

Business Directory

SOONER OR LATER

You Are Going to Need One or More of the Services or Firms Listed Here. Read Their Ads Every Week! Rely On Them! It Will Pay!

BARBER SHOPS

Tansey Beauty and Barber Shop
1623 CABRILLO
Phone 580
Prices Reasonable
Expert Service

CEMENT CONTRACTOR

Cement Work OF ALL KINDS
Sidewalks - Paving Foundations
No job too large—none too small to receive our prompt and careful attention.
ALL WORK GUARANTEED.
Estimates Gladly Given.

M & M Trucking & Cement Co.
1617 Border Ave. Ph. 524-J

INTERIOR DECORATORS

Beautiful Your Home . . .
PAINT WALL PAPER
SHADES, new or renovated
VENETIAN BLINDS
All work done by experienced Paper-Hanger and Decorator.

CARL SCHMIDT
2015 Wilmington-Redondo Blvd.
Lomita
Phone Lomita 502-J
SHADES REVERSED . . . 20c
(Call for and Deliver)
Terms and Easy Payments on all decorating and remodeling.

INSURANCE

Howard G. Locke
DEPENDABLE INSURANCE
FIRE - - AUTO
1405 Marcelina Ph. 135-M

METROPOLITAN

Frank L 1610
Paour I Amapola
Jr. F Phone
E 372-J

INSURANCE CO.

MOVING & STORAGE

M & M Trucking & Cement Co.
Trucks of All Sizes to Haul . . .
• Anything
• Anywhere
• Anytime
Also Storage and Packing Loads Insured
1617 BORDER Ph. 524-J

PLUMBING-SEWER WORK

GEORGE FOLKROD

PLUMBING AND SEWER CONTRACTOR
Estimates Cheerfully Given
Telephone Gardena 5092
1530 W. 146th Street
GARDENA, California

SUBSCRIBE TODAY!

The TORRANCE HERALD carries ALL the NEWS. Don't be an "OUTSIDER"—Subscribe today!

Read the Ads in the Business Directory

USED FURNITURE

Largest Used Furniture IN THE VALLEY
Where if you want to buy, we have everything. If you want to sell, we pay cash for anything.
16229 WESTERN AVE.

CARAGES

EXPERT AUTO REPAIRING

MULLIN'S Complete Auto Service
2053 Torrance Blvd. Ph. 320J

CLEANERS & DYERS

NIFTY CLEANERS

It takes first rate work at a fair price to assure quality, results and satisfaction.

CASH AND CARRY PAYS!!!

1324 Sartori Ph. 174

GIFT SHOPS

TORRANCE GIFT SHOP
Mrs. Martha Evans, Prop.
Magazines - Gifts
Novelties
Typewriter Ribbons
RENTAL LIBRARY
Books Changed Twice a Month
1322 SARTORI

PLUMBERS

Plumbing and Plumbing Supplies - Heating Hoyt Water Heaters
DAVID JACOBS
"YOUR PLUMBER"
1908 222ND ST. PHONE 358-W

SERVICE STATIONS

Does Your Car Need
Motor Repaired?
Brakes Fixed?
Fenders Straightened?
Body Painted?
SEE
ARCHIE HUBBARD
In Smith's Service Station
2172 TORRANCE BLVD.

SHELL SERVICE
A Complete Line of Shell Products Including Shell Lubrication.
Open 6 A.M. to 7 P.M.
Roy E. Dorland
20320 SO. NORMANDIE AVENUE

REPAIRING

The Fix-It Shop
Repairs Made On Locks, motors, vacuum cleaners, etc.
LAWN MOWERS sharpened
Keys made while you wait
Modest Prices—Prompt Service
TORRANCE BICYCLE SHOP
1341 EL PRADO Phone 382-J

RESTAURANTS

THE RITZ CAFE
V.G. Barlow Manager
Sandwiches Chili
1913 CARSON PHONE 349-W

COCKTAIL SALON

The Famous Chili Shop
24-Hour Service
Call Any Time For a Lunch to Take Out
1437 Marcelina Ph. 37-J

Build a Home Now!

COMPLETE COVERAGE
All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

S. C. Precancel Club Session Enjoyed Here

The Southern California Precancel club held its April meeting last Friday evening in the Public Library here. There were approximately 45 members and visitors present, coming from as far as Ventura, Oxnard, Santa Ana and Alhambra, as well as from Los Angeles, Inglewood, Compton, Long Beach and San Pedro.

