

# Torrance Herald

With which is Consolidated the Lomita News

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## Patronize Herald Advertisers

### SOX CASH MARKET

N. O. BOWERSOX, Proprietor  
(Successor to Ott's Market), 1639 Cabrillo Ave.  
IN CONTINENTAL STORE. PHONE 288

#### WEEK-END SPECIALS

Legs of Lamb 21c  
Genuine Spring Lamb, lb.

Legs of Pork 14c  
Eastern, per lb.

Lamb Shoulders, per lb. 12c

Loin Lamb Chops, lb. 25c

BACON 19c  
By the piece, lb.

Compound, 3 lbs. 25c

# News of Lomita

Edited by Miss Birda Paddock

Phone: Lomita 24-R

## Pythians' Open House Is Monday Evening

LOMITA.—Hear you, people of Torrance, Lomita, Harbor City and Welteria. The Knights of Pythias are holding an open house Monday evening, November 2, at Odd Fellows hall.

"We don't want any money," says Robert Kemp, "we just want people to come out for a few hours and forget the depression." There will be a fine program, eats and dancing, and, as about a dozen Knights have urged the reporter to invite everybody, consider this an official invitation.

## New Construction Is Noted in Lomita

LOMITA.—John Holm has started construction of a fine new stucco home for H. I. Calkins on Allene street.

George Aitkenhead is building a stucco home for James Hathaway on Miller street between Miller and Cypress.

T. L. Courtney is building a new home on Oak near Rose street. Narbonne avenue is being improved by the removal of two abandoned oil wells near the corner of Pepper and Narbonne. Also the street trees on Narbonne have all been trimmed this week.

## Harbor City Family Loses Young Mother

HARBOR CITY.—Funeral services were held Tuesday at San Pedro for Mrs. Norma Johnson, wife of Earl O. Johnson, of Harbor City. Mrs. Johnson, who was only 29 years old, died Friday in a Los Angeles hospital as the result of a heart attack. The Johnsons had lived in Harbor City nearly four years where Mrs. Johnson had been active in the Y. W. work. She is survived by her husband, four small children and her parents, Mr. and Mrs. P. B. Steele, of Mesa, Arizona.

CARSON CITY, Nev. (U.P.)—Captain and Mrs. Harry Parr recently flew here from San Francisco to celebrate Parr, a retired army captain, said it was "great stuff."

DONNER, Calif. (U.P.)—Soviet hunters completed wreckage of plane which crashed near here, when all instruments and pieces of the plane were stripped and taken within a few hours after the accident.

## LOMITA Briefs

The Mothers' Auxiliary, Boy Scouts, will meet November 12 at Veterans' hall at 7:30 p. m.

There will be joint installation of officers of the Veterans of Foreign Wars and the Auxiliary on the evening of November 10.

J. H. Robinson, spoke on the Community Chest at the meeting of the Orange Street P. T. A. Tuesday. Other numbers on the program were a play, "Diego's Dream," by children of the fourth grade, and songs by the boys' and girls' glee club.

A musical treat is promised in Lomita Sunday when the choir of Lomita Community church will give its harvest festival.

The Auxiliary, Veterans of Foreign Wars, entertained at cards last Wednesday, 19 tables being filled.

Miss Harriett Michaelis and Miss Hilda Jellison were in attendance Wednesday at the meeting of Harbor District Elementary principals, held at the Chamber of Commerce building, Los Angeles.

The Pinocle club was entertained Saturday evening by Mr. and Mrs. T. J. Tonkin. Mrs. Floyd Evans, Mrs. Ward, George Towne and Floyd Evans, winning the prizes.

The Lomita P. T. A. will hold a silver tea November 2, at the home of Mrs. W. Boyle, 2538 Arizona street.

Mrs. Minnie Hunter will act as chairman at the social meeting following the regular Amaranth meeting on November 5.

Mrs. Nettie Taylor, Mrs. Luta Barnett, Mrs. Tirzah Taber, Mrs. Myrtle Brown, attended the district meeting of the Royal Neighbors at Huntington Beach, Tuesday night.

## Local Merchants Report Increased Sales Last Week

(Continued From Page 1-A) their moderate prices are becoming known by the public through consistent newspaper advertising.

