

**PACIFIC CREST**  
Offers BURIAL SERVICES  
AT A BIG SAVING TO YOU!  
• Cemetery • Mausoleum  
• Crematory • Columbarium  
182nd and Inglewood Avenues Telephone Redondo 2888

Fake Rembrandt Exhibited LONDON (U.P.)—"Angel Appearing to Gideon," a Rembrandt fake, which was sold into three great collections, is being exhibited in London.  
**CORNS CURED**  
\$5.00 REWARD  
K. E. Cut Rate CORN-OFF Drug 1316 Sartori Ave. Telephone 781

**County Honor Farm Ready in Month**  
Another month will find Los Angeles county's jail farm, to be known as the "Waydome Honor Farm, ready to "accommodate" 400 prisoners from the county jail and thus relieve congestion in the five-story structure atop the Hall of Justice.  
A man who clings to a superstition retains kinship to a barbarian.

# Trained Staff Mans New Safeway SHOP TALK

## James Rahl Heads Crew of Six Experienced Men

When you step into the newly opened Safeway store at 1301 Sartori, a smiling crew of Safeway men will be there to greet you. At the head of this group of efficient merchandisers is James L. Rahl, store manager. The assistant manager is John E. Avard, while the other members of the crew are Harry Lawver, Ernest Martin, Ben Reynolds and Tom Brown.

Rahl, the grocery manager, is the veteran of the crew, having been a member of the Safeway family for the past nine years. He comes to the new store from the Safeway formerly located in the same block as the new store, where he has been for the past two years.

Avard, the market manager, is a meat cutter of wide experience, and has been with the Safeway since 1937. He comes to the new Safeway from the unit in Lomita where he has been for the past year and a half.

**Cordial Invitation**

Salesmen at the new store include: Lawver, who comes to the new store from the old unit on Sartori; Martin, who formerly was at the unit on Cabrillo; Reynolds, who has been at the Wilmington Safeway for the past year, and Tom Brown, from the super-Safeway in San Pedro.

"We are happy to open this new and larger store," Rahl said yesterday. "We hope with the beautiful new store, with its new fixtures, increased size, new merchandise, to be better able than ever to demonstrate to the food buyers of Torrance the value of Safeway smiling service, Safeway high quality, and Safeway economy prices. We invite everyone living in or near Torrance to join with us in our grand opening celebration this weekend."

The crew at the new store is headed and guided by an experienced supervisor, William Bolesworth, who is operating head for Safeway in the Harbor and South Bay areas. Bolesworth will join the ranks of Safeway 17 years ago and has worked his way up by the regular route from market salesman to manager to market supervisor to store supervisor.

**Herald Ads Save You Money**

**Now Is the Time To Plant**

Special Giant Swiss 100% Large Flowering PANSIES  
2 Dozen — 25c  
100 for — \$1.00  
OTHER FLOWERING PLANTS  
3 Dozen — 25c  
**MONETA NURSERY**  
17020 S. Western Ave. Moneta, Calif.



Safeway's newest and largest store, opening today at Sartori and El Prado

**Store Is Model in Every Respect**

(Continued from Page 1-A) layout has been made for the convenience of customers.

**Easily Accessible**

The fixtures of the Safeway are a perfect combination of beauty and utility. They feature low-type shelving to make each item in the grocery department easily accessible to the shopper. Merchandise is conveniently and logically arranged to make the location of each item on the day's shopping list as easy as possible.

Wide aisles and handy baskets permit customers of the store to wait on themselves, leisurely or hurriedly, according to their individual desires. Of course, for those who prefer to be waited upon, there is a crew of well-trained, courteous employees to cater to their wants. These men are also ready to take care of child shoppers in the store.

The meat department of the Safeway food center is equipped with modern refrigerated meat cases. These cases embody the latest developments in humidity and temperature control, and enable the market man to keep each cut in perfect condition for delivery to the customer. Slicing machines, scales and other mechanical equipment in this department are of the most accurate kind obtainable.

Customers in the fruit and vegetable department find a wide selection of quality produce displayed on sanitary tables. In addition to making the green goods available for easy inspection by the customer, the stands are constructed to keep perishable merchandise in the finest possible condition.



**JAMES RAHL**  
Well-known local Safeway man and member of the 20-30 club, will manage the new market, opening this weekend at 1301 Sartori.



**JOHN AVARD**  
Market manager at Torrance's newest food market that makes its debut this weekend-end at the corner of Sartori avenue and El Prado.

**Abandon Plan for Drainage at 190th Cedar**

Because the General Petroleum corporation has refused, according to Leonard Young, acting city engineer, to grant the city's request for a 10-foot strip near the intersection of 190th and Crenshaw (Cedar avenue), the city will have to abandon plans to improve the drainage at that point. Young made this report to the city council Tuesday night.

**PERMIT BANNER**

Permission was granted by the city council Tuesday night to the Safeway Stores, Inc., for a banner across Sartori avenue near El Prado to herald the opening of the new market at that location.

way is a marvel of beauty and efficiency. Here under one roof, you are able to fill all of your food needs. Here, you get quality in every department. Here you will always find low prices and courteous service.

**Torrance Herald**

And The Lomita News  
Published Every Thursday  
Grover C. Whyte  
Editor-Publisher  
1336 El Prado, Phone 444  
Torrance, Calif.

Entered as second class matter January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1879.

Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.

Women are happy before a glass... Men are happy after a glass... W. B. Woolbridge.  
Torrance Herald Circulation Mgr.

