

TORRANCE NEWSLETS

H. H. Woods drove to San Fernando Valley over Decoration day.

Miss L. W. Fraser and Mrs. W. C. Darnell attended the premiere of "A Night in Spain" at the Blittmore Saturday evening.

Howard Jackson of Springfield, Mass., was the guest of Mr. and Mrs. Grover C. Whyte of Post avenue Friday evening. Mr. Jackson is visiting his sister, Miss Helen Jackson of Long Beach. They were both friends of Mr. Whyte in Flint, Michigan.

Mr. and Mrs. W. J. Djeman spent Sunday in Los Angeles with relatives.

Mr. and Mrs. C. M. Mackenzie were guests of relatives Sunday at their summer home in Santa Monica Canyon.

Mr. and Mrs. C. W. Pendleton drove to Monrovia Canyon Decoration day.

Mr. and Mrs. B. B. Cook and family attended the Oklahoma picnic at Redondo Beach Sunday.

Raymond Trimm of Torrance made a speech. William Franklin, employe of the Columbia Steel, was also present.

Miss Helma Greenlund, who had an operation on her foot May 25, is improving rapidly, and is expected back to work at the telephone office about the last of the week.

Mr. and Mrs. Louis Ripple drove to Beaumont to spend the day Sunday. Returning to Torrance, they burned out the bearings in the car, and didn't arrive in Torrance until late Monday evening.

Mr. and Mrs. O. E. Bradbury and children of Evanston, Wyoming, were the guests of Mr. and Mrs. S. H. Bradbury recently. The Bradburys motored from Wyoming to Torrance, and will return to Wyoming via Portland and Seattle.

Herbert W. Powell purchased a touring car from the Allen H. Paul Co. last week.

Miss Loretta Condey and Roland Sanderhoff were the personal guests of Captain McNaulty of the U. S. N. Eagle ship No. 34 at Newport Beach Sunday. Captain McNaulty was the official starter for the yacht race from Newport Beach to Honolulu, and Miss Condey and Mr. Sanderhoff were privileged to be right there for the big event.

Famous Editor Praises Personal News in American Newspapers

Memphis, Tenn.—Pages of "personal" in local newspapers are nothing to be laughed at by cynical city journalists. They represent, in their own community, the same basic interest for which all newspaper or magazine reads crave and fundamentally that interest is universally the same.

This was the message delivered to the annual convention of the National Editorial Association by Merle Crowell, editor of The American Magazine today.

"The major thrills of life aren't many," declared Mr. Crowell, "and so we have to pile up the minor thrills whenever we can. One of the minor thrills always comes from knowing an local happening while it's still news. And, as far as that goes, it doesn't make much difference if we know the facts all ready. I have seen thousands of people pouring out of the Polo ground or the Yankee Stadium after a double-header baseball game, and most of them buying and reading eagerly the baseball extras that merely chronicled play by play the first game of the double-header which they had just seen with their own eyes. Of course when we're reading our local paper there is always the chance that we may see our own names or the names of some of our relatives or intimate friends. And that's a thrill that never grows old."

"My conviction is," continued Mr. Crowell, "that mentally we are all pretty much alike in our fundamental tastes whether we live in North Newport, Maine, or in Park Avenue, New York City. By that I don't mean that the people of North Newport and the people of Park Avenue read exactly the same things any more than they wear exactly the same things. Overalls and dinner coats are both useful garments, but they are not interchangeable. Their fundamental purpose, however, is to conceal the human frame with the maximum of satisfaction to the wearer—a purpose in which, if you ask me, overalls win by a wide margin. But when it comes to motivation and basic interests, people's post office addresses are the least important things about them. The same wheels and cogs make them tick-tock whether their mail is delivered by a gold-braided hall boy or by a R. F. D. man chugging laboriously through three feet of spring mud.

"All human beings are ego-centric. They are not half as much interested in you and your ideas as they are in themselves and their own ideas. That's why good listeners are so popular. People like to read about the experiences of human beings anywhere, provided that they can translate these experiences into terms of their own daily life, their work and their recreations.

Mr. Crowell cited an occasion upon which he asked the readers of his magazine to tell what they liked about it and in the answers, which came from people of all ages, employers and employees and persons of every condition and circumstance, he found that almost all of them had used the same three words, "information," "inspiration," and "entertainment."

"I am inclined," he told the convention members, "to believe that these same three words cover the basic desires that make people turn to any kind of reading matter whether it be a book, a national magazine or a country newspaper. In the case of the newspaper, information comes first. You are fortunate, indeed, in serving those who, for the most part live in small enough communities so that the word 'neighbor' hasn't gone out of fashion. In our rural reaches every man, woman and child is interested in knowing what every other man, woman and child is doing.

"The late John S. Suddall who gave me the groundwork of most of the things I know about serving the public in print declared that the only thing that interests all human beings always, is the human being himself.

"Newspapers," he said, "are read widely because the individual reads or sees himself constantly in the paper. I do not mean that he sees his own name. I mean that he reads about things happening to individuals which might happen to him, and he keeps comparing himself with what he reads.

"Country newspapers have enormous circulation in proportion to the population they reach. It is not uncommon for half or three-quarters of the people in a little town to take the village paper. The reason is obvious—the country paper is personal to its readers. Its columns are almost like a private letter from a member of the family. If a newspaper newspaper could get that close to its readers it could have three million circulation.

