

Herald Showered With Congratulations!

The publisher and staff of the Torrance Herald acknowledge with keen appreciation the receipt of many congratulatory messages praising the "Torrance On Review" edition published last week. Literally hundreds of local residents have personally expressed their approval to the publisher and other members of the staff. From out of town have come many letters, published in part below. Elsewhere in this issue is published a letter from Mayor Stanger. To one and all, the Herald staff is most grateful for the kind thoughts expressed.

Excerpts From Letters

From W. F. Nash, General Agent, Union Pacific R. R.

"Congratulations to you for the excellent high class manner in which you have told the story of Torrance. It is highly interesting and instructive of the city's progress. Kindest regards and best wishes for your continued success."

From Dave Ross, L. A. Harbor Dept.

"I have just received my copy of your Silver Anniversary Edition, 'Torrance on Review.'"

"The publication is outstanding as a straightforward, aggressive salesman for your city and community. It shows planning, and as a result it possesses dignity and compels interest. It is entirely without the characteristic haphazard earmarks of the so-called special edition, which fact stamps your journalistic effort as above the average."

"May I take this occasion to congratulate you and your staff on 'Torrance on Review,' and to congratulate Torrance on boasting a publication which so obviously plans not only for its own perfection but also for development and perfection of its home."

From James S. Bennett, Los Angeles Attorney for Dominguez Land Corp.

"Congratulations on the special number for the Twenty-fifth Anniversary, 'Torrance on Review.'"

"Thumbing page after page of this attractive number reminded me that half the history of the city has taken place since I first became acquainted with it as a planned industrial community. I congratulate you on the continuous improvement which has been made in difficult industrial times."

From B. C. Broyles, Mgr., American Type Foundry, Los Angeles.

"It was indeed a pleasure to receive in this morning's mail a copy of your Silver Anniversary Edition, 'Torrance on Review,' and we wish to thank you most cordially for sending this to us."

"This Edition of your wonderful paper is one of which you should be very proud, for it is most beautifully printed, handsomely set up, and a paper that would bring credit to either Los Angeles or San Francisco if produced within its confines."

"Assuring you of our great interest in your progress, and with our very best wishes for a long and successful continuation of your marvelous record in Torrance, we remain,"

From M. C. Moore, Newspaper Properties, Beverly Hills, Calif.

"Please let me congratulate you upon your recent annual progressive edition. It is certainly a worthy piece of printing."

From H. A. Lawson, publisher, Eagle Rock Sentinel.

"I have just completed reading the Torrance on Review, the Silver Anniversary Edition of the Torrance Herald, and as a publisher, I want to compliment you on the excellence of this edition, the general make-up and the picturesque story and history it contains of the City of Torrance."

"Cities are judged mainly by the types of papers they print. Newspapers are their display windows. It is by reading these newspapers, by those who live on the outside, some comprehensive idea is gained about the city or the community. I am sure in your Silver Anniversary edition you have succeeded in giving the outside a most attractive picture of the City of Torrance. Every city or community should thoroughly appreciate and value a good newspaper. It is the biggest and most powerful asset. That Torrance has an outstanding newspaper in the Herald goes without saying. Again congratulating you, the Herald, and Torrance, I am,"

From A. G. Waldelich, Former Principal, Torrance High School.

"I am very grateful for the Silver Anniversary Edition of the Torrance Herald. It is a real tribute to Torrance and a testimonial to a splendid publication."

"The enthusiasm of the leaders of Torrance added to the natural advantages and the prestige of its industries assures a development of great promise."

"My few years in Torrance were the most stimulating in my experience and I shall watch the inevitable growth with continued interest."

"I am sure that you and my many friends know that my wishes are for a metropolis that exceeds your most enthusiastic hopes."

From Chas. E. Conner, Postmaster, Torrance.

"May I congratulate you on your recent achievement of printing the 'Twenty-fifth Anniversary of Torrance' edition of your paper? In my opinion it is one of the outstanding accomplishments for a newspaper in a city the size of Torrance. Yourself and staff are certainly to be complimented very highly, for such a fine paper, and from the number

Bid of \$101 Gets Modern Gas Range

With bids ranging from a low of \$25 to a high of \$101, the Miller Furniture Company announced last Monday the result of the sealed bid on a \$144.75 Gaffers & Sattler gas range project sponsored by them at the Herald-Gas Company cooking school held last week in the civic auditorium.

To Mrs. C. W. Parton, 2563 El Dorado, goes the range for her high bid of \$101, a saving to her of \$43.75. The range is modern throughout and has a clock control.

Over one hundred bids were received during the three-day classes and Jack Miller, proprietor of the local firm, was highly satisfied with the results.

which were mailed to other places from this office, indicates that the senders are very proud of Torrance and the Torrance Herald."