Credits Steel Payroll  
C. A. Faxman, hardware dealer, said that he experienced no unusual business but S. S. Worrell, also in hardware, declared that he had the biggest Saturday in six months. Said Worrell:

"I believe the Columbia Steel's payroll was the cause of the increased buying. With only a comparatively small force at work, it shows what a normal pay check is a normal number of steel workers will do for business in Torrance."

Sam Levy asserted that his business Saturday was much better than in recent months. Levy said that the increase comes quite regular in retail trade here but he could ascribe no particular reason for the jump. He also believes in keeping his stock up to the demand.

Home-Town Service  
"I have heard of local residents finding fault with the local merchants because the stocks offered here are not complete. This fault can be told of almost any store, any place. Even in the large Los Angeles and Long Beach stores their stocks are not full."

"The conscientious shopper, however, will find that his or her needs can be adequately filled in Torrance—and if some one particular article is out of stock the merchant will gladly secure it to save the purchaser a trip elsewhere. That's where home-town service comes in."

C. E. Noice, manager of Newberry's, reported a "very substantial increase in trade" last week. He also believes in salesmanship and complete stocks.

They Thank You!  
The drug and sundry trade evidently kept on the same sales trend. Harry H. Dolley, George Probert and Arthur Finister, druggists, indicated. But they said their business was "certainly not any worse off" as the result of the increased buying in the city. Jewelry stores, such as Howard's and Baker Smith's also entered the increased sales column, but they declared their receipts are more staple, consistent and not likely to indulge in sudden increases.

All told, there was an undeniable smile on the face of local business Monday when the week-end receipts were tallied. The figures made the day a happy change from "blue Monday" of the past and spurred your local merchant to greater service. Mr. Business Man of Torrance appreciates your patronage—won't you come again?

DRAMATIC PROOF  
SAN FRANCISCO.—(U.P.)—To let the world know he didn't have a stitch to his back, Frank Jackson, over a return, paraded in nothing but shoes and socks. Police surgeons pronounced him sane, and he got a job.

## Compton Treasurer Short in Accounts

Confessing that he was \$4,000 short in his accounts because he speculated in real estate with the city's money over a period of three years, Robert B. Hedrick, city treasurer of Compton for 10 years, was jailed in that city Tuesday. Hedrick, prominent in civic and political affairs in Compton, made his confession at the city council meeting when he was brought before the civic officers and asked to explain several shortages which had been discovered by an auditing firm.

He has offered to make good the loss. Hedrick was bonded by an insurance company for \$25,000 and it is believed by Compton officials that his defalcations will not exceed this amount. The district attorney's office is investigating and may hold him in jail until formal charges can be placed against him.

## Keeping Up With Torrance High

"The Open Mind," a one-act play, was presented by the Junior class before 152 students at the High school auditorium last Wednesday. The students who took part in the play were Jean Wheaton, Elmer Munsen, Lillian Frazier, Beryl Talent and Cyril Paisley.

Robert Hannan, graduate of Torrance summer '31, is taking a post graduate course at Torrance High school after returning from a trip back East.

"I like New York City best when it comes to driving," stated Bob. "You can go as fast as you like."

Various Indian fashions and customs were explained by Walter Hinchman, director of Extension work at Southwest Museum, when he gave an interesting talk to the students last week.

"Sing and be happy" is the motto of the Senior High student body, composed of the ninth, tenth, eleventh and twelfth grades. Every Tuesday the students in these grades meet in the school auditorium and sing popular songs, old time songs and hymns.

Under the leadership of William Burk, Torrance High school woodshop instructor, a flight of stairs to be used in the senior play, are under construction.

## Children's Savings Total \$1,638,735 In L. A. School Dist.

School savings for the first quarter of the fiscal year showed 75,521 active school savings accounts, with deposits in member banks of the Los Angeles Banks School Savings association of \$1,638,735.22. In announcing these figures today the School Savings division of the Los Angeles City School district pointed out that the figures were increases in school savings accounts of 5,209 and in deposits of \$75,312.83 over the same quarter last year.

The figures announced today were decreases, however, as compared with those of the last quarter of the previous fiscal year, showing losses of 3,659 accounts and \$129,467.52 in deposits. The First National Bank of Torrance is a member institution of the association.

Tractor Kicked Like Mule  
KACKLEY, Kans. (U.P.)—Machinery can replace everything—even a "mule's" kick—at least that's the opinion of Floyd Spear who received a broken jaw bone and lost several teeth when his tractor "kicked" him.

