

# MRS. BILT-RITZ



was in today...

Mrs. Bilt-Ritz has loads of dough. She eats from golden dishes and sleeps on seventeen mattresses. She has solid platinum faucets over the sink and the maid eats fried chicken for breakfast.

But with all her gold, Mrs. Bilt-Ritz is no dumbbell. Fact is, she is extra smart. That's how she got so much dough.

And does Mrs. Bilt-Ritz know a bargain when she sees one?

We'll say she does. And here's proof:

As we said above, Mrs. Bilt-Ritz was in today . . . in our office, we mean . . . and she plunked down 2 Bucks on the counter and said, "Send me the Torrance Herald for 1 year and give me one of those lovely, gorgeous, charmin', beautiful pieces of "Poppy Trail" pottery you are giving away as premiums."

Would you believe it?

You, too, can have your choice in six colors of a

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# Torrance Herald

## SHOP TALK

By RAY BROOKS

Business Oddities Worth Repeating:

Panama hats do NOT come from Panama. Eighty percent come from Ecuador and the rest from Colombia. The name originated when 40 years ago some U. S. sailors bought Ecuadorian hats in Panama. Panamas sell in the U. S. at \$1.95 to \$5.00. Last year four \$200 bonnets were sold. Fifteen-dollar price is considered best seller.

Oldest business house in the U. S. is Francis Perot's Sons Malting Co. of Philadelphia, established in 1687. Which makes it 249 years old, or seven years older, the company likes to point out, than the Bank of England. The company sells mash to brewers.

There is a feud on between the Model Builders' Guild, of Hempstead, Long Island, and the Ideal Aeroplane & Supply Co., of New York. Reason was that the former got exclusive rights to sell an "official Normandie" Model Building Kit . . . exact replicas of the famous liner. Ideal, however, evened the score by obtaining rights to sell kits on the new "Queen Mary."

The U. S. produces 250,000,000 marbles per year, is dominant marble-making nation. Markets for marbles have fallen, however, from an annual gross of \$750,000 to \$450,000. Today the Arko Marble Co. and the Master Marble Co. are chief producers and make 75% of the world's marbles. Boys and pin games are biggest users.

There is a firm in Harrisburg, Pa., that will sell you a canned speech on any subject on which you might want to spout. Single speeches in stock sell for \$1.25 or six for \$5. Specially prepared speeches cost \$9 to \$15 per 1,000 words. The company expects big returns this year from the many politicians.

Eldon McBride, formerly with Smith's Super Service Station, is charging batteries and fixing Goodrich tires at Harvel's. At Smith's, Miss Paula Ross, manager, has added the garage to her other interests and has Homer Hays and Clyde Lowery as mechanics, fender and body repairmen and Chevrolet specialists. Quite a job, I would say, for a woman to run a service station, but Miss Ross seems to have everything under control.

In the RB Cut Rate Drug Store the other day I met a man, W. J. Howell by name, who in 1881 carried a bottle of Eno Fruit Salts into South Africa. This seems to be a record of some kind, and Mr. Howell, who lives at 1317 Englewood, wrote to the Eno people about it. For such long fidelity to their product he should be given a free sample of Eno at least. (And we should get a bottle gratis for mentioning it here.)

Vernon Coll, a Sam Levy employe, is a lot of help to Sam these days when the latter is up to his neck in moving. Vernon thought he would celebrate a bit of 4th of July with a fire cracker or two. The cracker had dynamite in it, Vernon forgot to let loose of it . . . woe is poor Vernon, when all the skin on his mitt followed the exploding fire cracker into the air.

Many favorable and flattering comments have come to us about our recent publication, "Torrance On Review." We thank one and all. We, too, were rather proud of it. And while I'm doing a bit of crowing, let me remind subscribers and non-subscribers of the "you get a \$1.50 piece of Metlox Pottery on a new one-year subscription or a renewal" deal. It is well worthwhile, but soon the free offer will expire.

