

For Your July 4th Outing



- ◆ SUN SUITS
- ◆ SLACKS
- ◆ BATHING SUITS
- ◆ SWEATERS

Everything that's New in Sport Togs, you'll find at Levy's.

Did you ever see such a stocking for 79¢??

PHOENIX CUSTOM-FIT TOP

PHOENIX SMART COLORS...SHEER CLEAR TEXTURE

PHOENIX "BUDGET" CHIFFONS

PHOENIX DUO-HEEL

PHOENIX ALL-OVER TIPT-TOE

● This marvelous Phoenix chiffon stocking has everything—style, beauty, long wear. For smart economy, you can't beat it! Ask for No. 721. There's a service sheer, too.

INDIVIDUAL SUPPORT

is needed to RELIEVE WEAK ARCHES No two arches are alike. The degree of arch elevation or lack of it varies. Your doctor will tell you that to correct weak or fallen arches each case must be fitted individually. That is why we recommend, in such cases, a pair of light, springy Dr. Scoll's BALANCED POSTURE ARCH SUPPORTS Priced as low as \$1.00 per pair. Come in for free Podo-graph imprints of your footed feet.

300 PAIRS ENNA JETTICK SHOES FOR WOMEN Whites - Blacks Browns Special \$3.95

SAM LEVY

1311-1313 Sartori Ave., Torrance

Lakewood Village Offers Garden Homes For Workers



Capacity attendance has been on hand each day at the model home, Honeymoon Cottage, located at Lakewood Village, the new garden home community being developed by Charles B. Hopper just north of Long Beach. This house has been completely furnished in the new nautical and tempo style.

Designed to provide garden homes for those working in industrial plants and business areas within a ten-mile radius of Lakewood Village, the new homesite project sponsored by Charles B. Hopper, general sales agent and veteran subdivider and developer, this modern real estate development has attracted unprecedented attention because of the demand for property and the active building now going on.

Practically all of the \$1,000,000 which has been invested in Lakewood Village in homes, educational development which includes the \$500,000 Long Beach Junior College and general improvement has been expended since January first of this year. Barron fields have been transformed into tree-lined streets, public utilities installed and the whole completion of the area has been changed into a bustling, colorful village.

Twenty-eight homes are already completed in the first unit and with the opening of the second unit but two weeks ago, sales in this new 100-acre unit have exceeded all expectation, the developers report. Lakewood Village is located just north of Long Beach and just east of the beautiful Lakewood Country Club. It has been laid out so that residents could buy or build a city home on spacious lots and enjoy the garden privileges of a country home. Because of its strategic location, the developers point out that workers in Torrance, the harbor industrial district, and manufacturing district to the north in Long Beach and Orange county can live in Lakewood Village and be only 10 to 20 minutes drive from their work.

Mobiloil Sales Show Increase Over Last Year

Don Dawson, Division Manager, Credits Success to Advertising

Indication of improving business throughout Southern California is furnished in a statement just issued by Don Dawson, division manager for General Petroleum Corporation. The report shows that during five months of this year, in comparison with the same period of 1934, there has been a gain of 31.3 percent in sales of Mobilgas, as compared with the corresponding period of 1934.



DON DAWSON

"This gratifying increase in business," declares Dawson, "is one of the most substantial records of progress made anywhere on the Pacific coast. It serves as a good barometer of conditions in Southern California, including Torrance."

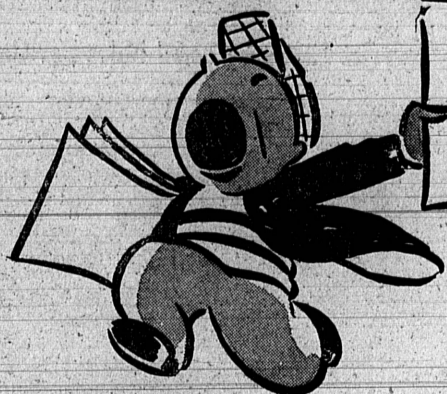
"Good progress has been made throughout the coast as a whole but we discover the gain in Southern California runs considerably ahead of the average. We have every reason for enthusiasm over the favorable comparison.

"Although in the retail business but 11 years, General Petroleum is now rated as one of the leading major oil companies of the Pacific coast. By adopting policies of progressive selling and consistent advertising, this corporation is fast forging to the front.

"Quite logically, General Petroleum attributes a good share of its success to a regular advertising campaign in newspapers, a campaign in which a major role is played by the Torrance Herald & Lomita News."

