



A GREAT NEW DAY
IN THE MERCHANDISING
HISTORY OF TORRANCE

TORRANCE
WELCOMES

Strum's Department Store

WELCOME!

We, your fellow merchants, are very happy that you have selected Torrance to be your home!

We know you by reputation . . . and it is good!

We know that you are going to join us in building a great city . . . by building a great department store in Torrance. For with your "know-how" and experience as able and successful merchants . . . we feel that you

will make a major contribution to the community with your fine new store.

It will be one more good reason why it is no longer necessary for Torrance folks to go "out-of-town" to buy the merchandise they want at the price they want to pay.

So welcome, friends! When you open your doors tomorrow . . . you will write a new and brilliant chapter in the merchandising history of Torrance!

With sincere wishes for every success . . . This greeting to Strum's Department Store is published by the following Torrance Merchants:

ADAMS DRESS SHOP
1274 SARTORI AVENUE

ALLEN JEWELERS
1321 SARTORI AVENUE

ALTER REALTY & INSURANCE
1436 MARCELINA AVENUE

BENSON SHOPS
1271 SARTORI AVENUE

BERNARD'S FAMILY SHOE Store
1319 1/2 SARTORI AVENUE

BURKE'S BARGAIN SPOT
2113 TORRANCE BOULEVARD

FRANK'S FURNITURE CO.
1334 EL PRADO

GARY'S JEWELERS
1322 SARTORI AVENUE

THE GAY SHOP
1319 SARTORI AVENUE

KALES CHILDREN'S SHOP
1321 EL PRADO

LAWSON'S JEWELERS
1317 EL PRADO

SAM LEVY DEPT. STORE
1311 SARTORI AVENUE

McMAHAN'S FURNITURE CO.
1306 SARTORI AVENUE

MODE O' DAY DRESS SHOP
1119 SARTORI AVENUE

NATIONAL HOME APPLIANCE
1267 SARTORI AVENUE

National Paint & Wallpaper
1405 1/2 SARTORI AVENUE

J. J. NEWBERRY CO.
1275 SARTORI AVENUE

PARRISH STATIONERS
1415 MARCELINA AVENUE

STAR FURNITURE CO.
1255 SARTORI AVENUE

TINY TYKE SHOP
1333 EL PRADO



'SNO LAFFIN' MATTER . . . Although he may not look like it here, Howard Mathews, 2117 Torrance boulevard, was among the 1500 kids who enjoyed the Lions Club Magic and Wonder Show in the Civic Auditorium last Saturday afternoon. The youngster survived the "guillotine" operated by illusionist Bill Morton with some very lovely assistance from Mrs. Morton. The two and a half hour show was staged for the benefit of the Lions Club Underprivileged Children's program. The show was financed by merchants, who bought tickets which they handed to their friends and customers. (Herald photo).

George Walls Picked for Study Course

Marine Technical Sergeant George O. Walls, son of Mr. and Mrs. Oscar Walls, of 1727 Marina avenue, has received orders to report for a 20-week aviation electricians technical course at the Memphis Naval Air Station. Walls, who is a radio and radar operator and repairman in a transport squadron at El Toro, is expected to return to his base at the completion of the course.

A veteran of nearly ten years in the Marine Corps, he served more than four years overseas in World War II, seeing action at Guadalcanal, New Georgia, and Iwo Jima. He was awarded the Purple Heart for wounds received in combat.

His wife, June, resides with him at 1422 South Garnsey street, Santa Ana.

Day, Evening Dressmaking Classes Open

Both day and evening adult dressmaking classes are open for enrollment to new students regardless of residence. It was announced this week by the Torrance School of Adult Education.

Flora Emily Holt's evening dressmaking classes are held Tuesday and Thursday evenings in room 114 of Torrance High School from 6:30 to 9:30. Florence Laycock's class is held Monday mornings from 9 to 12 at the Waleria Recreation Hall, 242nd and Ocean boulevard off Highway 101.

