

Grand Opening of Gary's Jewelers, Saturday, To Be Brilliant Affair

Modernistic Touch Added To City's Commercial District By New Store

A new modernistic touch was given the downtown retail district in Torrance this week by Gary's Jewelers, who are announcing the formal opening of their smart fully stocked store at 1322 Sartori ave. this Saturday.

Operated by two alert young men, recently released from military service after four years and three-and-a-half years, respectively, in the Army Air Forces, Gary's Jewelers reflects the original ideas of its operators, Eddy Edwards, store manager, and George Kaye, assistant store manager. Prior to entering the Army Air Forces, Edwards and Kaye for four years were engaged in the jewelry business in Burbank, Calif. Their business there was highly successful. It was recognized as the leader in its field and enjoyed the largest volume of sales of any jewelry store in that city.

The new Gary's Jewelers in Torrance embodies many innovations which were originated and designed by Edwards and Kaye, and then built to their specifications. An outstanding feature is a modernistic front in striking midnight blue color with showcase windows. Interior fixtures are in natural blond wood, and the walls are tinted in ice blue. Lighting effects are also unusual. Powerful incandescent lights are concealed behind a solid row of unlighted fluorescent tubes which diffuse the light in such a way that a natural daylight effect is accomplished. Facilities of air conditioning are provided.

The purpose of the lighting design is to avoid an unnatural glitter, explained Edwards and



EDDY EDWARDS . . . Store manager at Gary's Jewelers, returns to private business after 3½ years in Europe with the famous 8th Air Force. He was in military service 4 years.

Kaye. "We want our customers to see the merchandise in its true daylight tones, so they will not be disappointed when they take their jewelry purchases home," commented the store managers.

Most striking exterior feature of the new Gary's Jewelers store is a large triple neon sign, eight feet high and 15 feet wide, designed especially for the location. An animated "frog band"

playing in the window has attracted the attention of many children, but in answer to many inquiries the storemen state it is not for sale.

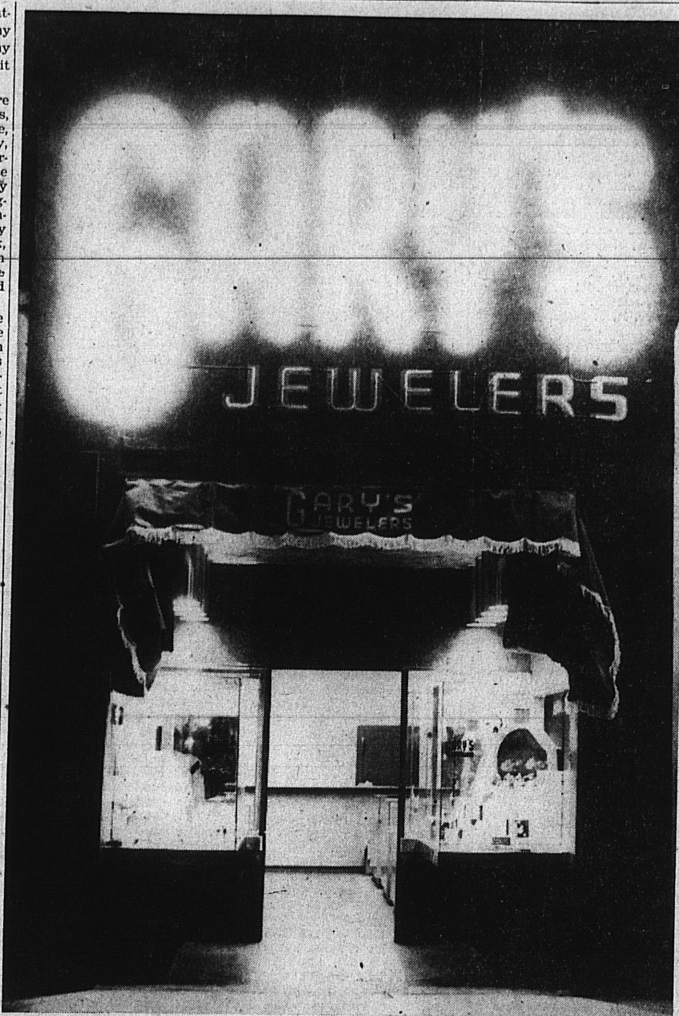
Gary's Jewelers will feature nationally advertised products, such as: Gruen, Bulova, Rensie, Welsbro, Ronson, Community, Rogers, Dunhill, Crosby, Ever-sharp, as well as Blue White diamonds and other nationally advertised brand names, recognized for dependability. A complete stock of costume jewelry will also be carried in stock, as well as numerous articles in crystalware, and other articles usually found in a well stocked jewelry store.

"We want to give the people of this trading area the type of merchandise and service which they desire, and any suggestions will be welcomed," stated Edwards. "Our guarantee is that we just won't have a dissatisfied customer, and any complaints will be adjusted to the customer's complete satisfaction."

An efficient watch and jewelry repair service is offered, with one week's service in watch repairing at moderate prices. Thoroughly trained watchmakers, diamond setters, and jewelry repairmen are included in the Gary's Jewelers staff. Any article purchased will be engraved without additional charge. Credit terms will be offered with the same prices on either cash or credit.