The answer to the problem of Mr. Prince's is:

The man who got the job knew that the other applicants were almost as smart as he, and that they could easily figure out that there were at least TWO black marks in order that they all tap their fingers . . . which they did. Knowing this he reasoned rightly and a little more keenly than the others; that his mark was black; because (1) he saw TWO black marks; (2) had either one of them seen ONE white mark, they instantly would have known that theirs was black, and would have gone to the employer.

## HEAVY BEARINGS AND LIGHT PISTONS FEATURE HUDSON



The big Ring-True bearing used in Hudson-built cars outweighs the aluminum alloy piston from the same car almost 2 to 1. Light reciprocating parts plus big bearings are a tremendous factor in producing the smoothness, fine performance and long life of the car.

Heavy bronze-backed, babbit-lined bearings and aluminum alloy pistons are a combination which is largely responsible for the fine performance and endurance characteristics of Hudsons and Terraplanes. The big Ring-True bearings with their heavy cast-bronze backs and babbit linings spun into place used in these cars are outstanding in the industry.

The aluminum alloy pistons have been a feature of Hudson cars almost since the introduction of this metal for the purpose. The pistons of today are highly refined having pinned rings and are cam-ground to give an accurate fit to the bore when the engine reaches its running temperature. Aluminum alloy pistons have the excellent combination of qualities of dissipating heat rapidly, providing an excellent bearing surface and at the same time reducing the weight of the reciprocating parts permitting better balance and lighter bearing loads.

This combination of light bearing loads with big bearings that are able to "take it" are important factors in permitting Hudson cars to be driven at tremendous speeds day in and day out without affecting their life, durability or quietness.

## Will Have Hearing Next Monday

Robert M. Howerton, 321 O'Farrell street, San Pedro, was arraigned before Judge Robert F. Lessing last week on a charge of operating an automobile while under the influence of liquor, and was placed under \$1,500 bail to appear for a preliminary hearing on Monday, July 13. Howerton was involved

in an accident while driving in which Mrs. Ruth Sale and baby, of the same address, and Mrs. Dorothy Merrick, 3304 Helena street, Culver City, were injured.

## CHARLES B. MITCHELL

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If the hydraulic brakes in the average car were suddenly disconnected . . . purposely or otherwise . . . how would the driver stop? Could he think fast enough to reach for the hand brake, and pull himself to a stop in time? Or could he simply push the brake pedal just as usual . . . knowing that a separate safety braking system would take hold automatically and STOP his car smoothly and surely? Can you stop that way in your car?

## You can . . . in Hudson or Terraplane (ONLY cars with Duo-Automatic Hydraulic Brakes)

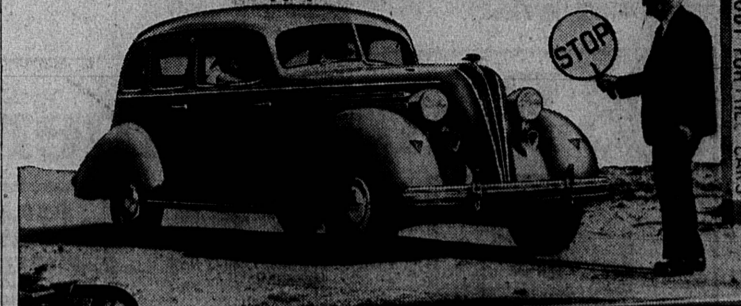
Safest stopping ever built into any automobile . . . exclusive, patent applied for! That's what you get in a Hudson-built car, plus a third braking system, with the easy handling parking brake.

You can start faster, too. Hudsons and Terraplanes hold more official records for getaway, hill climbing and fast travel than any other standard automobiles built today. You enjoy smoother performance, because Hudson has engineered vi-

bration out of automobile motors. You get greater comfort, because there's more room in a Hudson or Terraplane than in any other cars anywhere near them in price. And easier riding, because long, gentle, "natural rhythm" springs are free for the first time from steering and braking strains.

These are only the beginning of a big list of "extras" you'll discover in a Hudson or Terraplane. Come in . . . drive . . . and get better acquainted with these cars.

"Lots of people driving Hudsons these days, Mister!"



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