Seion of Wealth Labors

SALT LAKE CITY (U.P.)—So the "can learn the business from the ground up," wealthy M. Robert Guggenheim, Jr., 24, is employed here in the local ore purchasing department of a smelting and refining company founded by his grandfather, the late Daniel Guggenheim.



GREAT NEWS!

FLASH!

F. H. A. TERMS

Now Available to Every Reliable Person

at the "STAR"

Renters and Homeowners Alike May NOW Buy An Electric Refrigerator, Range, or Water Heater With

NO DOWN PAYMENT 3 Years to Pay!

NO PAYMENT OF ANY KIND FOR 30 DAYS!

Come in and choose from the largest and most diversified stock in the district:—

- * FRIGIDAIRE
- * GIBSON
- * HOT-POINT
- * KELVINATOR
- * O'KEEFE & MERRITT

Sizes for Every Home and Prices for Every Pocketbook!

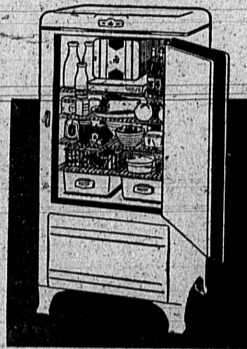
All Arrangements Made at

★ STAR FURNITURE CO. ★

1273 Sartori Avenue, Torrance, Phone 620

"WE CHALLENGE CITY PRICES"

FRIGIDAIRE Every Model Has the Super Freezer



GIBSON Prices Start At

\$89.50

For 4 Cu. Foot Refrigerator

★ STAR FURNITURE CO. ★

1273 Sartori Avenue, Torrance, Phone 620

"WE CHALLENGE CITY PRICES"

Mrs. Bones Announces Triplets



"Bones," or if you prefer to prefix the Mrs., a Holstein cow owned by Louis Hallenbarter, Inset, Tacoma, Wash., proudly displays her latest offspring—Rosie, Marie and Olive John, triplets named in honor of the Dionne quintuplets. This is the second case of triplet calves in this region in 20 years.

Opera for Screen



Lily Pons, golden-haired soprano, is temporarily forsaking the Metropolitan Opera Company for the sound camera. Here is the famed opera star as she arrived in Hollywood for her movie debut.



Meet Mrs. Jones ... She's very popular at home because she saved Mr. Jones over \$15 this month.

HOW? By Using and Reading the CLASSIFIED ADS

Ten Wounded in Eureka Strike Riot



Here is the Holmes-Eureka Lumber Mill at Eureka, Calif., scene of the battle between strikers and police. Ten men were wounded and one killed when picket lines attempted to charge the mill.

Height of Optimism Reached QUESNEL, B. C. (U.P.)—The world's greatest optimist lives here. He entered his name on a ten-cent chain letter and then went to a bank and applied for a

\$200 loan, promising to repay it with the \$1,662.50 he expects to derive from the chain letter.

Easter Lily Traced to Bermuda HARRISBURG, Pa. (U.P.)—The

Easter lily popular today is a descendant of a native wild flower of Bermuda, propagated in Philadelphia greenhouses and given advanced training in Japan, according to G. B. Stichter of the Pennsylvania Bureau of Plant Industry.

PHONE

Torrance 444

FOR CLASSIFIED AD SERVICE

The Most Economical—Yet the Most "SURE-FIRE" Method For Getting Results. No Matter What You Want to Buy . . . or Sell.

Use the **CLASSIFIED ADS**

Published in the TORRANCE HERALD - LOMITA NEWS and TRI-CITY SHOPPING NEWS AT ONE COST

JUNE 27

Today is the time to subscribe to your Local Newspaper.

- ◆ Read the advertisements and save yourself money and time!
- ◆ Read the society page and keep up with the social events of the town!
- ◆ Read the sport page for local and world-wide sporting events!
- ◆ Read the Herald for all local news!
- ◆ Subscribe now, only 50c for 3 months!

Torrance Herald
Published Every Thursday.

Next summer—enjoy a real vacation!

Start saving NOW!

In summer your savings pass book can be your passport to thrilling travel adventures. More than a million Californians have savings accounts in Bank of America. Join them now and know the satisfaction of having money in the bank.

Whenever or wherever you travel, carry Bank of America Travelers Cheques. Safer than cash. Obtainable at any Bank of America branch, or other authorized agency.

BANK of AMERICA
NATIONAL TRUST & SAVINGS ASSOCIATION
A Statewide National Bank

COMMERCIAL SAVINGS TRUST SAFE DEPOSIT