(Advertisement)

Here At Home

By Maude Miller

Politician we just heard about was on his way to address a meeting. Very late, and rushing to get there, he was stopped by a reporter who asked, "Sir, what do you think of the political situation these days?" "Don't bother me now!" cried the politico, brushing the reporter aside. "I have to talk. This is no time to think!"

Just exactly how we felt, come time to write this week's column . . . after one solid week of a duo of sick fellows at home. Then we walked into SAM LEVY'S DEPT. STORE, took one look at the fabulous new bags, and spirits rose! Gals, these are something you don't have to think about . . . just grab 'em before someone else does it first! We mean those good-looking metal, and/or translucent vinyl purses by DORSET REX of Fifth Ave., New York.

Especially lovely . . . "Stardust," a white vinyl woven around gold stays, with a clear vinyl top . . . and the sides sprinkled with gold stars. Then there're the go-with-everything "Silver Lattice" or "Golden Lattice" . . . the silver with black vinyl top and handle and fully lined in cherry faille, the gold with mother-of-pearl vinyl top and lined similarly. And that search for a "different" patent bag is over! See our shiny, stunningly woven black patent box with black vinyl top . . . and rejoice! And prices range from a hard-to-believe $7.95 to $15.95! For compliments galore, get your bags at the SAM LEVY DEPT. STORE.

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WOMAN SIDE:

Hard to stop talking about purses today . . . and before we do, here's an extra tip for that extra bag that costs almost nothing and does wonders with sweaters and skirts or informal cottons: we've got big, roomy pouches in printed plastics (inside and out, so they're water and make-up proof) with gilt frames and braided gilt handles. Mouth-watering for just $6.95!

Looking for that certain something to brighten a suit or shirt? We've got it! Flowers . . . artificial, of course, but so bright, pretty, fresh and gay, they're hard to tell from the real thing! Our ready made gardens come for just fifty-nine cents to a dollar a bunch . . . cheaper than seeds!

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MAN SIDE:

Hey, Fellas, Spring is here . . . for you too! Which reminds me of a story . . . Teacher called on the son of the owner of a retail store. "Alan," she questioned, "can you tell me how many seasons there are in the year?" "There's two," came the prompt response, "Slack and busy." The Spring season should be busy on our Man Side . . . when you take a gander at our slick new "Taper Twills." They're the "new look" in pants . . . no pleats, strap across the back, well fitted across the seat and the front. No bulges in these slacks, so there'd better be no bulges on you, Boys! Colors! Black, tan and gray, of course. And to go with 'em, and swell for sports and informal wear . . . our handsome new polo shirts . . . which my teen-ager tells me are "real cool."

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OUR SIDE:

This should be labeled "For Men Only" . . . forgot to tell you last time that the Fashion Show at El Camino Junior College (sponsored by Faculty Wives Club and raising funds for the Student Loan Fund) on Thursday night, March 22 . . . will feature real, live bathing suit models, professional ones sent by CATALINA! All that, beautiful clothes, and refreshments too . . . for fifty cents. Sure you want to go! Until then . . . remember, it's time for that new outfit for Easter . . . every bit of which you can get right here at home . . . and especially at 1311 Sartori, SAM LEVY DEPT. STORE. Naturally!

Legion Plans Dance

The American Legion and the Torrance Recreation Department are busy making plans for the St. Patrick's Day Dance, March 17, at the American Legion Hall.

All proceeds from the dance will be used to purchase uniforms for the Junior American Legion Baseball Club. The public is invited to attend.

Disease Report Given

Seven cases of reportable disease were recorded by the County Health Dept. for the week ending Feb. 18.

There were five cases of scarlet fever, one case of mumps, and one case of pertussis, a form of whooping cough.

Fifteen cases of reportable disease were recorded for the entire South Bay area for the same period.

JUST PLAIN HUNGRY?

Eat with Charley

At DANIELS CAFE 1625 Cabrillo Ave.
DOWNTOWN TORRANCE

GOOD VISION IS PRICELESS!

Don't take chances with your eyesight!
Have your eyes examined regularly!
Come in for a check-up NOW! See better. . . look better!

"glasses here are never expensive"

Dr. G. E. Cosgrove
— Optometrist —

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REDONDO BEACH

OPENING AT NOON . . . Twelve new Robert Hall Clothes stores, all designed like the one shown here, will open simultaneously at noon today throughout Southern California in one of the most ambitious merchandising programs ever to be undertaken on the west coast. One of the 12 stores will be located on Crenshaw Blvd. across from El Camino College. The 12 California stores will bring the total in the chain to 220.

CHEESE PROCESS

Process cheese is made by grinding up natural cheese and followed by a formula of blending and pasteurizing.

RELATED CHEMICALS

Starches and sugars are close relatives in the chemical family, and starch can be converted into sugar in industrial processes.

THE NEW CORVETTE

BY CHEVROLET

Sensational to GO in . . .

So Comfortable to BE in . . .

So Smart to be SEEN in . . .

