

ADVERTISEMENT

Here at Home

By Maude Miller

Sometimes we wonder . . . does it really pay to advertise? This little jingle is a kind of answer:

A lion met a tiger
As they drank beside a pool.
Said the tiger, "Tell me why
You're roaring like a fool."
"That's not foolish," said the lion,
With a twinkle in his eyes.
"They call me King of all the beasts
Because I advertise."
A rabbit heard them talking
And ran home like a streak.
He thought he'd try the lion's plan
But his roar was just a squeak.
A fox came to investigate
Had luncheon in the woods.
So when you advertise, my friends,
Be sure you've got the goods!

Woman Side

We've got the goods at the Sam Levy Dept. Store even though we don't roar about it . . . just sort of give gentle hints to our friends. For instance: While the weather stays cool are you dying to wear dyed-to-match skirts and sweaters by Connaught? What makes these flannel skirts and cashmere sweaters so highly desirable to us middling gals as well as to you young ones? First, they're stunning to the eye . . . perfection in color, line and fit. Second, they give the elegance of the matched look . . . yet they're not expensive! Can't believe it? Come into Levy's and see!

And when the weather finally turns hot . . . you'll still want that matched look . . . And you'll find it in our famous, "bright as a Spring morn." two-piece cottons! Lots of them on the gay, circular bar on your right as you enter the store. Soft, elegant simplicity is the keynote this year . . . you might call it the "Kelly look" . . . especially in our shirts and skirts of softest French voile with woven (not printed) dots, sweetly draped collars on sleeveless tops, and swirly, quilted skirts. Colors are dove gray or deep dark blue, both spiced with white. You couldn't be more prettily cool!

Man Side

We're in love with a guy we've never seen. He (or they) designs the new sport shirts for you fellas . . . coming into Levy's by the bucket load . . . and for looks, comfort and washability they're the tops! Stripes, or plaids, or prints, with convertible Italian collars . . . guaranteed to make you look like the bronzed heroes of the All Italy Thoudans Mile Race. (See where five were killed in this year's annual. It's safer just to wear our shirts and relax.)

Our Side

The great Chinese philosopher, Lin Yutang, said, "All women's dresses are merely variations on the eternal struggle between the admitted desire to dress and the unadmitted desire to undress." We-ell! Anyhow, the variations are sure fun, when you're shopping right here at home in downtown Torrance. Especially at 1311 Sartori! SAM LEVY DEPARTMENT STORE. Naturally!

Students Win Music Award

Bonnie Lewis of Riviera elementary and Robert Murphy of Greenwood elementary school received high commendation from the judges at the Long Beach Music Festival held recently. Both students received Superior Ratings which entitles them to participate in the forthcoming regional festival. Bonnie played the flute solo, "Sonata in F Major," by Telemann. Robert played the baritone horn solo, "Bolero," by Buchtel.

Shoestring Crossing Approved

A school pedestrian crossing over the Pacific Electric tracks at 223rd st., became a reality yesterday, when the city council, or motion of President John S. Gibson, unanimously approved an agreement with the railway company and immediately appropriated the necessary funds for the improvement. This was the highlight of the



WINNING FLORIST

Robert Graham of the Hermosa Flower Shop won the Sweepstakes Cup for his entry in the Florists' section of the Hobby, Art, and Flower show. His entry featured hybrid Amarillo lilies and silver tree leaves. See story on page 20.



FLORAL FIGURINE

T. Wada, of 1635 251st st., Harbor City, won the Individual Sweepstakes in the Flower section of the Hobby, Art, and Flower show for his arrangement using a figurine and Japanese cherry blossoms. See story on page 20.

At Torrance Men's Shop

for your
NEW SPORT COAT & SLACKS

"WE FIT 'EM ALL . . . THE REGULAR, THE SHORT, AND THE TALL . . ."

Sport Coats, 19.95 to 45.00
Slacks 5.95 to 29.95

Clothes for Men and Boys

Torrance Men's Shop
OPEN FRI. NITES 1325 SARTORI AVE.

Largest and Most Complete
SPORTING GOODS

Store in Centinella Valley

- Fishing & Hunting
- Camping Equipment
- Baseball Equipment
- Bowling Balls, Shoes
- Archery
- Tennis • Golf
- Uniforms & Jackets

Special Consideration To Teams

TOWN & COUNTRY SPORTING GOODS
15208 S. WESTERN GARDENA
FA. 1-3590
9 A.M. OPEN 9 P.M.

LAWSON'S
The Greatest Values Ever! For
Mother's Day
Sunday, May 13

NO MONEY DOWN!
TAKE A YEAR TO PAY

<p>6 DIAMOND SET Reg. \$100 Both for \$79 \$1.50 WEEKLY 14K White or Natural Gold</p>	<p>DIAMOND SET Reg. \$200 Both for \$125 \$2.50 WEEKLY 14K White or Natural Gold</p>	<p>10 DIAMOND SET Reg. \$250 Both for \$175 \$3.25 WEEKLY 14K White or Natural Gold</p>	<p>5 DIAMOND WEDDING RING \$49.50 \$1.00 Weekly</p>
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Lady Sunbeam
with the exclusive MICRO-TWIN head

One side for shaving legs

\$14.95
NO MONEY DOWN
50c WEEKLY

The only electric shaver especially designed to meet the needs of women. Small as a compact and fast, sure convenient.

