

HERALD HOME STARTS WAVE OF BUILDING

(Continued from Page 1-B)
not only from other parts of this city but from many other Southern communities, including Glendale, Azusa, Redlands, Riverside, Newport Beach and Ventura. This was their reception as guests in the home. There were no "high pressure" salesmanship, or personal contacts made in the home by dealers, or attempts made to learn names and address for future "follow-up" business ventures.

Instead the builders and furnishers of the Demonstration Home let unobtrusive informal cards and their work speak for them. That these "silent salesmen" proved most effective is seen from the comment of one of the exhibitors of home furnishings:

"I received many nice compliments about the choice of home equipment I had installed in the Demonstration Home at the invitation of The Herald," he said this week. "Those compliments became sales when the speakers purchased similar equipment from my store."

Workers Show Interest
While it may not result in his moving to Torrance, a visit at the Beech and Sierra residence late last week by a resident of the British Columbia Harbor District, The Canadian guest was delighted with the Californian Cape Cod cottage and commended this newspaper highly for its civic enterprise.

Aiming to reach the hearts and future needs of heads of families who are employed in local factories but who live outside of Torrance, The Herald was delighted at the interest shown in the home by those workers and their families. The Herald wants them to become residents of Torrance, to enjoy this city's facilities for everything that makes a happy home. It believes that they can make no better choice than The Herald did 23 years ago—become part of Torrance's citizenry.

In bringing the Demonstration Home project to its happy conclusion, this newspaper quotes from the miniature paper presented all visitors during the open house period: "A house—any structure—is only as good as the workmen who built it." Inspection of the Demonstration Home reveals that its builders, experienced craftsmen all, met every requirement of the designer, city and FHA regulations.

Adequate Safeguard
"In selecting local men and firms to build the home, The Herald merely followed the policy which it has championed during its 23 years' existence—that buying at home is more satisfactory in every way than risking 'bargain' attractions elsewhere.

"Most of those who had part in the construction and equipment of the Demonstration home have long been identified with Torrance. They owe their business and trade existence to this community and they are not 'here today gone tomorrow.'"

"No better safeguard has a prospective builder in protecting his home investment than to deal with the men and firms whose local interests are his; whose stake in the community life is vouchsafed by a Torrance address and home connections."

Sister Named Sole Estate Beneficiary

Probate of will of Benjamin F. Brown, of Hermosa Beach, who died by his own hand March 5 last at Jared Sidney Torrance Memorial hospital, was asked in a petition by his sister, Miss Annette Brown, 1131 West Santa Barbara street, Los Angeles, on file in superior court this week.

Miss Brown was named sole beneficiary of the estate, stated not to exceed \$10,000 in value and to consist of cash and investments. The petition will be heard April 8.

SITUATIONS WANTED

Some mighty fine talent is on the loose these days ready to fill just the job you want filled. Wide-awake job hunters are the ones who do best and if they're wide-awake they use the

HERALD WANT ADS

Son of Herald Founder Visits Present Plant

"Both The Torrance Herald and Torrance have come a long way since my father founded your newspaper about 23 years ago."

That's what H. A. Knutson of North Los Angeles told staff members of this newspaper Monday when he made a brief visit here en route to his home in the upper end of San Fernando Valley.

He is the only son of A. H. Knutson, 62-year-old veteran newspaperman, who now operates a string of weekly publications in the productive San Fernando area. The founder of this newspaper has retained the name "Herald" for all his present papers issued in Sepulveda, Chatsworth, Tarzana and adjoining communities.

Sold Out in 1922
Young Knutson is a printer working in his father's main plant in North Los Angeles, which was formerly known as Zeizah. He recalled that the original Herald plant here was located on Cravens avenue in the Brighton hotel building. Later it was moved to El Prado in the Erwin hotel building.

Knutson sold The Herald to C. P. Roberts, present publisher of the Wilmington Press, in 1922. About a year later Grover C. Whyte and W. Harold Kingsley purchased The Herald then located in a small room at 1809 Carson street opposite the Torrance Laundry and Dry Cleaning plant. Shortly afterwards the newspaper was moved to a building at Marcelina avenue where the Torrance Electric Shop is now situated.

On July 1, 1929, Kingsley, who is now public relations counsel for the California Teachers' association, sold his stock in the newspaper to Lomita-Torrance Publishing company to Whyte. There have been no further changes in ownership.

