

Spring Hats \$3.85 to \$8

Colorful Mens' Shirts \$1.65 to \$3.50 Ties, 50c to \$2.00

EASTER SAYS, "NEW TOGS!"

And Your Exclusive Men's Store Is Ready With Its Complete New Line of

Hart Schaffner & Marx CLOTHES FOR SUMMER

New Greys—New Tans—New Weaves—New Patterns

SUITS—\$27.50 to \$40

New Store and Larger Stock Than Ever Before

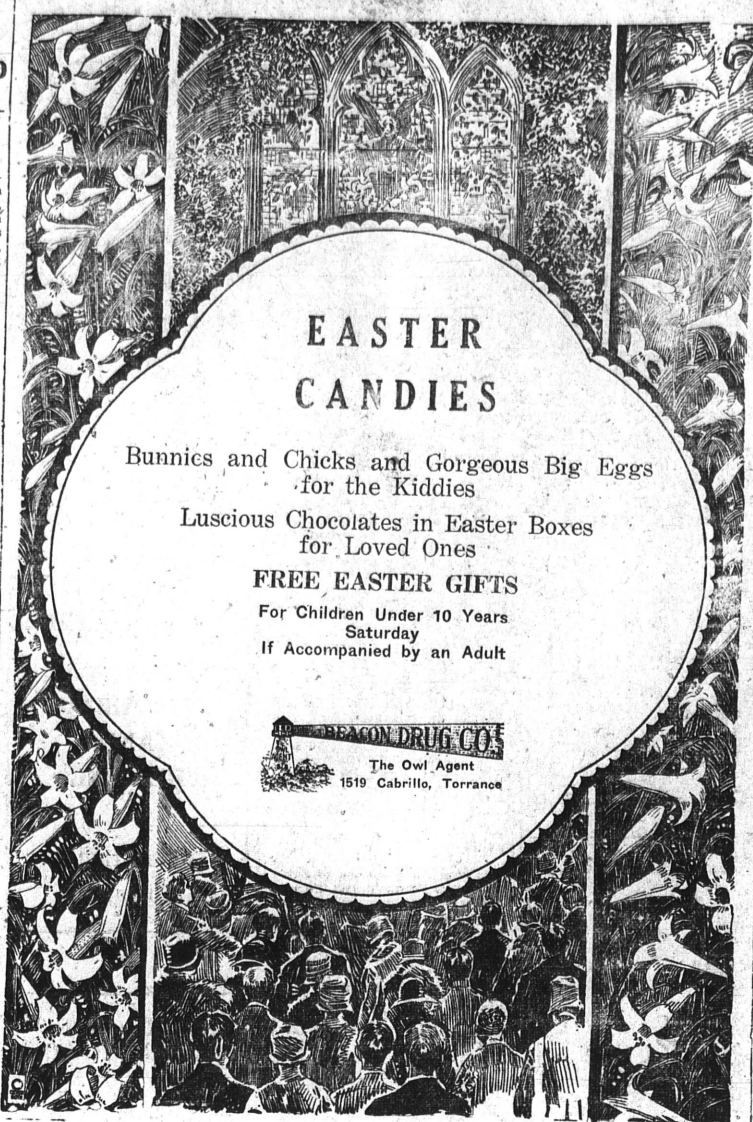
Torrance Toggery

Home of Hart Schaffner & Marx Clothes
1325 Sartori Ave.—Next to First National Bank

Safeway Takes Store Managers Into Partnership

Big Chain Grocery Inaugurates New Plan of Profit-Sharing

One thousand managers of Safeway stores, distributed between Nebraska and the Pacific ocean, and from Canada to the Mexican border, have been made partners in the big chain grocery system, drawing 30 percent of the net profits of their respective stores. This new plan of scientific food merchandising on a partnership basis was announced today by Edward Dale, vice-president and general manager of all Safeway stores situated in Southern California. One extraordinary feature of the new plan, according to Dale, is that all Safeway managers are made active partners in the huge business, without the necessity of investing a single penny. The store managers, moreover, are tendered an exceptional opportunity to become Safeway stockholders. The announcement of the new partnership plan marks the most progressive step in the history of chain grocery operations throughout the United States, according to Dale, who continued: "The scientific merchandising of foods with the view to save the consumer money, has ever been the goal of the Safeway Stores. It is with this idea in mind that we have made partners of our thousand store managers. No monetary investment is involved in this business transaction, which we believe will prove a marked benefit to all the principals. "The only consideration is loyalty, honesty, efficiency and that degree of courtesy and service to the food-buying public which conforms to Safeway standards. "The foremost thought of the management of the Safeway Stores is to build big-calibered men. We have a far-flung organization, the successful operation of which depends on individual merchants rather than employees. We know by experience that business will result in greater volume, if we make every Safeway manager a highly efficient merchant, who has the ability to operate his store intelligently and who can assume the attendant responsibility. "Every Safeway manager, in consequence, becomes a responsible merchant, enjoying the net profits of his store up to 30 percent. He is expected to conduct his store in a way that reflect the highest credit both upon himself and the organization with which he has a recognized partnership. If he desires further to strengthen his partnership by becoming a stockholder, the way is open for him to do this on a most attractive basis. "It is needless to say that the executive heads of the Safeway Stores are highly pleased with the new partnership arrangement, and the managers have expressed themselves accordingly. With one thousand merchant-partners now in charge of the Safeway system, we are convinced that this ultra-modern method of selling quality merchandise will meet with universal approval."



