortense Price sang, "I Love You Truly."

The church was packed to capacity with Inglewood and Torrance friends of the young couple. Immediately following the service an informal church reception was given.

After a short honeymoon in San Diego, the young couple will reside for a time with the groom's parents.

**BREMNER-RITMILLER**  
Christine Bremner, who resided with her grandparents, Mr. and Mrs. M. A. Adams, 2008 Andros avenue, became the bride of Harold Ritmiller, who made his home with his sister, Mrs. Henry Grubb, 1605 Avacia avenue. The event took place Sunday afternoon at the home of Mr. and Mrs. Henry Grubb. Only the immediate friends of the family attended.

Rev. Kemp J. Winkler of the Methodist church officiated. The bride was lovely in a gown of blue crepe, trimmed in white with white hat and matching accessories. She carried a bouquet of sweetheart roses and lilies of the valley. She was attended by Mrs. Ed Wakely of Whittier, who wore yellow lace with white hat and accessories, and carried a bouquet of yellow roses. Mr. Ed Wakely served as best man.

A wedding dinner at the Grubb home followed the ceremony after which the young couple left for a short honeymoon in San Diego.

They are now at home to their many friends at 1720 1/2 Andros avenue. Mr. Ritmiller is employed as an assistant to Mr. Grubb in his meat market at the Carson street Safeway store.

**DOUBLE WEDDING**  
Geraldine Smith, daughter of Mrs. Etta Hancock of Los Angeles, and Kenneth Roberts, son of Mr. and Mrs. Reese Roberts, 1827 Andros avenue, were united in marriage in joint ceremony with Miss Fay Lewis and Horace L. Marshall in Wilshire chapel, Los Angeles, Friday evening at 8:00 o'clock.

Mr. and Mrs. Roberts left immediately following the ceremony for a brief honeymoon in Catalina. Mr. and Mrs. Marshall have taken a residence in Cravens Apartments.

**WILDFLOWERS IN BLOOM IN NEARBY LOCALITIES NOW**  
Wild flowers have been slow in heralding Spring. Lack of rain has held back the Southland's annual pageantry of blossoms, but they are now showing hardiness by appearing in numerous localities.

Motorists on the lookout for the beautiful buds are offered the following reports from districts to the Automobile Club of Southern California touring bureau:

**LANCASTER:** Solid fields of poppies south of Fairmont, around Del Sur and Bellview.

**WHITTIER:** Miles of lupin in the hills; some brodiaea. In La Habra Heights, some yellow violets and orange blossoms.

**SAN DIEGO:** Frezias, ranunculus and anemones in South Oceanside and Carlsbad. Scattered displays in the Julian area. Between Ramona and Santa Ysabel, wild lilac, wild sweet peas and violets. Lilac around Valley Center and toward coast via Rancho Santa Fe and on Poway Grade. Fruit trees blooming above Ramona.

**RIVERSIDE:** Lupin near Moreno; some desert gold in Coachella Valley.

**EL CENTRO:** Ocotillo in bloom.

**FULLERTON:** Orange trees blooming in Yorba Linda-Placentia area.

**TORRANCE:** Lupin near Redondo-shilo entrance to Palos Verdes.

**POMONA:** Lupin very thick in scattered patches, one field east of Walnut, another opposite Kellogg Institute of Animal Husbandry. Mustard in profusion, early peach blossoms around Chino.

**REDLANDS:** Plum blossoms appearing in Yuccaipa.

**SAN BERNARDINO:** Some desert flowers between Victorville and Palmdale.

**SANTA ANA:** Scattering including lupins and some mariposa in hills near south end of county. Also on hills near ocean, in Silverado Canyon and around Irvine Park.

**SANTA MONICA:** Scattered poppies. Mountain lilacs in bud, soon to bloom in all canyons adjacent to Santa Monica.

**VAN NUYS:** Iris soon in blossom in Reseda Park.

**VENTURA:** Some wild lilac between Ojai and Wheeler's Hot Springs. Apricot blossoms in upper Ojai Valley. Patches of lupin, poppies and few mariposa lilies on Sulphur mountain road. Lupin and poppies scattered along Ojai-Santa Paula road; patches of wild lilac from Triunfo to Sherwood Lake. In Santa Ana Valley, scattering of lupin, Johnny jump-up, poppies and wild lilac. Scattering of poppies and lupin along Santa Paula-Saugus Road.