**SAFEWAY SHOW**

For the first time in a long time a real first class retail store opening comes to Torrance when Safeway opens wide the doors to its new market on Sartori Ave. today. In other communities throughout So. Calif. Hollywood tactics are being used for store openings... lights, music, flags, banners, etc. But somewhere, in Torrance, such gala attractions seldom, if ever, come. The last of any significance was the Star Department Store's opening way back in 1936.

Now Safeway Stores, Inc. have ready their splendid new market, all flag bedecked, and on Saturday night they will have searchlights piercing the sky, music and entertainment in the form of one Tex and his Chuck Wagon Ramblers. Ballyhoo, certainly, but the kind that brings crowds and increases business. Sure and we could use a lot more of it in this town.

Congrats to local boy Jim Rahl, who managed the other Sartori ave. Safeway (soon to be closed) and was given the manager's portfolio in the new market. Good luck, Jim.

**MOUSE TRAPS**

Several days ago The Herald sent the merchants of Torrance a Mouse Trap, as part of the publicity for Dollar Day coming to this town, Feb. 25. (see page ad on 4-A of today's sheet). The mouse traps brought out much comment, but the best came from Harvel Guttenfelder's Service Station where the trap was actually put in use, caught five mice in two days. Red Brown swears on a stack of hot gas-kets that the trap caught TWO mice at one time, a record of some kind.

**GAS GOINGS ON**

Reported in "Gas News" for January is the interesting yarn about a Los Angeles firm now selling potatoes already peeled. The spuds are sent spinning thru long brick ovens and are given a gas heat treatment of about 1800 degrees. This blisters & blackens them; but when they finally emerge after a thorough water bath they are "smooth & ivory white."  
Looks mighty like the tramp's hereditary job of peeling spuds for a meal is about over. And, too, what ever will the housewives do to occupy their time?

**MONKIE MIX-UP**

As nice fellows as ever came to Torrance are the Jacobs boys, Hank & Harry, plus another brother Ted, of Salt Lake City, whom we do not know. But somehow, somewhere back in their lives they got their names all mixed up. Harry's full name is Harry Theodore. So he's known as Harry. Right. But Ted's name is not Ted but Henry. But Ted didn't like Henry so he stole Harry's middle name Theodore, and became Ted. Now Hank, which is a nickname for Henry, didn't like his name so he takes from Henry, (who is now Ted after stealing Harry's middle name Theodore) his nickname Hank.

Or maybe it's the other way around. We're so mixed up ourselves now we're not sure.

**Four Babies Born at Local Hospital**

Four babies were born at Torrance Memorial hospital during the past week. Mr. and Mrs. John Nelson of 24315 Eshelman avenue, Lomita, welcomed a son last Thursday, and Mr. and Mrs. M. Troop of Wilmington greeted a daughter late last Wednesday. Two babies were born here early this morning. Mr. and Mrs. Alfred Slater of Hermosa Beach became parents of a son and Mr. and Mrs. H. L. Wagner of 802 Sartori avenue, welcomed a daughter.

# WELCOME SAFEWAY

## These Torrance Firms Congratulate Safeway Stores, Incorporated on the Opening of it's Splendid New Market

**TORRANCE ELECTRIC SHOP**  
B. J. SCOTT

**TORRANCE INVESTMENT CO.**  
J. C. SMITH

**SANDY & SCOTTY MEN'S SHOP**

**TORRANCE NATIONAL BANK**

**CALIFORNIA BARBER SHOP**  
F. D. LIPP

**SERVICE ELECTRIC CO.**  
RAY CLIFFORD

**NATIONAL HOME APPLIANCE CO.**  
HARRY M. ABRAMSON

**TORRANCE PLUMBING CO.**  
F. L. PARKS

**CHERRY BLOSSOM CHOP SUEY PARLOR**  
GEORGE KAKIDA

**SAM LEVY Department Store**

**ROBERTS LIQUOR STORE**

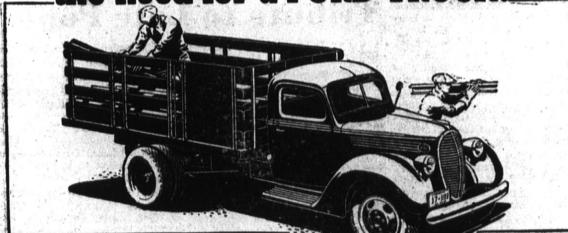
**STAR FURNITURE CC.**

**J. C. PENNEY CC.**

**REES FAMILY SHOE STORE**

**J. J. NEWBERRY CO.**

# The TOUGHER the job, the greater the need for a FORD TRUCK!



**TWEN BILLION MILES** of hauling, under all sorts of conditions, prove that with a Ford V-8 Truck you can expect an all-round better hauling job—at all-round lower hauling costs.

No matter what your trucking problem, chances are the best answer to it is—a Ford V-8!

SEE YOUR FORD DEALER TODAY!

**AMERICA'S NUMBER ONE LINE-UP OF MODERN TRUCKING FEATURES**

Range of six wheelbases and 3 engine sizes—60, 85 and 95 h.p. • 44 body types • Big hydraulic brakes • Full torque-tube drive • ¾-floating rear axle • Commercial cars (full-floating in trucks) • Heavy-duty semi-centrifugal clutch • Comfortable cabs • Large payload space • Ford low operating costs • Ford low upkeep costs, with factory exchange parts plan.

**FORD V-8 TRUCKS AND COMMERCIAL CARS**

1514 Cabrillo Ave. **SCHULTZ & PECKHAM** Phone, Torrance 137  
"Authorized Dealers of FORD Products Since 1921"

**STONE & MYERS, Funeral Directors**



TORRANCE: Cravens at Engracia, Telephone 195  
AMBULANCE SERVICE