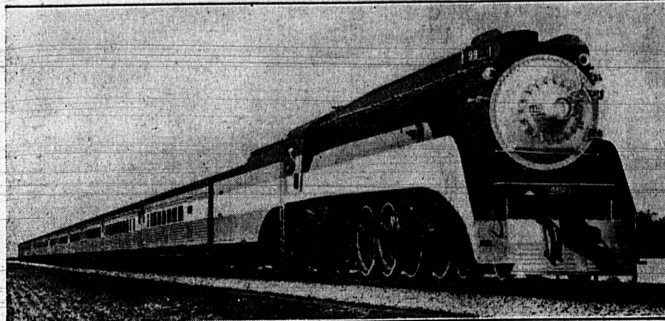
District Teachers Honor Kersey

A number of Torrance elementary school teachers and Principal Thomas Elson of the high school attended the dinner given in honor of Vierling Kersey, new superintendent of the Los Angeles city school system, at the California Yacht club in Wilmington Saturday night.

Approximately 300 instructors attended the event with high school principals of the harbor district being special guests. The affair was sponsored by the Elementary Teachers' association of the district. When Kersey was assistant superintendent of the Los Angeles system, several years ago, he was in direct charge of educational activities in this district.

READ OUR WANT ADS

New Daylight Streamliners Arrive



Scheduled to go into regular service over the Coast Route between San Francisco and Los Angeles the latter part of March, Southern Pacific's two new million-dollar "Daylight" streamliners have arrived on the coast and are undergoing trial runs. The new trains, pulled by the world's most powerful streamlined steam locomotives, feature a color scheme of wide black, orange and red stripes sweeping their entire length. They each carry 12 cars, embodying many original comfort and luxury features, and are reported capable of 90 miles an hour.

Lomita Students to Elect Officers

Narbonne high school's long delayed Associated Student Body election will be held Friday with the winners to take office at once and serve throughout the remainder of the school year.

Candidates for president are Bill Buker, Billy Moyle and Rose Tapie. Mitau—Maruyama is unopposed for boys' vice president and Betsy Hunt and June Lindgren are competing for girls' vice president. Ernestine Beck is assured of election as secretary while the treasurership is between June Erickson and Bert Hamilton.

Irish Sing Proves Hit At Lomita

About 30 Lomita residents enjoyed the St. Patrick's sing and dance held last Friday night at the V. F. W. hall in that community under the direction of the Lomita Singers. Refreshments, of which three beautifully decorated home-made cakes were served to the group following the reels and old-fashioned steps that climaxed the party.

The next gathering of the Singers will be April 8 and on April 22, according to Miss Bida Paddock, an old-fashioned school spelling bee will be held.

Tulip Time Asked
HOLLAND, Mich. (U.P.)—The first inquiry for information concerning the 1937 Tulip Festival has been received from Loja, Ecuador.

To Erect Statue
Improvement of economic conditions has caused the renewal of a drive to erect, in Sacramento's Capitol park, a monument to George Washington.

TWO HURT IN THREE AUTO CRASHES HERE THIS WEEK

Two women were injured in two of the three automobile accidents occurring during the past week here.

Miss Jayne Traller, 1304 Beech street, had to have eight stitches taken in her right hand and forehead to close wounds suffered when a Chevrolet coupe in which she was riding was struck by a Ford coupe driven east on Torrance boulevard by William White, 1221 El Prado, whose brother, Dick, was riding with him. White was given a traffic citation for not possessing an operator's license, according to police reports.

Assert Wrong-Side Driving
The accident at Hawthorne and Torrance boulevards Sunday involved a Dodge sedan, driven north on Hawthorne by S. S. Norton, El Segundo, and a Buick sedan going west on Torrance boulevard with Dr. Y. D. Hahn of Los Angeles at the wheel, police said.

Investigating officers determined that Hahn was driving on the wrong side of the street. When he saw the approaching Dodge he is said to have pulled over into the collision. No one was hurt, police said, but the Dodge was badly wrecked.

Pepper Martin Misses Cake
ST. LOUIS. (U.P.)—This was a birthdayless year for Pepper Martin, star infielder of the St. Louis Cardinals. The Pepper was born Feb. 29, 1904, and has cut only eight birthday cakes.

