

STRAND

Redondo's New Show Place!

NOW
"DAMSEL IN DISTRESS"
Fred Astaire, Burns & Allen; also
"FIGHT FOR YOUR LADY"
Pat Lauro, Jack Oakie
Friday, Sat. day, Mar. 18-19
"PARADISE ISLE"
"SOME BLONDES ARE DANGEROUS"

Herald Ads Save You Money

PLAZA THEATRE

HAWTHORNE, CALIFORNIA
Telephone 299 "The Friendly Family Theatre"
EARPHONES? ... YES!

Ends Saturday, March 19

SONJA HENIE in "HAPPY LANDING"

also GRACE MOORE in
"I'LL TAKE ROMANCE"
Friday Night Play Magic Screen!

Sunday, Monday, Tuesday, March 20, 21, 22
JOAN CRAWFORD and SPENCER TRACY in
"MANNEQUIN"

also THE HILL BILLY HOWL
"SWING YOUR LADY"

Wednesday, March 23

SPECIAL ATTRACTION!!
"TARZAN'S REVENGE" and "CITY GIRL"
\$5 COME EARLY \$5 DOORS OPEN 6 P. M. \$5

Fedco Takes Lead In Poultry Feed

The Fedco company, originators of "one feed for all ages," has passed its fifth successful year as poultry feed manufacturers. February business was 22 percent greater than last year and five times as many chickens are on Fedco this year.

STATE PICNICS

NEBRASKA ... All "Corn huskers" are invited to attend the annual spring reunion in Sycamore Grove Park, Los Angeles, all day Saturday, March 26. Each county will open headquarters, and a program will follow the basket dinner hour.

Shrine Potentate Issues Call For Golden Jubilee Ceremonial, Apr. 2



Potentate Joseph H. Pengilly will officially wear his Oriental robes for the first time Saturday, April 2 at the Golden Jubilee Ceremonial in Shrine auditorium initiating several hundred candidates. Inset is Robert A. Hefner, director general of 1938 Shrine convention in June in Los Angeles, who will tell candidates what Al Malaikah expects of them when the coast plays host to the nobles.

Career in Law Result of Accident as Youth

LISBON, O. (U.P.)—When young Homer W. Hammond lost his left hand in a corn-cutting machine 34 years ago, the steel industry lost a potential leader, but Columbiana county gained a probate judge.

Today, Judge Hammond sits on the probate bench, unimpaired of the fate which took his hand when he was 18 years old.

Winchell, Bernie Pat O'Brien All Coming to Lomita

The old feud is still going on. Walter Winchell and Ben Bernie, wise-cracking enemies who have panicked the whole country with their smart panning of each other, are back again on the screen in "Love and Hisses" and it's the current attraction at the Lomita theatre. On the same program, the Lomita theatre presents Tex Ritter in his latest thrill drama, "Tex Rides with the Boy Scouts."

Opening Sunday for three days, Pat O'Brien, Wayne Morris and George Brent are starred in the great Navy drama "Submarine D-1," made with the full cooperation of the U. S. Navy and photographed near San Diego. The other feature is "Thank You Mr. Moto" featuring Peter Lorre and a star cast.

Jacobs Recovering at Palm Springs

David Jacobs, well-known local plumber, is at Palm Springs recovering from a severe attack of asthma which was aggravated late last week when he collapsed while supervising some plumbing work on a job.

5 TIMES

The amount of baby chicks, Ducks and Turkeys are being started on Fedco this year. Over 8,000 poultrymen know the value of a right start. Less toxic, more food value, No Control Feeds to feed. Coxy worries overcome.

While nearly every major mill is knocking Fedco they still try to make a feed "Just Like Fedco." Why not be safe and feed Fedco the Original Complete One Feed For All Ages.

Feed Fedco against any feed on the market for 60 to 90 days and let the results guide you. You'll buy Fedco always. Your dealer sells Fedco.

FEDCO COMPANY
Rosemead, California

Sonja Henie, Don Ameche in Show Aglow with Joy - 'Happy Landing'

Varied Locales For Film Drama

Twelve mammoth Hollywood sound stages were required to house the 38 spectacular sets designed by Art Director Cedric Gibbons for "Mannequin," commencing to the Plaza theatre in Hawthorne on Sunday.

The varied backgrounds for the picture, which co-stars Joan Crawford and Spencer Tracy, ranged from a dingy, three-story tenement to a multi-millionaire's penthouse, and a beach setting at Coney Island to backstage scenes from a musical show.

To furnish suitable locales for the swift-moving story, set designers also had to create the interior of a jail, a streetcar, exteriors and interiors of an ocean liner, a cottage in Ireland, and entire street from a New York tenement district, and one of swank apartments on Riverside Drive; the showroom of a smart woman's dress shop and an airplane, as well as street scenes in France and England.

Heading the supporting cast is Alan Curtis, Hollywood's newest leading man discovery, with Ralph Morgan, Mary Phillips, Oscar O'Shea, Elizabeth Risdon, Leo Gorcey and others. Joseph Mankiewicz is the producer.