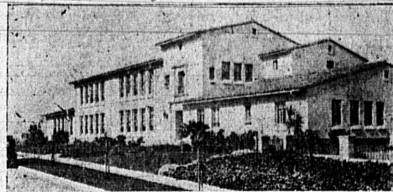
Postmaster Earl Conner was present and welcomed the Precancel club to Torrance in a humorous talk in which he said that while he had saved stamps himself, he was not very familiar with the "precancel bug." He requested advice on how to hold onto the stamps after they were acquired, saying that every time he got some good stamps someone managed to talk him out of them.

It was a very enthusiastic meeting and the evening passed so quickly that it was nearly midnight before the last of the members went home.

COMPLETE COVERAGE

All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

Fern Avenue Planning Playground PARENTS ASKED TO COOPERATE



An afternoon, Saturday and vacation playground will be opened at Fern avenue school if it is the wish of parents of the community, according to Mrs. Oda Vans, principal, who sent the following notice to all friends of the school this week: "We are anxious to keep the boys and girls off the streets and have them play in protected areas. However, we must know that enough children will use the playground to make it worthwhile to provide supervision and the necessary equipment."

The playground will open after school hours only (from 3 to 5) until we see that it is going to be used by the children of the community. If there is a real need for Saturday playground it will be opened in a few weeks. The same will be true regarding the summer playground. If it opens it will be because it is well attended in the meantime.

The summer program would include craft clubs, dramatics, story hours and folk dancing as well as a variety of game activities. You will receive a notice within a few days at the exact date on which the after-school program will open."

She Delovely!
She's Delirious!
She's Demented!
She's Delooney!
and Is She DUMB?

Yes, But You'll Love Her—Who? "DULCY" TORRANCE HIGH SCHOOL JUNIOR CLASS PLAY
Torrance Civic Auditorium
MATINEE April 29 NIGHT April 30
UNRESERVED 25c See It! It's a Riot! RESERVED 35c

STEWARDESS-NURSE ON ECONOMY TRAIN!

The Californian
★ STEWARDESS-NURSE SERVICE ★
★ ECONOMY MEALS In the dining car ★
★ BREAKFAST . . . 25¢ ★
★ LUNCHEON . . . 30¢ ★
★ DINNER . . . 35¢ ★
★ Low a la carte prices, too. ★
★ Also "5 & 10" Tray Service ★
★ Coffee 5¢, Milk 5¢, ★
★ Sandwiches 10¢, etc. ★

FREE PILLOW SERVICE
★ SPECIAL CHAIR CAR for women and children ★
★ FAST SCHEDULE ★
★ DE LUXE RECLINING CHAIR CARS ★
★ IMPROVED TOURIST SLEEPING CARS ★
★ AIR-CONDITIONED ★
★ PORTER SERVICE In all cars ★



New CALIFORNIAN to Chicago now has registered nurse to care for passengers!

Here's one more reason why you'll enjoy traveling on Southern Pacific's Californian: stewardess-nurse service! These competent young ladies will attend to the comfort of passengers, particularly women and children. The Californian runs on a very fast schedule over the direct Golden State Route, Los Angeles to Chicago, via Kansas City.

\$34.50 TO CHICAGO!
(\$57.35 ROUNDTrip)
This fare is good in de luxe reclining chair cars. Fares in tourist sleeping cars are very low, too.

Southern Pacific
W. H. BRATTON, Agent
Pacific Electric Station, Torrance, Phone Tor. 20

Publicist Advises Plan for City Exploitation

(Continued from Page 1-B)

the nation's manufacturing. At the present time only six percent is being realized here. Lyman believes Southern California can raise industrial production four percent and still be "occupying merely our just position in regard to export trade."

Population will increase tremendously in Southern California during the next decade principally, Lyman declared, because "this region is the greatest poor-man's country in the world—in no other place can a poor man enjoy himself so thoroughly." However, this has already been a boon to California because the speaker pointed out there is not a single available acre lacking a crop this year in the major farming areas. The reason: Farmers from the "dust bowl" have migrated here in great numbers and have taken up lands.

