

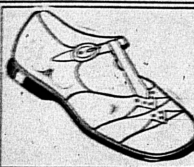
JULY CLEARANCE

Sale

SUMMER SHOES



SANDALS \$1.69
Women's well made sandals in several styles and types. At \$1.69 a pair these are exceptional values. See them today. You'll be surprised at their worth. Come in white and grey. Almost all sizes.



FOR CHILDREN \$1.79
An outstanding value in children's strap and oxford style white shoes. Reduced from a much higher price, these shoes will stand plenty of hard wear and can be worn right up into the fall. The season's low price at \$1.79. Sizes 11 1/2 to 3.



ENNA JETTICKS \$1.88
Clearance of over 200 pairs of regular \$5 famous Enna Jettick shoes for women at the low price of \$1.88! This is a bargain. Seldom do we have such shoe values as this to offer. Many styles to choose from. Patent Leather, Beige, and Brown and Black Kid. Most sizes.



SUMMER WHITES \$1.95
Oxfords, Pumps, and Straps comprise this group of regular \$3.95 women's and children's white shoes. All must go at this low price of \$1.95. Don't fail to see them. Almost all sizes and several styles and types to choose from.



Steel-Toe Safety Shoes \$2.69
For one week only and to introduce our superior line of Steel-Toe work shoes we offer them to mill workers **BELOW COST**... \$2.69. These are guaranteed \$3.45 values... composition sole, Goodyear welt. Men, you can't afford to overlook this!



Men's White Oxfords \$2.88
Friedman-Shelby shoes these are, usually selling for much more. In the group are white buck, elk, and calf; also black and whites. Sizes 6 to 10. These are "BUYS"! At \$2.88 you can't miss!

SAM LEVY
DEPARTMENT STORE
1307-1313 Sartori Avenue Torrance

"Paul Bunyan" Ax Found
ELLSWORTH, Wis. (U.P.)—
An ax almost big enough to
have been used by Paul Bunyan,
mythical king of all lumber-

jacks, has been discovered by
Jack Johnson, a farmer near
here. The ax weighs 29 1/2
pounds and is 18 inches long
and 10 inches wide.

MENU MAGIC on the New Apache

2 Nights to Chicago • All Air-Conditioned • No Extra Fare

This size and quality of the meals we are serving at these prices will be a pleasant surprise. You'll be especially pleased with the typical "SP" service—real dining cars, regular silver, real linen tablecloths and napkins. A la carte service, too, and 5c and 10c tray service in coaches and tourist sleeping cars.

The New Apache is completely air-conditioned insuring a cool, fast and superbly comfortable trip over the desert, scenic GOLDEN STATE ROUTE to Chicago. It carries all classes of accommodations, and spends only 2 nights en route. You leave Los Angeles 8:30 a. m., arrive Chicago 9:45 p. m. second following day.

LOW SUMMER FARES NOW IN EFFECT

Southern Pacific
W. H. BRATTON, Agent
Pacific Electric Station, Torrance Phone Tor. 20

SHOP TALK

By RAY BROOKS

Pounding his huge fists on the table, Harrison Matthews, executive secretary of the Southern California Sales Managers' Association of Los Angeles, who gave bits of mercantile advice at the Chamber of Commerce last Tuesday night, shouted the need for friendly co-operation among small town merchants if progress is ever to be made. He brought out the need for interchange of ideas among retailers, saying that "the average merchant holds so tightly to his little business secrets, to his ideas and to his thoughts that the entire business structure resembles medieval feudalism."

A very excellent example of two firms which are in direct competition, yet operate not only as friends but almost as one business, are Jas. Hennessy & Co., of Cognac, France, and J. and F. Martell & Co., also of Cognac, France. Together they are by far the world's largest producers of Cognac brandy.

These firms have a high regard for and interest in each other. The interest reaches such heights, in fact, that at the end of each year the Hennessys and the Martells get together and check up on each other's doings. Profits and prices are freely discussed. Although this agreement is based on binding contracts, it also is carried out on the highest standard of honor.

And here is a remarkable thing. (Picture two Torrance merchants doing this!)

Every Monday morning all the mail for Hennessy and Martell is delivered to the Hennessy plant. There it is opened and read, and contents—and orders—read. Then Hennessy sends Martell's mail over to Martell. Every Tuesday morning all the mail for Hennessy and Martell is delivered to the Martell plant, there to be opened, read and noted. Then Martell sends Hennessy's mail over to the Hennessy place. Day after day it goes on like that, in the atmosphere of Latin politeness and aging brandy.

Would you dispute me if I say THAT'S cooperation!

Shop Talk readers undoubtedly know a few things, good and bad, about liquors, but here are a few they probably don't know.

That there are over 6000 distilled liquors made by American distillers.

That, of this 6000, 664 have names beginning with OLD—including Old Economy, Old Black Joe, Old Hardscrabble, Old 100, Old Pennod, Old Percolator, Old Red, White and Blue, Old Tightwad, and Old Virginia Flop Play, whatever that is. Runner-up in name prefixes is Kentucky, which begins 112 liquor names. Other popular names are Royal, 50 names; Golden, 70; Silver, 40; Red, 36; Black, 41; (ten of them animals like Black Bull, Black Bear, etc.); Gold, 49; Lord, 39; Three, 37; White, 35; Blue, 32; (four of them birds); Green, 31. There are twelve Colonels, five Generals, and four Majors. And sixteen Johns, including John Barleycorn, John Doe, and John D.