**VISIT HERMOSA CHAPTER O. E. S. MEETING**  
Mr. and Mrs. Harry Given, Mr. and Mrs. Archer Lewis, Mesdames Theresa Hill, Anna McFarland, Sally West and Estelle Graham attended initiation of new members at the Playa Linda Chapter, Order of Eastern Star, in Hermosa Monday evening.

## Saves a Life Junior Lodge of Artisans Is Organized



Toby Wing, film actress, is credited with saving the life of Mary Tom Blackwood, extra, recently, when the girl was stunned in a fall and plunged into 10 feet of water. Miss Wing dove into the lake, dragged the girl to the surface and swam to shore.

## EVANGELICAL CHOIR SINGS IN SAN PEDRO

Members of the Evangelical church choir presented a concert Wednesday evening at the meeting of the American Legion Auxiliary in San Pedro, when that organization had as their guests gold star mothers of San Pedro and other harbor cities.

The choir, directed by Mrs. P. G. Briney, sang several anthems, Carlton B. Bell sang a solo and other selections were given by the male quartet consisting of Messrs. Charles Curtiss, W. J. Neelands, Fred Lessing and Carlton Bell.

After the concert Mr. and Mrs. P. G. Briney entertained the group at their home. Included in the group were Messrs. and Mesdames Charles Curtiss, W. J. Neelands, Archer Lewis, Elmer Clark, McVickers, Fred Harner, Fred Lessing, Carlton Bell, E. C. Winkler, Carney Hayden and Tom Ulrich.

**BURKES VISIT FRIENDS IN TORRANCE**  
Mr. and Mrs. William A. Burke of Los Angeles were Sunday visitors at the home of Mrs. May McKinley, 1417 Cota avenue. Mr. Burke was a former teacher in Torrance high school.

**WEEK-END VISITOR**  
Mrs. O. W. Hudson, 1753 Andros, has as her house guest over the week-end, Miss Lillian Wilkinson of Arcadia.

## Lomita Young People Form Association With 19 Charter Members

State Manager Walter Harris of the United States Artisans, organized a new lodge of Junior Artisans in Lomita, last Monday evening, where this organization is growing rapidly since its establishment several weeks ago.

The junior group is composed of boys and girls of any age up to 18 years.

Nineteen members were obligated Monday night, and a staff of officers were appointed as follows: Grace Shalford, junior master artisan; Mrs. Shaffer, junior superintendent; Louise Shalrock, junior inspector; Louise Herren, junior secretary; Helen Williams, junior senior conductor; Janitta Berger, junior junior conductor; Alice Johnson, junior treasurer; Boby Beckley, junior master of ceremonies; Frank Perkins, junior warden; Helen Shackelford, Lady Hope; Norma Zimmerman, Lady Love; Louise Veatch, Lady Faith.

A short program was given following the business session, in which Richard Woods, James Shalrock and Evelyn Ruth Veatch took part.

Ora Hutton, supreme past master of Portland, Oregon, was a guest and assisted in the organization.

The next meeting of the juniors will be held at 3 o'clock Monday afternoon, April 9, at the I. O. O. F. hall.

The senior organization also had as their guests Mr. Hutton and Mr. Harris at its last meeting and took in a new class of candidates. A social dance will be a feature of the next meeting on April 2.

**AUXILIARY PLANS SOUTHERN DINNER**  
Thursday, April 12, has been reserved by members of the American Legion Auxiliary for a very special event. A real Southern dinner, dancing and entertainment at the Woman's Club clubhouse, 1422 Engracia avenue.

Hostesses for the evening will be real southern ladies and food will be served by colored waitresses. Be sure to save this date.

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**Easter Specials . . . . .**  
**PERMANENT WAVE**  
Complete With Shampoo and Finger Wave **\$1.95 and \$2.95**  
ALSO **AMBERLION SCALP TREATMENT** including Finger Wave **65c**  
**SHAMPOO AND FINGER WAVE 50c**  
(Four Dryers, Therefore NO Waiting)

**Modern Beauty Salon**  
1314 Sartori Ave., Torrance. Phone 405.

**EASTER Suggestions**  
Potted Lilies and Plants  
Vase of Roses or Spring Flowers  
We Handle the Best Only With Mats and Ready for Delivery  
**POPPY FLOWER SHOP**  
Cor. Post and Cravens  
Phone 307

**Easter Special!**  
Shampoo - Fingerwave Manicure  
All Three for **\$1.00**  
Also CLEAN-UP FACIAL, 50c  
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