"We have a great deal of confidence in the future of Torrance. We plan to live here as soon as housing is available and we want to take our full share in civic development and community leadership," Edwards and Kaye concluded.

All visitors at the grand opening on Saturday will receive two complimentary tickets to the



NIGHT PICTURE OF GARY'S JEWELERS . . . shows the abundant illumination at the new jewelry store on Sartori ave., which adds a new modern touch to the downtown district. Two former successful Burbank jewelers, recently discharged after four years in the Army Air Forces, are operating the new "white spot" in the retail area.



GEORGE KAYE . . . Assistant manager, joins with another former Army Air Forces man, Eddy Edwards, in opening the new Gary's Jewelers in Torrance. Kaye was in the technical training command of the Air Forces for 3½ years.

famous Casino Gardens Ballroom in Ocean Park, where they may dance to the music of Glen Gray and the Casa Loma orchestra. An unusual array of opening values are advertised in a double page advertisement on pages 4-B and 5-B in this issue, which will be on sale beginning at 9 a. m. Saturday. The store will be open every Saturday evening.

Coast Guard Releases Three Local Seamen

Three local Coast Guardsmen have been recently discharged under the Navy point system from Coast Guard separation Center 11, Long Beach, according to reports received here. The three former Coast Guardsmen are: Clarence E. Serano, 2321 El Dorado st., Ivan R. Ketterling, 24248 Neece ave., and Ernest Roche, 2071½ Torrance blvd.

Religious Education Classes Being Conducted By Churches Here

Captain Anderson Ordered To Long Beach

After 11 months as base commander of the Lomita Flight Strip, Capt. Arthur C. Anderson senior pilot of the A. T. C., returns this week to the Sixth Ferrying group at Long Beach. Captain Anderson was among those service pilots who in the early months of the war pioneered the Central Africa-India run with troops and supplies. He served 11 months in Africa and has many interesting stories to relate from his experiences there.

Anderson, whose personality has made him known and admired by many residents, received a wire Monday ordering all Army facilities disseminated to relate from his experiences there.

It was announced that the U. S. E. D. is now in complete charge of the field.

Donald Nelson To Address Leaders In L. A.

Donald M. Nelson will address industrial, agricultural and civic leaders from ten Southern California counties meeting at Southern California Council with the California State Chamber of Commerce at a luncheon at the Biltmore Hotel on Thursday, October 11, upon reconversion problems. This is in accordance with an announcement made to the members of the Council by E. C. Hummel, regional vice-president.

"Mr. Nelson is singularly well qualified to speak to Southern California business and civic leaders upon the problems of reconversion which will strike Southern California as heavily as any other section of the country," said Hummel. He is President of the Society of Independent Motion Picture Producers.

Warning Issued On Overcharges For Cigarettes

Although cigarettes are now plentiful and the dealer says "how many" instead of the wartime "none today," consumers should still be on their guard against overcharges.

That was the warning issued today by Leonard M. Kearns, OPA district price chief. Kearns said that many merchants were not offering two or more packs of smokes—in one sale—at the legal ceiling price but were often holding to the straight one-pack price. Most dealers, he pointed out, have slightly lower

prices for cigarettes when bought two packs at a time or in carton lots and the purchaser should insist on paying no more than this.

Servicemen's stationery? Call Torrance 444 or 443.

Electric Sewer ROOTING MACHINE
H. E. ARMSTRONG
PLUMBING & APPLIANCES
2030 Pacific Coast Highway
Phone Lomita 245



Don't Forget - The Little Fellows Have A Keen Sense Of Beauty

You really must see the colors and quality of these items to appreciate them.

- CRIB, with drop side, in white and natural; daintily decorated . . . **\$24.98**
- BABY CARRIAGE, sturdy folding type, with storm cover, prewar construction . . . **\$18.98**
- BABY WARDROBE, with drawers and hanging compartment . . . **\$34.50**

Baby Grand - New Style HIGH CHAIRS

Fine Finished
Hardwood . . . **\$12.98**
Non-Tip

See Our Complete Assortment of Play Pens, Bassinets, Crib Pads and Mattresses.

Tiny-Tyke and Teen Age

1333-1335-1337 El Prado
Torrance

Don't Buy Your SHOES Now WAIT

For

KIRBY'S

WELCOME to Torrance GARY'S Jewelers . . .

Torrance is very proud of your new store! It sets the pace for things to come. . . it's another step forward in establishing Torrance as the logical trading point for this entire area.

We already know you by reputation. . . and thus we know that you will enter with us in our civic and social life. . . that together we may march forward in the building of an even greater Torrance. . . a city that will be far better, and finer than our founding fathers ever dreamed.

Yes. . . Torrance is very proud of your new store. Welcome. . . and Congratulations!

The Gay Shop

1319 Sartori Ave.

Mid-City Drug Co.

1315 Sartori Ave.

National Home Appliance Co.

1317 Sartori Ave.

Torrance Men's Shop

1325 Sartori Ave.