A distiller knows no bounds in naming his products. One company recently turned down a suggestion that it name its product Botkin Whiskey, with the subtitle "What's In a Name."

A not-very-popular game in Manhattan drinking circles lately is proposing impossible, but credible names for liquors. A few fair samples: Old Flouzy, Old Everything—a blend, and Carrie Jacobs Bonded Whiskey—"Don't Know What to Call It. But It's Mighty Like a Rose."

Out of about a thousand domestic wines, 161 are named Old something or other. Wine makers have the easy task. They simply prefix El or La and they have something impressive. One Manhattan wine merchant named Fox puzzled for days over what to call his product, then solved it easily by naming it El Foxo.

At this writing, the Hotel Sherman in Chicago tops all hotels in the enviable matter of giving super service.

Recently a businessman from Indianapolis checked in and proposed to drink steadily for a solid week. The Sherman people

A. M. GAMBY
Mortuary
A. M. Gamby, director. Lady assistant.
25001 Narbonne Phone Lomita 612

Early Figures Show Valuation Slightly Higher

Increase in Improvements Offsets Slight Drop in Local Real Estate

Assessed valuation of Torrance for 1936-37 remains practically at the same figure for last year. It was disclosed this week by County Assessor Ed Hopkins. Valuation on many cities was boosted.

The new total assessed valuation of Torrance is \$15,891,775, as compared to \$15,878,215 for last year, Hopkins announced.

Land Value Greater
Valuation of real estate is the greater part of the total, according to an analysis of the assessor's figures. The value of all land within the Torrance city limits this year is \$5,683,635, as compared with \$5,710,635 last year, a slight decrease.

Improvements are valued at \$3,990,745 this year, as compared with \$3,944,090 last year.

Personal property is valued at \$6,217,395, as compared with \$6,224,000 last year, or practically the same.

Actos Not Included
"It is difficult to make comparisons between total assessed valuations this year and last year because the county no longer assesses automobiles for taxational purposes," it was explained by John Hartman, chief deputy. Value of all automobiles in the county last year was approximately \$52,000,000.

"While personal property totals have increased as a whole due to better business conditions, it is not particularly reflected because the \$52,000,000 of valuation on motor vehicles does not appear in this year's totals."

CHAS. COATES, JR. resigns bank job; MOVING TO OHIO

Charles P. Coates, Jr., this week tendered his resignation, effective on or before October 1, as assistant cashier of the Torrance Branch, Bank of America. As soon as arrangements can be made for filling his position here, Mr. and Mrs. Coates plan to make their home at Mechanicsburg, Ohio, which is located about 30 miles from Columbus.

Mr. Coates' father, V. H. Burnham, is president of the Central Bank at Mechanicsburg, and also has substantial holdings in city and farm property at and near Mechanicsburg. Mr. Coates will be associated with his father-in-law. The Burnham family formerly lived at Redondo Beach.

During their residence in Torrance, Mr. and Mrs. Coates, Jr., have endeared themselves to a wide circle of friends who regret their departure but are happy to learn that a more attractive field of activity has been presented to them in Ohio.

Navy Discovers Lure of Torrance

Fame of Torrance, with its beautiful public buildings, attractive homes and recreation features, is spreading fast. The latest contingent to succumb to the lure of the community and move in on Torrance is a squad of four navy teams, which will represent this branch of the service in a pistol tournament at La Jolla. The contests, between army, navy and marine corps teams, will be held in a short time, and the navy squads are using the Torrance Revolver and Rifle Club's range for their practice work.

"This is the prettiest little city I've ever seen," said the captain in charge, to Mayor W. H. Stanger. "Where can I find a five or six-room house here? I'd like to move to Torrance."

Mayor Stanger was compelled to inform the navy man that houses and apartments here were filled up at present, and until more houses are built even the navy will have to wait for accommodations.

When the ambulance arrived the boozey one insisted he was not ready to go home yet, would not be needing the ambulance for a couple of days. The Sherman people were pretty skeptical but didn't argue. They found a garage for the ambulance and lodgings for the driver.

Two days later the gentleman announced he was ready to go, and staggered happily into the ambulance, mumbling compliments about Sherman service.

SUMMER SAVING!



"My LUSTERLOY top is so durable, carefree and easy to clean. There's always lots of room—and it's so easy to reach the rear controls." Teppan owner.

L-U-S-T-E-R-L-O-Y

THIS TAPPAN WITH DIVIDED GAS RANGE COOKING TOP

We are making our most sensational offer of the year on this shipment of brand new Tappan Ranges. Equipped to your fullest expectations with...

Regularly \$115.50

SPECIAL \$89.55

With Your Old Stove

\$5.55 \$1.93

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(Light, As Shown, \$5.50 Extra)

National Home Appliance Co.

HARRY M. ABRAMSON

"FRIENDLY CREDIT"

1318 Sartori Avenue

TORRANCE

Phone 78

NOW

You can buy the Tappan Range above and a new Electrolux, with a small down payment and liberal trade-in allowance for your old ice box... BOTH for as little as

4.98

Per Mo.

National Home Appliance Co.

HARRY M. ABRAMSON—"Friendly Credit"

1318 Sartori Avenue, Torrance

Phone 78

GILMESTER LEAVES FOR CONFERENCE

L. J. Gilmester, secretary of the Torrance Chamber of Commerce will attend the Western Conference of Commercial and Trade Executives to be held at Stanford University, July 26 to 31.

Subscribe For the Torrance Herald Now!



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