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

WESTERN AVE. AID ASKED

(Continued from Page 1-B)
rapidly bring the harbor to a dominant position, both as a commercial and naval port. Continued divergent efforts by the two cities, he indicated, might eclipse the harbor's obvious destiny.

Among guests were George Kellogg, Yorba Linda, President of the Imperial Highway Association; Christopher G. Reuss, director of education and research for Los Angeles County, President Fred W. Smith of San Pedro Chamber of Commerce welcomed members and guests.

Read Our Want Ads!

Dresses ELLWOOD'S Hosiery 1417 MARCELINA

Featuring BERKSHIRE HOSIERY for the EASTER PARADE

Here Are Three Outstanding Numbers We Do Not Hesitate to Recommend:

NOMA—A crepe-wrist stocking of sheer beauty. Has many new features and details. Adapted to evening as well as street wear. \$1.00 or 2 for \$1.90.

No. 1000—A four-thread stocking as clear and sheer as a three-thread. Gives excellent service, slendertizing and ringless. 70c or 2 for \$1.50.

KATO—Knee length, has all the features and improvements of the other numbers. Live, elastic garter top that prevents shirring and ugliness. 70c or 2 for \$1.50.

HEADQUARTERS FOR BEACHWEAR

READ OUR WANT ADS... AND SAVE MONEY!

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... with the thousands of thrifty drug buyers who have found that the RB not only saves them MUCH MONEY, but also gives them BETTER SERVICE, GREATER SELECTIONS and continued and all around SATISFACTION! Make the RB a

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Bottle 100 HINKLE PILLS 11c
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REAL VALUE! BOXED Stationery
You must see this Chestfield Linen Stationery to appreciate its big value! 72 sheets fine grade paper and 50 envelopes all at the Low Price of 49c

HOME REMEDIES
100's—BAYER ASPIRIN 59c
100 Tablets KELPAMALT 84c
Vegetable Compound PINKHAM'S \$1
Full Quart PLUTO WATER 34c
20-oz.—Antiseptic LAVORIS 79c
Large Size LISTERINE 59c
Large Size PETROLAGAR 94c
Reg. Size—Eye Wash LAVOPTIK 40c
Rg. Size—Condensed JAD SALTS 49c

TOILETRIES
Jumbo—TALCUM DJER-KISS 69c
Mfr's. \$1.00 Size BATHASWEET 75c
Reg. Size DEODORANT EVER-DRY 45c
Reg. Hand Lotion CHAMBERLAIN'S 37c
Reg. 35c Size Assorted POND'S CREAM 25c
Lge.—HAIR TONIC CLOSTORA 37c
Reg. Size—Lotion JERGEN'S 39c
Large—LIPSTICK ANGELUS 74c
83c Size 4-Purpose Cream LADY ESTHER 55c

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Well-made Clocks—30 hours 1 winding—lovely pastel colors—
Only 89c

ALL 5c CANDY BARS
HERSHEY'S 3 for 10c
Piver's—Face Powder 77c
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FREE!
Generous Size Bottle Now Cashmere Bouquet
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With Purchase of 1 PRO-PHY-LAC-TIC TOOTH BRUSH 49c

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Film Prints 3c EA.
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... that the RB is well equipped to fill ALL Prescriptions, more accurately and efficiently, with BETTER ingredients, and at prices that always save you money! Rely on RB Prescriptions! Doctors know and recommend them.

Buy It Till April 1st... Use It A Life Time

The Perfect Easter Gift



SET EXACTLY AS SHOWN

The National Silver Co., famous makers of fine silverware, have made this great saving possible... but only for a limited time. Advertised nationally in the better magazines for \$50, this set at only \$24.95 is the outstanding value of the year! Comes attractively packed in a luxurious tarnish-proof chest.

99 PIECE SET "KING EDWARD"

Silverplate

Reg. Price \$50. \$24.95
Special Till April 1st

Complete Service for 8

- 16 Teaspoons
- 8 Coffee Spoons
- 8 Dinner Forks
- 8 Bouillon Spoons
- 8 Dinner Knives
- 1 Cold Meat Fork
- 8 Soup Spoons
- 6 Serving Spoons
- 8 Salad Forks
- 1 Sugar Spoon
- 8 Cocktail Forks
- 1 Butter Knife
- 8 Butter Spreaders
- 1 Berry Spoon
- 8 Ice Tea Spoons
- 1 Gravy Ladle

Small Down Payment
Pay Only \$1 Per Week

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