See the fabulous New CORVETTE on display Saturday and Sunday at PAUL'S CHEVROLET

FREE!

Win a Kiddie Corvette absolutely FREE for your youngsters! Parents must be accompanied by the youngsters to register.

(Kiddie Corvette On Display Now)

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. . . Manages Local Store

COW POPULATION

There are 13.8 cows for every 100 persons in the U. S.

BE SURE TO READ
The True Facts from
WHITTLESEY MOTORS
On Page 35

Fly Kites Safely

1. Fly kites in an open field, away from electric power lines and other overhead obstructions.
2. Be sure string is perfectly dry.
3. Never use wire, tinsel or metallic string.
4. If the kite catches in a power line, let go immediately.

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Twelve New Robert Hall Stores To Open in Southland at Noon

One of the most ambitious merchandising programs ever to be undertaken on the west coast will be launched today, when Robert Halls Clothes will simultaneously open 12 major stores in the greater Los Angeles area, it was announced yesterday by Harold Rosner, president of Robert Hall.

The multiple store opening, unprecedented in retailing history, will introduce to Southern California the world's largest family clothing chain, a subsidiary of United Merchants and Manufacturers, Inc., and bring to 220 the number of Robert Hall stores in the country. The 12 new locations in the Los Angeles area will include stores in Culver City, San Gabriel, Gardena, Pomona, East Whittier, Garden Grove, Norwalk, West Covina, Pico, Long Beach, and two in the San Fernando Valley. All 12 stores will be identical in appearance, carry identical merchandise, and open at precisely the same moment—today at noon—thereafter store hours will be from 9 a.m. to 9 p.m. Mondays through Saturdays.

Largest in Nation

Robert Hall Clothes, which started 16 years ago in Waterbury, Conn., is the originator of the low overhead super-market method of merchandising clothing and has since grown into the largest ready-to-wear operation of its kind in the nation, specializing in apparel for the entire family at prices made possible only by the combination of low overhead and enormous volume; dresses, for instance, start at $3.89; women's coats at $16.95, men's suits at $29.95. In keeping with their reputation as the "supermarkets of fashion," Robert Hall stores display all merchandise on open racks to encourage self-selection and maintain at all times complete stock in all size and style ranges; each of the Los Angeles stores will carry between 15,000 and 20,000 separate garments, carefully selected to conform to western taste and climate.

Designed by Lippincott and Margulies, the industrial design firm that planned the interiors of the first atomic submarine, the new Los Angeles stores will also reflect the western way of life in their functional architecture and colorful decor.

Scientifically Planned

The buildings, all of them located on strategic highway sites, will be huge windowless structures of concrete block, each containing 8400 square feet of floor space and surrounded by almost five times that much parking space. Scientifically planned to make shopping easier for the customers, the interior will be one vast selling area with the different sections demarcated by their own color schemes with beige, pink and chartreuse predominating, and wood paneling lending a more masculine note to the men's department. Sixteen private fitting-rooms will be provided, and the stores will be completely air-conditioned.

Elaborate opening ceremonies today are planned for each of the stores with local officials and stars of the screen, radio and television participating in the dozen different ribbon-cutting ceremonies. Richard Sawdon has been appointed district supervisor of all 12 stores, Rosner announced. In keeping with the long-standing Robert Hall policy of "community participation," most of the sales staff and other employes have been drawn from the immediate neighborhood served by the store. The exact location of the 12 new stores is as follows:

Locations Given

Sepulveda at Jefferson, Culver City; Valley Blvd. just west of San Gabriel Blvd., San Gabriel; Crenshaw, just south of Manhattan Beach Blvd., Gardena; Holt Ave., just east of Central Ave., Pomona; East Whittier Blvd., just west of Orange County line, East Whittier; Garden Grove Blvd., just east of Harbor Blvd., Garden Grove; Firestone Blvd., at Imperial Highway, Norwalk; West Garvey Ave., 3 miles East of 5 points, West Covina; Rosemead Blvd., just South of Beverly Blvd., Pico; Lakewood Blvd. at Pacific Coast Hwy. on Long Beach Circle, Long Beach; Sepulveda, just north of Roscoe Blvd., Valley; Victory at Cahuenga, North Hollywood.

$200 LESS

Then Ford, Chevy, Plymouth
Unless you've had the 1956 Pontiac deal, you just haven't had a deal. Our Bagnole sister is world's highest trade-in. No fancy features, just fantastic deals. Others talk, we deliver.

BY BEATING ALL DEALS WE'VE QUADRUPLED SALES

Why? Simply a great generous deal made it a joyous occasion. That's why we can beat anything you've seen on TV or heard on radio. Folks come from all over the doubtbed to save 100s. 25 min. from downtown L.A. Out-of-town service plus. $25 down delivers. Credit OK in 15 min. OR. 4-3881 or FR. 4-8867 for sales lit.

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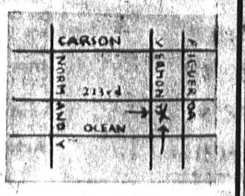

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