

PACIFIC CREST

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AT A BIG SAVING TO YOU!
• Cemetery • Mausoleum
• Crematory • Columbarium
182nd and
Inglewood
Avenue
Telephone
Redondo
2888

Fake Rembrandt Exhibited
LONDON (U.P.)—"Angel Ap-
pearing to Gideon," a Rembrandt
fake, which was sold into three
great collections, is being exhib-
ited in London.

CORNS CURED

**\$50.00
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 Wayside Honor
Farm, ready to "accommodate"
400 prisoners from the county
jail and thus relieve congestion
in the five-story structure atop
the Hill of Justice.

A man who clings to a super-
stition retains kinship to a bar-
barian.

Trained Staff Mans New Safeway**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 Mar-
tin, 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 in-
clude: Lawver, who comes to the
new store from the old unit on
Sartori; Martin, who formerly
was at the unit on Cabrillo; Rey-
nolds, who has been at the Wil-
mington 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 mer-
chandise, 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 every-
one living in or near Torrance
to join with us in our grand
opening celebration this week-
end."

The crew at the new store is
guided by an experienced super-
visor, William Bokesworth, who
is operating head for Safeway
in the Harbor and South
Bay areas. Bokesworth, 1711th
joined the ranks of Safeway 17
years ago and has worked his
way up by the regular route
from market, salesman to man-
ager 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 in-
dividual 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.

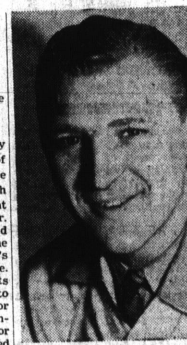
The meat department of the
Safeway food center is equipped
with modern refrigerated meat
cases. These cases embody the
latest developments in humidity
and temperature control, and en-
able the market man to keep
each cut in perfect condition for
delivery to the customer. Slicing
machines, scales and other me-
chanical equipment in this de-
partment are of the most accu-
rate kind obtainable.

Customers in the fruit and
vegetable department find a wide
selection of quality produce dis-
played on sanitary tables. In
addition to making the green
goods available for easy inspec-
tion by the customer, the stands
are constructed to keep perish-
able merchandise in the finest
possible condition.

In all this neighborhood Safe-
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 qual-
ity in every department. Here
you will always find low prices
and courteous service.



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



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

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

Because the General Petroleum
corporation has refused, accord-
ing 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 open-
ing 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 qual-
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and courteous service.

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By Superior Court, Los
Angeles County.

SHOP TALK

by
**RAY
BROOKS**
Women are happy before a glass...
Men are happy after a glass...
W. B. Woodbridge.
Torrance Herald Circulation Mgr.

SAFEWAY SHOW

For the first time in a long
time a real, first class retail
store opening comes to Tor-
rance 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
daily for store openings...
lights, music, flags, banners, etc.
But somehow, 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 Satur-
day night they will have search-
lights 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 ac-
tually put in use, caught five
mice in two days. Ed Brown
swears on a stack of head 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 history a
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 house-
wives do to occupy their time?

MONIKER MIX-UP

As nice fellows as ever came
to Torrance are the Jacobs boys,
Frank & 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
moniker Theodore) his nickname
Hank.

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

**Four Babies Born
at Local Hospital**

Four babies were born at Tor-
rance Memorial hospital during
the past week. Mr. and Mrs.
John Nelson of 24315 Eschelman
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**

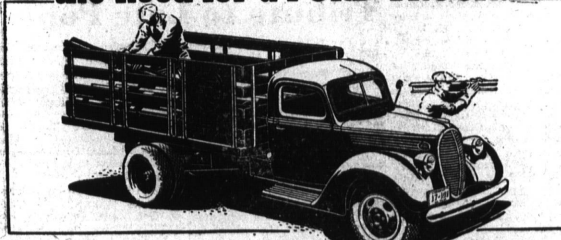
**STAR
FURNITURE CO.**

J. C. PENNEY CO.

**REES FAMILY
SHOE STORE**

J. J. NEWBERRY CO.

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



TEN BILLION MILES of hauling,
under all sorts of conditions,
prove that with a Ford V-8 Truck
you can expect an all-round bet-
ter 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—40, 55
and 95 h.p. • 44 body types • Big hydraulic brakes •
Full torque-tube drive • 3/4-floating rear axle in
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