Instruction is mainly on an individual basis and consequently beginners and advanced students are welcome. Each student is asked to bring her own materials and patterns and plans for the wardrobe for herself and her family. Individual instruction is given in the operation of the machine and also the understanding and following of patterns in the latest styles in both childrens and adults clothes.

Adults are invited to join these free classes and are asked to register by attending the next meeting.

To Meet Next Thursday

The regular monthly meeting of the South Dakota State Society of Long Beach will be held at 'Machinists' Hall, 728 Elm avenue, Long Beach, tonight. Covered dish dinner at 6:30 p.m. will be followed by business and entertainment.

The semi-annual picnic will be held at Bixby Park, Long Beach on Sunday, April 22.

Waleria News Notes

By BETTY MITCHELL
Phone Lonita 2635-W

One of the most entertaining affairs held in Waleria for some time was the operetta presented Thursday, April 12, by Mrs. Springer's first grade class. The play was sponsored by the PTA and was attended by many proud parents and friends. The show was "Peter Rabbit" and most of the words and music were original. Leading characters were Peter Rabbit, Terry Fitzpatrick, Flopsy, Mary Jo Montgomery, Mopsy, Cathie Sharp, Cottontail, Bonnie James, Mother Rabbit, Pamela Michaelson, Mr. McGregor, Roger Crosby, Mrs. Mouse, Yolanda Frisina, and Mrs. Cat, Carol Ann Hussine. Other children took the part of scare-crows, birds, etc. May we congratulate the entire group upon a fine performance.

Mr. and Mrs. John Berry, who have been living on Hawthorne Boulevard, left Monday, April 16, San Diego where they will take up residence. Mr. Berry, who is with the U. S. Navy, recently arrived from Korea on leave. Mrs. Berry has been living on Hawthorne Blvd. for several months. The family returned last week from a trip to Kansas where they visited relatives.

Mr. and Mrs. John T. Gregory, Danaha St., went on a trip to east Texas. They left Saturday, April 14, and will be gone two weeks. While in Texas they will visit Mr. Gregory's parents.

Visiting at the home of Mr. and Mrs. B. P. Pendleton, Hawthorne boulevard, on Monday, April 16, were Mr. Pourcyran, and Mrs. Steven Evans, both of New Orleans.

Having a lot of fun on Monday, April 16, the Waleria PTA put on a kidnap breakfast and whisked a number of residents

to the school to dine upon pan cakes, sausage, coffee and tomato juice. Over 160 were served and agreed that at time it is fun to be "kidnaped." The fete was held under the excellent supervision of Mrs. Michaels with many of the PTA members helping.

Mrs. Donald Perry, Ward street, went on a trip to Fresno last week. He reported fine weather all along the route and a pleasant journey.

Guests at the home of Mr. and Mrs. Mitchell of Danaha street were Mr. and Mrs. Frank Nelson, of Lennox, and Mr. and Mrs. James Prince and son Dale of Gardena. The couples enjoyed dinner together on Sunday, April 15, even though Mr. Mitchell was recovering from a bout with the flu.

Congratulations are extended to Dr. and Mrs. Stetson, Winlock drive, upon the birth of a daughter, Katharyn Marie, born April 12 at the Torrance Memorial Hospital. Katharyn weighed in at eight and one-half pounds. Both mother and daughter are doing nicely.

Honorees at a surprise stork shower, Thursday night, April 12, were Mrs. Claire Gall, Danaha street; Mrs. Gloria Rose, Newton street; and Mrs. Jan Ellis, Newton street. The shower was held at a meeting of Circle 8 of the WSCS at the home of Mrs. Joyce Beers, Newton street. Attending the affair were Mrs. Eva Bowen, Mrs. Gerrie Bowen, Mrs. Betty Joslin, Mrs. Billie Rapp, Mrs. Betty Mitchell, Mrs. Jackie Aamot, and the honorees.

Mrs. Gerrie Bowen was co-hostess. The favors were small crepe paper cradles and baby buggies filled with candy.