## Old at 40?

Beware Kidney Acidity  
If you feel old and run-down from getting up nights, backache, leg pains, stiffness, nervousness, circles under eyes, headaches, burning and bladder weakness, caused by Kidney Acidity, I want you to quit suffering right now. Come in and get what I think is the greatest medicine I have ever found. It often gives big improvement in 24 hours. Just ask me for Cystex (Sustex). It's only 75c and I guarantee it to quickly combat these conditions and satisfy completely, or return empty package and get your money back.  
Dolley Drug Co., Torrance

## Read Our Want Ads

THICK STEAKS and ALL FRENCH FRIES That You Can Eat  
Specializing in Home-Cooked Meals  
PIES MADE TO ORDER FOR PARTIES AND BANQUETS  
Look for the  
ORANGE DINNER PAIL  
2719 Anaheim Boulevard, LOMITA

## "YOUR FRIENDSHIP"

—we value it . . . and because of that value . . . we strive in all ways to put a most real helpful co-operation into every transaction . . . large or small . . . we invite you to test it . . .

AN "INVITATION" FROM

THE  
First National Bank  
of TORRANCE

—neighbors of yours

—since 1913

# CONTINENTAL STORES

Good Things to Eat and Drink — October 29 to Nov. 4

FRIDAY AND SATURDAY ONLY

EGGS Friday and Saturday Only U. S. Extras doz. 28c  
BUTTER Friday and Saturday Challenge lb. 32c  
Fresh Creamery

CRISCO Sweet, Fresh Crisco makes flakier, better tasting pastry. 1 lb. can. 20c 3 lb. can. 59c

GOLD MEDAL FLOUR Kitchen Tested 5 lb. sack. 16c 10 lb. sack. 29c

PUMPKIN Del Monte Large No. 2 1/2 Can 10c

MINCE MEAT Heinz 1 lb. tin 35c 2 lb. tin 40c None Such, pkg. 15c

COFFEE M. J. B. Brand lb. 37c

CHOCOLATES "Frances" Assorted 5-lb. Box \$1.19 "NANCY HUBBARD" 1 lb. box 39c 2 lb. box 69c

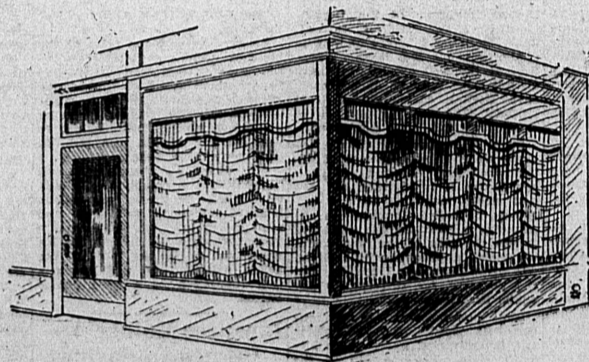
TEA BISCUITS 1 Doz. To a Pkg. 5c

Poppy Pop Corn, 10 oz. can 10c

Walnuts, new crop, soft shell, lb. 22c

BREAD White, Whole Wheat, Graham, Cracked Wheat. At all Continental Stores except at points far away from Los Angeles. 4 Big 25c 24-oz. Loaves

Peet's Granulated Soap Concentrated Suds—Washes clothes Snow White—Ideal for Washing Machine—Lg. Pkg. 29c  
TORRANCE: 2223 Torrance Blvd. 1639 Cabrillo Ave. GARDENA: 856 W. 165th Street



## Drawn Shades Won't Sell Goods

YOU say you don't draw the shades in your show windows. Well, DO you draw the shades in the biggest window of them all, in the window that everyone sees, in the window that sells thousand of dollars worth of merchandise overnight? That window is the advertising pages of The Torrance Herald - Lomita News.

A window which doesn't wait for prospective buyers to pass by, but goes right into their homes and demands attention. Give your merchandise the sort of display it deserves. The public won't buy what it doesn't know about, no matter how strong the inducements, or how big the bargain. The Herald - News show window is seen by over 60,000 people living within 5 miles of your store.

RUN UP THE SHADES 'N LET'S SEE WHAT YOU'VE GOT TO SELL

LET FOLKS KNOW WHAT'S GOING ON IN YOUR STORE

Telephone 444 for Assistance in Preparing Your Ads