

Torrance Herald

FIFTEENTH YEAR—No. 34

TORRANCE, CALIF., THURSDAY, AUG. 22, 1929

THIS WEEK BARGAIN SATURDAY IS BEST YET

National Recognition Given Gardena Hatchery New Breed

One poultryman of the Gardena-Torrance district is feeling elated these days and with good cause. Mr. Goddard of the Goddard Hatchery and Breeding Yards, 17601 South Normandie avenue has just received word that the Australop was admitted to the standard of perfection at the American Poultry Association Convention at Springfield, Mass. Goddard was the original importer of the breed into America, and was responsible for their name "Australop."

During the past year he has done considerable experimenting with Rhode Island Reds in flocks under his supervision with the idea of improving the livability and has succeeded to a marked degree.

Garbage Cans May Be Placed in Alley Says Supt. Gascoigne

Don't you rather hate to put your garbage pail out on your nice velvet lawn to be picked up? Especially when you know company is coming and you have to put it out early so you won't forget it? The boxes of tin cans are so decorative to lawns, too!

Well, Superintendent of Streets William Gascoigne has solved the problem. Put your garbage pails and boxes on the edge of the alley next time you put them out, and they will be picked up there.

But—here's the catch. Everybody in your block has to make up their minds to do one or the other, either put them on the street or put them in the alley, because the collector hasn't time to run all around the block and through the alley, too.

There are but few blocks in town without an alley and those few are forced to place their rubbish on the lawn, but for the rest of us, let's improve the looks of our residential district and put the garbage pails and can boxes along the alley!

IMPROVEMENT OF HIGHWAYS PROGRESSING

GARDENA, Aug. 25—Valley and southwest residents are watching with interest the progress of highway improvements in and near Gardena Valley. Two crews of workers are engaged in preparing Broadway for improvement, one crew being located at the north end at 114th street and the other south of Palm avenue. George Oswald, contractor, has a large number of men working on the grading of Figueroa street from Riverside to 190th street.

Paving on 182nd street has been completed and the street is now opened to travel west of Western avenue. San Pedro street in the Moneta district is partially paved. The sidewalks and curbs having been laid a couple of weeks ago.

Dangerous Corners to Be Made Safer

The high bank of earth which obstructs the view of motorists at the corner of Madison and Redondo boulevards is to be removed shortly, according to advice received by Carl L. Hyde of the Torrance Chamber of Commerce. The work requires the removal of a telephone pole, but both the utility company and the C.C.M.O., owners of the property, have agreed to do their part in eliminating the dangerous obstruction.

The Chamber of Commerce is also assured by the County Board of Supervisors that a boulevard stop will be established at Vermont and Carson, as a number of accidents have occurred at this corner since the streets have been improved.

SUPER VALUES GIVEN FOR PAYDAY, SCHOOL OPENING

Several factors are contributing to make the coming Saturday Bargain Day, the biggest sales event since the Torrance Merchants launched the Bargain Saturday campaign five months ago.

The return of vacationists and the early opening of school has prompted Torrance merchants to offer more and better bargains than have ever before been accumulated. Another fact that has encouraged Torrance merchants to "stretch a point" and go the limit in value-giving for the coming Saturday is that it falls soon after the important factory payrolls. This is the last important sale event before school opens and residents of Torrance, Lomita, Gardena, East Torrance, and the entire surrounding territory are urged to take advantage of this outstanding Bargain Saturday, August 24th.

No idea of the extraordinary values in guaranteed merchandise can be given in this story but shoppers are urged to read over the advertisements in this special Torrance Bargain Saturday section and see for themselves the long lists of really worthwhile bargains.

TRAFFIC ON VERMONT IS INCREASING

GARDENA, Aug. 25—Traffic along Vermont avenue and Riverside-Redondo boulevard at the intersection of these two highways has increased tremendously during the past two years according to Paul Hardy and Samuel E. Neal, checkers for the L. A. County Road department who have been working night and day for 12 days checking vehicles which travelled all directions. Traffic is not only heavy now, according to their reports but it is increasing. Last Sunday, traffic was congested on Riverside-Redondo with automobiles enroute to the beach.

Approximately 900 to 950 automobiles and 50 trucks pass the corner of these two main highways of the valley per hour the reports show. On Sundays this average is much higher and the tonnage is not so great. The heaviest hours are from 11 o'clock in the morning until 4 o'clock. The figures taken on Sunday from 7 a. m. to 1 p. m. were as follows, 227, 417, 831, 915, 1055, 1088 and from 1 to 7 p. m., 948, 1051, 1165, 1356, 1538, 1505 automobiles per hour.

The traffic department of the county has been making a check of county highways for many years, this work since 1914. The valley traffic at this point has gained more than 30 per cent since a check was made in 1927. A check was not made in 1928 because of improvements being made along Vermont.

KEYSTONE NOTES

Mr. and Mrs. C. E. Harshman of Figueroa street are sojourning in Modesto.

School graduates, has purchased a new Ford roadster.

Weekend guests at the home of Mr. and Mrs. Charles LeBoeuf of Carson street included Mr. and Mrs. E. Phelps of Hollywood and Mr. and Mrs. Frank Freeman of Pasadena. An interesting evening during their visit was the wicker roast which was held in the open. On Sunday Mr. and Mrs. Earl Craft and daughter, Betty and Mr. and Mrs. A. M. McDonald of Santa Monica arrived at the LeBoeuf home to complete the party.