Get On the Map

Cheap abundant power, natural gas and climate that is an industrial asset and keeps workers contented and efficient are the major factors for Southern California's bid for attention. New alloys and new alloy steels are being developed here.

"Torrance can and should get its share of this industrial increase providing that industrial freedom—the open shop—is maintained," Lyman, who for the past 20 years has been chief of advertising for the Security First National Bank of Los Angeles, said. "The present effort of unions to dominate industry in the United States and in particular the growth of vertical (C. I. O.) unions is likely to seriously interfere with our present advantage as a producing center."

"There is a future in Southern California, however, no matter what happens. What can Torrance do about it?" he questioned and then proceeded to give his audience some pointers on proper exploitation. These were: Because Torrance is "not on any road to anywhere you've got to get most strongly on the map by publicity, by utilizing every opportunity to get the name of Torrance before the people here and in the east."

Plan Held Vital

"This will be the problem of pertinacity and ingenuity . . . You should stimulate community enterprises to induce workers who live out of town to come back here evenings and eventually to live here, buy or build homes of their own. You should devise pointed, striking material for the All-Year club's guide books, make a study of good pictures and get them circulating."

"Who's to pay for all this? Well, lay out a sane, progressive system of advertising and exploiting Torrance, plan a small but consistent annual expenditure and then you can legally and justifiably levy a tax for the promotion of the city. But have a coherent formula to get Torrance on the map, in the guide books and national publications and eventually it will pay great dividends in pay-rolls and people."

Clothesline - Row Costly

DENVER (U.P.)—A dispute over a clothesline cost two women \$50 in Justice of the Peace court. The women pleaded guilty to charges of assault and battery originating from an argument with a third woman as to whose turn it was to use the clothesline.

DRAGON WOMAN



Miss Yaeko Hatakenaka, who plays the part of the "dragon woman" in the Japanese fantasy, "Hara" ("Springtime"), which is to be presented in the out-of-door Greek theatre in Los Angeles. April 23 and 24, at 8 p. m.

DETOUR By BETSY BYRNES

"Drink to me only with thine eyes,
And I will pledge with mine,
Or leave a kiss within the cup,
And I'll not ask for wine;
The thirst that from the soul doth rise
Doth ask a drink divine;
But might I of Jove's nectar sup
I would not change for thine."

QUESTIONS:

"We heard the lovely old song, "Drink to Me Only With Thine Eyes," again last night. Who wrote the words?"

Something else we hear very often, especially via radio, is the plea to "Get along, little doggies!" Just what are doggies? What was the first permanent newspaper to be established in America? (Wonder how many newspaper men know the answer?)

TODAY'S PROVERB:

"When the cat winketh,
Little wots the mouse,
What the cat thinketh."

ANSWERS:

The words of "Drink to Me Only With Thine Eyes," were written by the great English dramatist, Ben Jonson. The name of the poem was "To Celia." The composer of the music remains unknown.

No, dogies are not "doggies!"

They are yearling steers. The first permanent newspaper to be established in America was the Boston News Letter, which appeared in 1704. At the beginning of the Revolutionary war, all of the newspapers printed in the colonies combined only had a circulation of about 5,000.

ADIOS

"Blessings be with them, and eternal praise,
Who gave us nobler loves and nobler cares—
The poets who on earth have made us heirs
Of truth and pure delight, by heavenly lays."
—Wordsworth.

NARBONNE NEWSHAWKS GOING TO CONVENTION

Three members of the Narbonne high school journalism staff, Betsy Hunt, Dorothy Hall, Iwao Nishikawa, and five lucky reporters, Doris Mae Laube, Madelyn Lyon, Margaret Johnson, Isaline Billaud and Wayne Cox, accompanied by Miss McGarry, will attend the Los Angeles high school press convention at Fremont high school Saturday.

CHARLIE SAYS . . .
"A contributor the other day handed us the following ray of sunshine which we thought good enough to publish. If anyone has something worthy, bring it in."

"HOPE"
All kids are brats
All women are cats
All men are rats,
The sun is dying,
The moon is dead,
Life ain't what it used to was,
Life's nothing,
Love's nothing,
Nothing's nothing . . .
HELL!

"Yours for Stewart-Warner,
"Charlie LeBoeuf."

MODERN APPLIANCES

1427 MARCELINA PHONE 888