(Political Advertisement)

STORY 3

Continued from Page 1

ly believe they were in Torrance, as the size of the crowd, the brilliant flood lights and attractiveness of the new store building reminded them more of the elaborateness of the film capital of metropolis. It was the biggest day in the retail district of Torrance. In appreciation of the splendid co-operation on the part of the Star's staff, J. G. Koch, proprietor, gave each of the twenty employees a substantial bonus on Saturday night, and also notified eleven of his employees of permanent increases in salaries.

Prize Winners
The list of prize winners and the prizes awarded Friday evening follows:

1st prize—O'Keefe & Merritt gas range; Mrs. Angeline Ward, Norman Arms.

2nd prize—2-piece living room set; Mrs. J. A. Shaffer, No. R, Spurlin Court.

3rd prize—radio bar; J. Leslie Trudgeon, 723 1/2 Sartori.

4th prize—4-piece bedroom set; Mrs. J. C. Sharp, 1610 Cabrillo.

5th prize—5-piece dinette set;

Friends of LELAND M. FORD

(who sponsor this advertisement)



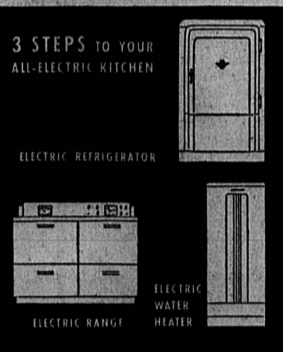
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★ You've always wanted electric refrigeration...now you can afford it. There's really no reason to delay the purchase any longer because prices this year are the lowest in history. Easier terms, too, are being featured. In fact, many women pay the entire amount out of savings in their weekly food budget. ★ Over 400,000 Southern California women are already enjoying the safety and economy that only electric refrigeration can give. At least 100,000 will be added this season. ★ The new 1936 models are more beautiful, more convenient, more economical than ever. ★ Take the first step toward your All-Electric Kitchen by installing an electric refrigerator. It's one purchase you'll never regret.

CALIFORNIA'S ELECTRICAL AGE HAS JUST BEGUN!



SOUTHERN CALIFORNIA EDISON COMPANY LTD

Jeannette Van Kralingen, 2304 Gramercy.
6th prize—man's suit; Stanley Valdimio, Rt. 1, Box 149.
7th prize—woman's silk dress;

Lou Alvarez, 721 Amapola ave.
8th prize—set of golf clubs; Paul Batovsky, 1324 E. Carson street.
9th prize—pair of shoes; P. E.


Mendenhall, 1545 218th street.
10th prize—electric clock; Francisca Barrera, 715 Amapola avenue.

WHIPPETS COMING
The Torrance Bears will have as their opponents next Sunday afternoon the Whippet Gas team of Los Angeles, a very strong outfit. Game called at 2:15 at the municipal park.

Read Our Want Ads!

CHARLES B. MITCHELL
Authorized Distributor for Standard Stations, Inc.
R. P. M. Motor Oil
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ATLAS TIRES
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NO MONEY DOWN

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The New Frigidaire's spectacular cold-making unit gives more cold for much less current cost, because of outstanding design with only three moving parts! Precision built, permanently oiled, completely sealed against moisture and dirt.

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SEE THIS BARGAIN today!

Another Special 6 cubic-foot genuine FRIGIDAIRE For those who need an even larger refrigerator, here is another big bargain. Shelf area 13.6 sq. ft. 84 big ice cubes, 8 lbs. of ice at one freezing. All other conveniences same as model illustrated. Price

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THAT IT MEETS ALL FIVE STANDARDS FOR REFRIGERATOR BUYING

1. LOWER OPERATING COST
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3. FASTER FREEZING—MORE ICE
4. MORE USABILITY
5. FIVE-YEAR PROTECTION PLAN

its starting value. Model illustrated 5.1 cu. ft. capacity, 10.7 sq. ft. all usable shelf space. 63 big ice cubes. 6 lbs. of ice at one freezing. Has famous Meter-Miser mechanism. Food-Safety Indicator. Double-Range Cold Control. Five-Year Protection against service expense on the mechanical unit included in the purchase price. Stainless Porcelain in Seamless Interior. Automatic Reset Defroster. Automatic Ice-Tray Release. Interior Light. Removable Shelves. Frigidaire Hydrator. Gleaming Dulux exterior finish.

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MADE ONLY BY GENERAL MOTORS
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In Announcement

In all fields of endeavor it is the personal quality which is important. Impossible to standardize and directly dependent upon experience and training in the profession it represents, in our work, the finest service we can render.

We will take pride in faithfully performing the trusts and obligations to be placed in our hands.

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