Mr. and Mrs. Edward Casper and daughter, Mary and son, Alfred of Paso Robles were weekend guests of Mr. and Mrs. John Dorchak of Amelia street and Mr. and Mrs. John Kolesar of Figueroa street.

A delightful afternoon was spent at the home of Mrs. Barbara Berry on Dolores street by the members of the Crochet club on Thursday when they held their bi-monthly meeting. Following a luncheon at noon needlework took the attention of the following members, and their guests: Mrs. George Nahmens, Mrs. Perna Piper, Mrs. S. S. Tannehill and her houseguest Mrs. J. A. Tannehill of Silver City, New Mexico, Mrs. H. T. Hoxworth of Long Beach and Mrs. Z. W. Jennings of Glendale.

Chris Larsen of Los Angeles who formerly owned the Keystone Market on Main street, will build a 5-room frame house on Amelia street very soon. Plans for same have been drawn up.

Mrs. G. B. Moore of San Francisco is visiting her sister, Mrs. Harry Cooper on Dolores street.

Mr. and Mrs. R. J. Whitney of Figueroa street were weekend visitors in San Diego.

Mrs. May Hammacker of Los Angeles and Charles Kline of Redondo Beach and Mr. and Mrs. Elie LeBlanc of Figueroa street

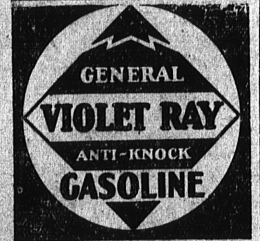
Mrs. J. S. Sleppy of Carson street is confined to her home with the mumps.

Mrs. Earl H. Strong formerly of Amelia street and Mr. and Mrs. Irving friends here on Friday.

Mr. and Mrs. Burford of Texas have purchased a home in Keystone Court from J. R. Black.

Johnnie Kolesar of Figueroa street, one of the Torrance High

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17601 S. Normandie Ave.
GARDENA, CALIF.

To reach us from Torrance and Lomita turn off Western or Vermont at 182nd St. Then when you reach Normandie drive north one block.

Phone

Gardena 1128



The White Spot Means The Bright Spot, TORRANCE, Saturday, Aug. 24!

On this day, Torrance Merchants have banded together to lighten the load of living expenses—to brighten the outlook after the drain of vacation expenses.

The children need new school clothes, and the grown-ups must replace beach and playtime outfits with Fall Togs.

You can stretch your lean dollars by taking advantage of the SUPER BARGAINS OFFERED BY TORRANCE MERCHANTS ON BARGAIN SATURDAY, August 24th.

The fame of Torrance as a trading center is becoming better known than ever before. With the increased business has come a larger variety of retail stores, so that now Torrance offers the shopper many types of merchandise that a few years ago could not be bought here. A growing number of shoppers are learning that Torrance offers a very satisfactory variety of goods and at prices that compare favorably with the stores of the larger cities. All Torrance merchants ask is that you come and look around. You will not be urged to buy, but they believe the preponderance of super-values will constitute a compelling sales argument for trading in Torrance. Come and look around, Saturday, this week.

Free Bus Fares

Those coming from out of town on motor buses, may have their round trip fare refunded by presenting the return fare coupons given by the stage drivers at any of the Torrance stores. They will be accepted at face value in exchange for merchandise.

Surprise Party for Miss Flint

A surprise party was given in honor of Miss Valaine Flint at her home on Ward street, Waverly, Monday evening. A merry time was had playing games. Luncheon was served by Mrs. A. Flint to Valaine Flint, Norma Bingham, Thelma Dabner, Dorothy Davis, Helen Crowe and Howard Bingham. Frank Flint, Nell Whitney, Donald Davis, Fred McLain, David Hagan and Lloyd Crowthers.

Returns from Extended Trip East

Fred A. Lincoln has returned from an extended trip through the manufacturing cities of the north and east. He visited shops in Chicago, Detroit, Cleveland, Buffalo and Syracuse and included a pleasure trip to Niagara Falls.

Anything that causes the lady next door to say, "Well, for goodness sakes," is NEWS—send it to

KEYSTONE NOTES

here spent Monday evening at Brighton Beach.

It is rumored that another substantial will be built in the near future in the eastern section of Keystone by the Southern California Edison Co.

Mrs. J. J. Main of Dolores street is sporting a new Chevrolet sedan which was a birthday gift from her husband.

Mr. and Mrs. Charles H. Forrest of Amelia street spent Saturday at the home of Mr. and Mrs. John Erickson, parents of Mrs. Forrest, in Pasadena.

George Nahmens and Clifford Orrick both of Carson street spent Sunday fishing off Redondo Beach and brought home a large catch of fish.

It will be remembered by some here that James A. Benere, one of the seriously burned victims of the explosion at the Shell Oil Company's refinery in Wilmington lived in the Keystone court on Main street a year ago. Mr. Benere was one of the five men who died from the burns received when the high pressure gas pipe exploded in the cracking plant of the company's refinery last week. Funeral services were held on Saturday morning at the Catholic church in Wilmington with the Rev. M. Schiaparelli officiating. The remains were sent at the conclusion of the service by train to West Acton, Mass., where interment was in charge of his parents.

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1/2 oz. PACKETS—40c each
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