



MARKET SHOPPERS . . . Checkers were kept busy as customers thronged through turnstiles at Boy's Market from the minute the new super market opened its doors Thursday morning. Don Morand is manager of 13th in chain located at Van Ness and Redondo Beach Blvd.

Sunrise Services in Rose Bowl To Be Opened at 6 a.m. Easter

Dr. Bob Pierce, who founded the famed Easter Sunday Sunrise Services in Pasadena's Rose Bowl 13 years ago, again this year will lead the southland's devout in prayer and inspiration, beginning at 6 a.m.

Dr. Pierce is an internationally known evangelist and president of World Vision, Inc., a missionary service organization with headquarters in the Crown City.

The program at the Rose Bowl this year will also feature a variety of musical numbers provided by the Haven of Rest radio quartet of Hollywood; the La Verne College choir; and the music of the Los Angeles Pacific College choral group.

DR. PIERCE just returned from an extensive trip throughout Asia where he spoke at the famous Maramon Convention of South India's Mar Thoma Church, the largest convention of its kind with more than 100,000 delegates in attendance.

Dr. Pierce was director of the weekly Los Angeles Youth For Christ rally in 1947 when

he helped sponsor the first Rose Bowl Easter Sunrise Service. Not enough funds were contributed to pay expenses of this first Sunrise Service so he made a personal bank loan and paid off the rather large deficit.

THE SERVICES, which draw Christians from all parts of the southland, are now sponsored by a committee of businessmen and lay Christian leaders in the Pasadena area. Chairman of the group is Cecil Potter, an insurance executive.

The Services at the Rose Bowl Easter morning will be broadcast live over the ABC Radio network in 11 western states.

A La India

A strong Eastern influence has invaded spring collections, resulting in some unusual and exotic fashions. The authentic sari styling of India has been adapted to a dinner-cocktail sheath with modified scoop neckline and gold-banded short sleeves. This striking version of the sari can be worn with or without a separate floor-length skirt which has been split at the sides.



OPEN BANK . . . Mayor Albert Isen (second from left) greets William King, manager of Security-First National Bank which opened for business at Crenshaw and 174th St. Friday. Police Chief Percy Bennet (left) and William Shawger, president of Torrance Chamber of Commerce, were among officials at open house. (Herald Photo)

Lions Governor To Visit Here

District Governor William J. Hennessey of Inglewood will visit the Torrance Lions Club Tuesday at its regular luncheon meeting at the Palms, Hennes-

sey is governor of District 4 which includes 81 clubs. Hennessey will assist President Ralph Morris and Secretary Lysle R. Albro with mat-

ters pertaining to Lions administration and the club's program of humanitarian service.

He is one of 361 governors who supervise activities of more than 15,000 Lions Clubs with a membership of more than 600,000.

TO BUY, SELL OR EXCHANGE— HERALD WANT ADS



EASTER Economy SALE



... women's shoes

... latest styles in heels, pumps and wedges . . . all new stock . . . values to 10.00 . . . per pair . . .

88c

... men's & boys' belts

... wide selection of many different styles in leather, plastic, stretch styles too . . . values to 3.00 . . . now . . .

88c

... artificial flowers

... decorator flowers that are life-like and so realistic . . . selection includes all your favorite garden flowers . . . roses . . . carnations . . . lily of the valley . . . 3-bund rose . . . and others.



Values to 49c 10c

... percolators

... polished aluminum . . . comes complete with cord . . . six cup size . . . 3.00 value



8 CUP 2.29
5.00 value
25 CUP 7.88
19.95 value

1.66



... Easter baskets

... large selection of Easter baskets filled with good tastin' candies & paper grass . . . complete range of sizes and prices . . .

... mu-muus

... gay hawaiian prints . . . in many combinations . . . easy to wash cotton by famous California manufacturer . . . reg. sizes s-m-l reg. 3.98 . . .

1.99

... men's socks

100% orlon socks . . . finest quality for long wear . . . variety of patterns . . . knit top . . . a 1.00 value . . . now



59c pair or 2 PR 1.00

... scratch pads

big 3x5 pads . . . use in home or office . . . of white paper . . . now only



5c pad

... brillo soap pads

... for brighter pots and pans . . . for easier cleaning . . . use brillo . . . loaded with soap



2 PADS 3c

... funtime pop

... fizzes . . . make your own carbonated drinks . . . several flavors.

Regular 10c Ea.
... Now... While They Last... 2c Pkg.

... doll shoes

... in simulated black . . . for Easter and . . . sizes 5 to 3

1.49

... boys' Easter hats

... natural straws to match dads . . . also in whipcord and cotton . . . from toddlers to regular sizes . . . specially priced from



99c TO 1.98

... men's pants

... of polished cotton and rambler cord . . . new spring colors . . . hurry . . . these will go fast



2.99 pr. or 2 PR 5.00

... unity skirts

... in new pastels . . . sizes 8 to 18 . . . value for the low price of

2.99

... infants' terry sets

... three piece sets of infants . . . of terry cloth . . . choice of prints or solid colors . . . fits infants from 3 mos. to 18 mos.



1.98 Set

... transistor radio

... a real buy, just in time for the baseball season . . . complete with earphone, carrying case and antenna . . . extra battery included . . . repeated by demand . . .



5.88
9 Volt Batteries . . . only 29c

... men's shoes

... a sensational buy . . . styles . . . leather or . . . loafers and dress . . . rubber soles . . .

2.88

... table radio

... 5 tube . . . rich toned speaker . . . six months guarantee . . . choice of pastel colors . . .



7.88

... electric can opener

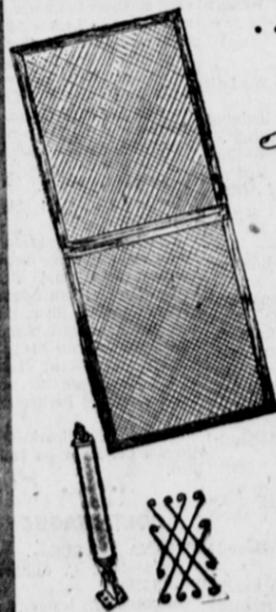
... fully automatic, dual purpose . . . for wall or table top . . . opens all types of cans . . . turns off automatically . . . pierces, cuts and holds can . . .



7.88

... screen doors & window screens

heavy aluminium ribbed frame . . . full 3/4" thick by 2 1/4" wide, adjustable height and width, left or right hinged . . . push bar with spring, handle, and latch . . .



7.66

... deluxe screen doors

... of rust-resistant aluminum . . . adjustable height and width . . . right or left hinge . . . wide push bar . . . built-in kick-plate . . . built-in grille . . . automatic door closer . . . inside lock and latch . . .

A 26.06 VALUE!
TRY-IT'S SPECIAL LOW PRICE!

13.88

... window screens

... full-framed rust-resistant aluminum . . . lifetime beauty, light as a feather . . . never needs painting . . . wide choice of sizes up to 3' x 4' . . .

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