BULOVA DIAMOND WATCH

23 Jewels
\$59.50
\$1.00 Weekly

La Petite
so tiny
The world's smallest 23 jewel watch fashioned in diamonds

MISS AMERICA

- 17 jewels
- unbreakable mainspring
- expansion bracelet

BULOVA
\$35.75
\$1.00 Weekly

Marvelous New Water-Sealed Element

You can immerse the entire pan in water right up to control panel for quick, easy washing.

Sunbeam CONTROLLED HEAT Automatic FRYPAN

No Money Down
\$1 WEEKLY

\$19.95

GE STEAM and DRY IRON

\$14.95
50c WEEKLY

Steam-iron half your laundry without sprinkling. Instant steady steam makes your ironing easy.

GENERAL ELECTRIC ROLL-AROUND VACUUM CLEANER

NEW LOW PRICE \$49.95

- ROLLS EASILY
- CLEANS EASILY
- STORES EASILY
- ALWAYS READY FOR ACTION

\$1.00 WEEKLY NO MONEY DOWN

Lawson's JEWELERS

1317 EL PRADO TORRANCE

OPEN FRIDAY AND MONDAY NIGHTS 'TIL 9

Phone FA. 8-4313 Phone NE. 6-7765

Shop In Downtown Torrance

SENSATIONAL VALUES FOR GIFT GIVING TIME!

HARBOR DRIVE-IN 1.25 PER CAR LOAN

TEATHEATRE THEATRE
23322 SO. VERMONT AT SEPULVEDA

Wed. thru Sat. May 2-3-4-5

TEXAS LADY CLAUDETTE COLBERT BARRY SULLIVAN

TARANTULA! JOHN AGAR MARA CORDAY LEO G. CARROLL

Wed. thru Sat. May 6, 7, 8

TOP GUN STERLING HAYDEN KAREN BOOTH

One Desire ANNE BAXTER ROCK HUDSON

Roy Kato, a freshman ornamental horticulture student from Torrance, was recently elected treasurer of the Associated Students at the Kellogg-Voorhis campus of the California State Polytechnic college for the school year 1956-57.

Roy is the son of Mr. and Mrs. Takashi Kato of 18357 Crenshaw, Torrance. He is a graduate of Torrance high school.

Mr. and Mrs. W. S. Cook, of 22703 Eastwood St., announce the birth of a daughter, Candice Sue, weighing 8 pounds and 4 ounces.

Now you know!

The answers to everyday insurance problems *
By LES KING

QUESTION: What kind of insurance covers a man who accidentally shoots and injures his hunting partner?
ANSWER: Comprehensive Personal Liability insurance covers the above situation and many other hazards at very low cost.

* If you'll address your own insurance questions to this office, we'll try to give you the correct answers and there will be no charge or obligation of any kind.

TORRANCE GENERAL INSURANCE

1407 MARCELINA FA. 8-7102

STADIUM
Telephone FAirfax 8-6375

NOW — ENDS SATURDAY
JEFF MORROW
REX REASON

"The Creature Walks Among Us"
— also —
LEX BARKER in
"Price of Fear"

SUN. - MON. - TUES.
BURT LANCASTER and
JOAN FONTAINE in
"Kiss The Blood Off My Hands"
— together with —
HOWARD DUFF
DAN DURYEA
TONY CURTIS
"Johnny Stoolpigeon"

GRAND
FRI. - SAT. - SUN.
"Benny Goodman Story"
with STEVE ALLEN
DONNA REED
— and —
JANE WYMAN
ROCK HUDSON
"All That Heaven Allows"

ALL ACCOUNTS INSURED TO \$10,000

All accounts earn **3 1/2%** current rate
Paid **4** times a year on Quarterly Certificates

AMERICAN SAVINGS & LOAN ASSOCIATION

Accounts opened by the 10th earn from the 1st
OPEN YOUR ACCOUNT BY MAIL OR PHONE

REDONDO BEACH: 205 S. Pacific Avenue Frontier 9-5444
MANHATTAN BEACH: 1130 Manhattan Avenue Frontier 9-8451
Other offices in Whittier, Friendly Hills, Temple City, Puente, Montrose

MEMBER FEDERAL HOME LOAN BANK

THE DENTIST SAYS:
ERNEST J. TARR, D.D.S.

DENTAL WORK DONE IN EVENINGS

QUESTION—
"I work during the day and can't get off to see the dentist. I have a lot of dental work to be done. What can I do about it?" asks Mr. J.P.T., Douglas Aircraft worker

ANSWER—
There are very few dentists who are open evenings and even those that are open at night only take preferred patients.

I have realized the importance of this situation for a long time and in an attempt to remedy it, I keep my office open until 7:00 p.m. Monday through Friday.

These hours are open to everyone and my low fees remain the same. I feel it is my duty to the community to offer a dental health service at night and I believe mine is the only dental office open regularly after dark in the Torrance area.

So, if you wish an evening dental visit, just drop into the office, or make an appointment by phoning me at FA. 8-0250.

If you have any questions concerning dental problems, you want answered in this column, write to

DR. TARR
1311 1/2 SARTORI AVENUE
(Above Sam Levy Dept. Store)
PHONE FAirfax 8-0250