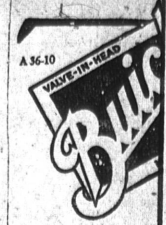
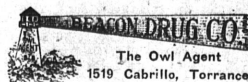
EASTER CANDIES

Bunnies and Chicks and Gorgeous Big Eggs for the Kiddies

Luscious Chocolates in Easter Boxes for Loved Ones

FREE EASTER GIFTS

For Children Under 10 Years Saturday If Accompanied by an Adult



Val is the s of Bu Succ

Because number of that peop you get val Buick that cannot be e at the Buic Buick p savings of —the earn leadership—back into quality why Buick the satisfac does — why are more million en tic Buick R. S. FLA

Buick Sales and 1315 Cabrillo Ave. Phone 6

WHEN BETTER AUTOMOBILES BUILT, BUICK WILL

Easter Music.



EASTER Sunrise Services Will be broadcasted from the Coliseum and other places.

From the Cathedrals of the Air

What a Joy it will be to those who are sick and cannot attend Easter Services to hear them over the radio. Every day brings new enjoyment and education to radio owners.

There is still time to get your set installed for Easter, and we offer you the "cream" of the radio world:

ATWATER KENT KOLSTER ZENITH CROSLY

HOME SERVICE—By Skilled Radio Mechanics.

All Sets Sold on Convenient Deferred Payments If Desired.

DEBRA RADIO CO.

Carson at Cabrillo Torrance Phone 73-J



Buick Breaks Sales Records On 1927 Models

Production Up to April 1st Passes the 200,000 Mark

With production of 1927 models well past the 200,000 mark on April 1, the Buick Motor Company is over 20,000 cars ahead of its best previous output record for this time of the year. According to C. B. Durham, vice-president and assistant general manager, this new record was made possible by the completion of a \$7,000,000 expansion program which was launched over a year ago, and which materially increased the facilities of the plant. Among the features of the program is the new, efficient unified assembly system which takes care of any normal output of Buick cars, which was planned and built by Durham and his corps of plant engineers. This assembly system is capable of receiving and assembling 224 tons of materials an hour, most of which are delivered to the line by a system of conveyors. The new crankshaft division, in which Buick crankshafts are finished and balanced, has also been completed. Workmen are now building the new \$5,000,000 gray iron foundry, which will have a daily capacity of 600 tons of castings. It is expected that this unit will be in operation some time during the summer. The present capacity of the plant is 1200 cars a day. Car building has proceeded at or near this figure ever since the 1927 models were introduced, Durham says. At present production is 1100 cars a day, the highest rate ever reached at this time of the year. The schedule was increased a hundred cars a day in March, when it was found necessary to revise the original plans for the month, due to the demand for cars.

Our Want Ads Bring Results

A Real Purchase for a Timely Sale

We bought the shoe stock of the Wolfe Mercantile Co., of 4615 South Vermont Ave., Los Angeles, for LESS THAN HALF OF WHOLESALE COST.

This stock consists of approximately 1000 pair of men's shoes which retailed in Los Angeles at \$4 to \$10 a pair.

BEGINNING FRIDAY, APRIL 15, we place on sale this entire lot of shoes in two price groups:

<p>At \$1.85</p> <p>White, Palm Beach or leather trimmed canvas oxfords, Goodyear welt. Regular price \$4.50 to \$6.50. Sizes 4 to 7 1/2. \$1.85</p>	<p>At \$3.85</p> <p>Latest styles in men's oxfords made by Weinberg, Peters, Hamilton Brown, Endicott-Johnson. Values \$6 to \$10. All sizes. \$3.85</p>
<p>Dark tan or black, Goodyear welt, vici kid or calfskin. \$4 to \$6 values. All sizes for men and boys. \$1.85</p>	<p>Latest styles in women's footwear for Easter. Values \$5 to \$8. Our price \$2.85 and \$3.85. None Higher</p>
<p>White alk, all sizes for men and boys. \$1.85</p>	<p>Vici kid or tan calf—some with arch supports. Real \$8.00 values. \$3.85. Large line of children's shoes at \$1.85 and \$2.85—none higher.</p>

Double Value Shoe Store

1216 El Prado—Torrance



EAST WEST - WHEREVER THE ROAD LEADS YOU SEIBERL UNDERWEAR WILL ASSURE A PLEASANT TOUR!

SEIBERL ALL-TRE



TORRANCE AUTO SERVICE Mullin & Western Avenue Phone 320-J

HORRAM SAN FRANCISCO ONE PRICE 174 ELLIS ST. NEAR ALL ROOMS ARE 1 Person \$2.50 2 Persons \$3.00 TELEPHONE GARF