"A magazine or a newspaper is a service—just as the telephone or electric light is a service," said Mr. Crowell. "Sometimes a man may not use it very much, just as he may not use very much the telephone hanging on the wall or the electric light in the living room table. But he likes to know it is there, just as he likes to know the telephone is there. Even if his business keeps him so tied up that he can't find time to read, or he has sickness or other troubles to occupy his mind and time, he will pick up a magazine or newspaper occasionally and look it over. And when he looks it over he likes to get the impression that it is full of good stuff, up-to-date and lively stuff that he could apply to himself or talk about to his neighbors if he only had the time to do it."

"I have never had the idea that an editor is ordained by God to make his readers over into the mold he thinks they ought to be in. Neither do I believe that he can foist new interests on them with any degree of success. It's his job to find out what his readers really are interested in and then to serve those interests to the best of his ability. The minute he forgets he's just a hired man and starts to be a little tin god on wheels, he'll find that he's riding for a fall."

Shell '400' Trim Optimists Nine

The Optimist aggregation, met defeat last night at the hands of the Shell '400' in a pitcher's battle when Boyd pitched a masterful game, disposed of 13 via the strikeout route. Dumm, too, hurled an exceptional game but neither was given the proper support, errors being plentiful and costly.

Box score: Optimist ABRHE Drew, cf, 4 1 1 0 Williams, ss 4 1 1 1 Bullock, 1b 4 1 2 2 Hannifin, 2b 4 2 0 2 Molthen, 2b 3 0 0 2 Morris, c 1 0 0 0 Kimball, cf 4 1 0 0 Hurley, rf 4 1 0 0 Harris, lf 4 1 0 0 Dumm, p 4 1 2 1 Totals Shell '400' 36 10 8 5

ABRHE Marker, cf 3 0 0 0 Boyd, p 5 1 1 1 Boardman, ss 4 2 2 1 Devine, 2b 4 3 1 1 Kellerman, 1b 4 1 2 4 Martin, 2b 4 3 3 1 Frederickson, lf 4 2 4 0 Marasco, rf 4 1 1 1 Todd, rf 3 0 0 0 Bell, c 3 0 1 1 Totals 35 13 14 10

Drew replaced Kimball in 2nd inning. Kimball replaced Morris in 4th inning going to center field and Drew going to catcher's box. Todd replaced Marasco in 5th inning. Innings pitched—Boyd 7, Dumm 7. Struck out by Boyd 13, Dumm 8. Walks off Dumm 2. Wild pitches—Boyd 5, Dumm 5. Two-base hits—Bullock, Hurley, Boardman, Martin, Frederickson (2). Sacrifice hit—Molthen. Stolen bases—Hannifin, Boardman, Devine (3), Marasco, Bell. Earned runs—Optimists 2, Shell 4. First base on errors—Williams, Hannifin (3), Kimball (2), Marasco. Hit by pitcher—Kimball. Time 1 hr. and 20 min. Umpires Stamper and Newman. Scorer—Paul.

J. W. BARNES CO.

J. W. BARNES CO.

15 More Days of Bargains at Barnes Quitting Business Sale June 23 We Are Through!

Lots of Good Merchandise—Lots of Good Values—to Be Had Right Up to the Last Day.

GET YOUR SHARE—WHY PAY MORE ELSEWHERE? YOUR GREATEST OPPORTUNITY TO SAVE IS NOW

Advertisement for J.W. Barnes Co. sale featuring various clothing items like Dress Goods, Coats, Heavy Flat Crepe Dresses, Blankets, and Notions with prices and descriptions.

Advertisement for 'YOUR PROSPECTS' featuring a list of household goods and linens for rent or sale, and 'THE SAMPLE STORE' located at Redondo.



Summer Excursions Back East

ON THE GREAT SCENIC ROUTE TO Zion and Bryce Canyons... Yellowstone... Grand Canyon National Park... Salt Lake City... Denver and Rocky Mountain National Park

YOU can enjoy an extensive trip to bustling eastern cities—gay summer resorts—national parks—scores of new scenes at surprisingly low cost.

Enjoying travel accommodations of restful luxury, delicious meals and unsurpassed train service—the journey itself easily becomes a most delightful part of your eastern visit.

Examples of Low Fares Summer reductions in fares apply to practically every point in the United States and Canada. Liberal stop-over privileges.

Table of fares for various destinations: Albany, N. Y. \$146.30; Baltimore, Md. 145.86; Boston, Mass. 157.76; Butte, Mont. 55.85; Chicago, Ill. 90.30; Cleveland, Ohio 112.86; Colorado Springs 67.20; Dallas, Texas 75.60; Des Moines, Iowa 81.55; Helena, Mont. \$ 62.13; Kansas City, Mo. 75.60; Milwaukee, Wis. 93.90; Montreal, Que. 148.72; New York, N. Y. 151.70; Omaha, Neb. 75.60; Philadelphia, Pa. 149.22; Salt Lake City, Utah 40.00; Washington, D. C. 145.86.

Union Pacific The Scenic Overland Route W. F. NASH, G. A.

101 West Seventh Street, San Pedro—Telephone 1073

J.W. BARNES Co. 1224-1226 El Prado, Torrance

Guaranteed paint. \$2.65 gallon. Consolidated Lumber Co., Torrance. adv.