DETOUR

Col'm Under Construction By BETSY BYRNES

"Potatoes and fishes They make good dishes St. Patrick's Day In the morning!"

—Old Irish—
That may be a perfectly swell breakfast dish for the Irish, but we prefer orange juice and oatmeal, even on a day as important as this.

QUESTIONS
You all know that today, the 17th of March is St. Patrick's Day. All right, smarties, do you know what the 21st of March is?

And another thing! We've been having a bit of rain this winter, and also some rainbows. What is the inside color of a rainbow?

Just what is a tree? Can you give a real definition?

TODAY'S PROVERB
"In a matter of life and death trust not even your mother; she might mistake a black bean for a white one." Aeschylus, Athenian general and statesman, and friend of Socrates gave that wise remark to the world.

ANSWERS
For shame, if you don't know the answer to the first question! The 21st of March is the first day of SPRING!

The inside color of the rainbow is violet.
If you think any plant may be called a tree, if it only grows up as tall as a man, you are mistaken. A tree is a perennial plant which measures over ten feet in height at maturity and has one trunk from which its branches extend.

ADIOS
"There was an Old Man who said 'Hush!' I perceive a young bird in this bush!" When they said, 'Is it small?' He replied, 'Not at all; It is four times as big as the bush!'" —Lear.

Phone 444 For Ad Service

BOCK BEER SURE SIGN OF SPRING

Thirty-five California breweries tendered an early welcome to Spring on this St. Patrick's morning when the short season for Bock beer officially opened throughout the state. The Bock Beer season has nothing in common with the ancient idea of March, nor is it the time when goats go on a regular rampage.

According to J. S. Foto, vice-president of the Aemo Brewing company, one embattled goat actually did go on a rampage in Germany some centuries ago. Two Hansatic noblemen were in the act of holding a drinking contest with the historic Spring brew when the goat charged across the palace patio, upset all traditions and one of the nobles. From that unceremonious "hooking" dates the origin of Bock Beer—so 'tis said. "Some historians," says Foto, "trace the dark brew back to antiquity and to Freya, goddess of the fertility of the soil, to whom the ancients offered libations in beer at the spring of the year. Another version places its origin in Einbeck, Germany, some 700 years ago. This city became so celebrated

LOMITA THEATRE

10c 24333-Narbonne 20c
Tel. 243

Thurs., Fri., Sat.,
March 17, 18, 19
WALTER WINCHELL—
BEN BERNIE—
SIMONE SIMON in

"LOVE and HISSES"

ALSO
"Tex Ritter Rides with Boy Scouts" CARTOON • NEWS SERIAL

Sun., Mon., Tues.,
March 20, 21, 22
PAT O'BRIEN—
WAYNE MORRIS—
GEO BRENT in

"SUB D-1"

ALSO
"Thank You Mr. Moto" CARTOON • NEWS

Wed., Open 6 P. M.
OVENWARE
2 FEATURES and SHORTS

CO-STARS OF 'MANNEQUIN'



Spencer Tracy and Joan Crawford carry leading roles in "Mannequin," a story of a girl's rise from the squalor of a New York tenement to a penthouse, which opens Sunday at the Plaza theatre in Hawthorne.

Around Hollywood Film Lots

HOLLYWOOD (UP)—Up until only a few years ago, a motion picture, to be successful, apparently had to build up to a romance for its final fade-out which might be a wedding or merely the heart-throbbing clinch.

The very thought of starting a picture by marrying the lovers or having the stars act as husband and wife would have brought cries of horror from movie producers. They contended that the picture was over only when the romantic angle was reached.

But today, film life begins at the altar and martial vicissitudes are the basis for plot and action, rather than romantic pursuit.

An outstanding example: currently showing of this reverse formula is "The Awful Truth."

Townsend Club

Activities
By BETH PAIGE

Whether or not there will be a glint of St. Patrick in tonight's session of our Torrance Townsend club at Portola hall your reporter has not been informed at this writing.

Speaking of colors; was my face red when I read Ray Brooks' comment about me the other day. He never came near the club, never sent up a stooge, or even a poor starving merchant! Well, I here and now dare him, yes, I double dare him to be present at a date to be announced later. Can he take it?

Next Thursday evening, March 24, we are to have a pot-luck luncheon, a social time and later a lovely quilt will make some lady proud and happy. If you're not a member but would like to join in the fun, just bring a "covered dish."

for its beer that it was shipped throughout Europe under the name of "Einbeck" which had such a euphonious relation to "one goat" that it became known as the "Bock."

The California Bock Beer season lasts about six weeks, hence the total production is limited to that short season. Foto stated.

ORANGE SHOW

AN ALL NEW SHOW.
Score of new features
done in millions of oranges
and a gorgeous flowers play
a different star daily
Joe E. Brown
Dick Powell
Hugh Hefner
Dorothy Lamour
Kenny Baker
Frances Langford
Connee Boswell
Leo Gorcey
and other favorites.
3 Famous Big Bands
All for One Admission
Time 8:15 P.M. - 1:15 and 7:00 P.M.

SAN BERNARDINO
MARCH 17th to 27th

Phone 444 For Ad Service

TORRANCE THEATRE

ADULTS 25c Phone Torrance 132 CHILDREN 10c

Thursday, Friday, Saturday, March 17, 18, 19—

Sonja Henie in "Happy Landing"

and YACHT CLUB BOYS — DOROTHY LAMOUR in
"THRILL OF A LIFETIME"
Sat. Matinee Episode No. 11 "PAINTED STALLION"
NO KENO FRIDAY!

Sunday, Monday, Tuesday, March 20, 21, 22—

Spencer Tracy — Joan Crawford in "MANNEQUIN"

and HUMPHREY BOGART in
"SWING YOUR LADY"

Wednesday, March 23—ONE NITE ONLY—
\$\$\$—Surprise Nite—\$\$\$

JOHN BOLES in
"SHE MARRIED AN ARTIST"

and BORIS KARLOFF in
"INVISIBLE MENACE"
\$\$\$—COME EARLY—\$\$\$

Legion



FIFTEEN THIR

Wills.
The story of a lively, entertaining story of experiences from to her great triumphs—it is profited with photo famous players an

WITCH IN THE NESS by Desmond

This is the book capped to write, a Amazon, of civilize grips with savage genuine adventure of tropic perils written by a man adventuring has knowledge of the "can jungle."

Through a mad, wealthy owner, the Witch, is taken far tary of the Amazon at the beginning season is caught by waters and imprints mud. Escape prove and so for six month civilized people come dwellers in the ness. Swiftly the at one of clashing ties and peculiar p a dramatic struggle which is the strug ship.

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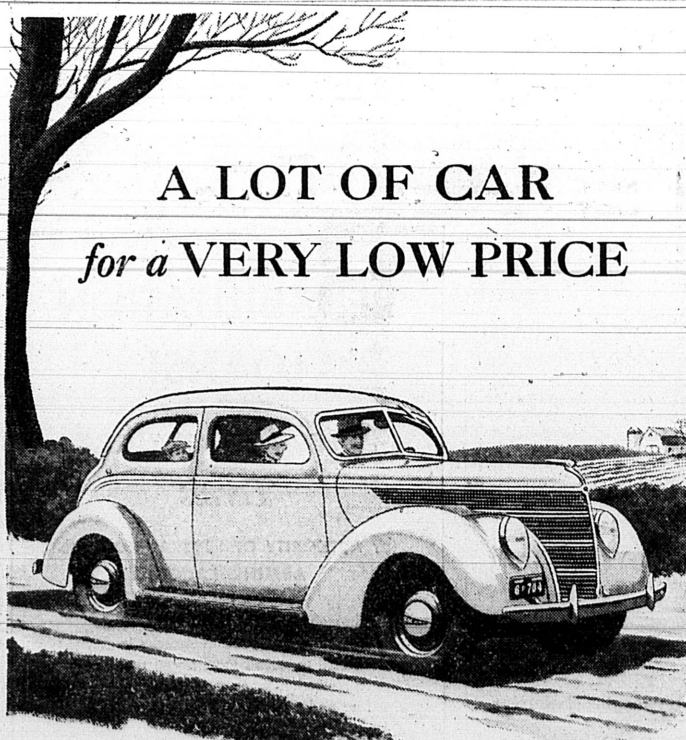
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The Standard Tudor Sedan

The Ford effort to make your dollars buy a constantly better car is well illustrated in the Standard Ford V-8.

It has all the basic Ford advantages. It is built on the same chassis as the De Luxe Ford V-8. It gives you a choice of smooth 85-horsepower or 60-horsepower V-8 engines. But it sells at low prices, and includes bumpers, spare tire, cigar lighter, twin horns and other equip-

ment that make it a still bigger bargain.

With the thrifty 60-horsepower engine, the Standard Ford V-8 is priced especially low and gives the greatest gas mileage in Ford history. Hundreds of owners report averages of 22 to 27 miles a gallon—or even more.

Your pocketbook will approve of the Standard Ford in every way. And so will you when you drive it!

THE STANDARD FORD V-8

Schultz & Peckham

AUTHORIZED DEALERS OF FORD PRODUCTS

In Torrance 17 Years

1514 CABRILLO AVENUE

TORRANCE

PHONE 137

FOX REDONDO

REDONDO BEACH

EFFECTIVE FRIDAY!

NEW LOW PRICES
ENTIRE MAIN FLOOR

35c

ALWAYS TWO BIG HITS!

• STARTING FRIDAY •
(Last Times Sunday)

W. C. Fields in "The Big Broadcast"

and WILLIAM POWELL — ANNABELLA in
"The Baroness and the Butler"