

SHOP TALK

By
RAY BROOKS

DIVIDEND DOUGH DAYS

Starting bright and early this coming Saturday morning is a city-wide event known as "Dividend Dough Days."

It promises to be one of the most unique and colorful stunts the merchants of Torrance have ever staged. "Dividend Dough" in four denominations and four colors—orange, green, pink and yellow have been printed up in millions of "share-shekels" worth and distributed to the participating stores. With each purchase of fifty cents or more each customer will be given a 50 share-shekel "bank note" or the multiple thereof.

21 leading Torrance business houses have pooled their efforts and resources to present this promotion. Each has donated three valuable prizes, one for each week, which will be auctioned off to the highest bidder in "Dividend Dough" at the three public auctions described in detail on this page of today's Herald.

Exactly \$498.31 worth of prizes will be "sold" at the three auctions. The Torrance Retail Merchants' Association is sponsoring a free dance in the civic auditorium following the last auction Saturday night, September 25. They also have given three major donations (described at right).

Sooboo, here's a chance to "eat your cake and have it too." The more you spend the more you have. Save the "Dividend Dough" you are given with your purchases and come to the auctions.

WRONG NUMBER

We all wish Haberdasher Sanderhoff would change the street number that looms so large on it he aving recently put up on his El Prado store. The aving was purchased from a bankrupt grocery that used to exist on El Prado below Sartori and had the numbers 1216 on it. Sanderhoff's correct address is 1307. The tricky numbers might well prove confusing to strangers trying to find a street address on El Prado.

ARCO'S LA MODE

To the list of Torrance business houses comes now a new name . . . La Mode Furniture. Proprietor is Gaston J. Arco, enterprising young Frenchman, who has purchased the Miller Furniture Store from previous owner and re-christened it La Mode Furniture.

La Mode is French meaning "the style" and to this word Arco intends to adhere to the letter plus quality selling for less.

To celebrate the name Gaston is having a big Birthday Sale beginning today and lasting 9 days. He offers many bargains and his store is stocked with new, desirable merchandise.

Shop Talk wishes the old store with the new name the best of luck.

MISSED BY A HAIR

To the Metro-Goldwyn-Mayer employees benefit picnic last Sunday went Jack Abramson, proprietor of the Torrance Upholstery Co., and his family. Two new Fords were to be given away. Jack had purchased a chance and had vigorously refused to buy the next dust offered by a hard working ticket seller.

Jack stood patiently for the lucky number to be called. Finally it came. Number 9433. Jack had number 9432 and WOULD have had the winning paste board had he not refused to buy the additional ticket the seller tried so hard to sell him.

PERFECT PIE

Even if it means a fight with the wife; even though it might cost you thousands of dollars; even if it loses you your job; even if it gets you thrown in the city jail . . . by all means, stop in at Harry Roberts' Dolley Drug Annex cafe and eat a piece of Mrs. Robert's PEACH PIE. It's delish, it's delovely, it's de nuts!

PAXMAN'S PROGRESS

To young Carl Paxman, who took over the operation of the city's oldest hardware store since the illness of its founder, C. A. Paxman, goes a raft of credit for the way in which he has dressed up the store and increased the business. He has painted the fixtures and rearranged the stock till he was blue in the face. He painted the floor in colored squares. He increased the stocks of salable goods and cleaned the shelves of dead merchandise. He established the store as a sporting goods headquarters.

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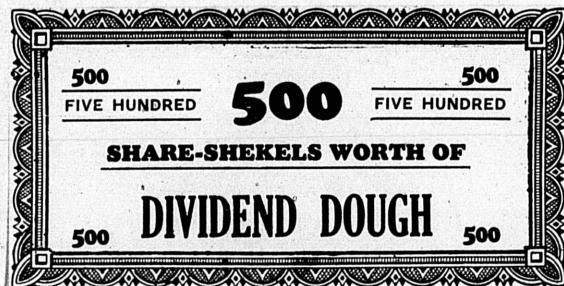
TWENTY-THIRD YEAR—No. 34.

TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 2, 1947

\$2.00 PER YEAR — SINGLE COPY 5c

Dividend Dough Days Start Saturday Morning!

Local Merchants to Give 'Dough' Away on Purchases



Here's 500 Complimentary Share-Shekels to Start!

Above is a DIVIDEND DOUGH "bank note" for 500 Share-Shekels. It is equivalent to a purchase of \$5.

To start the ball rolling in the most sensational cooperative event the merchants of Torrance have ever staged, they give this complimentary "bank note" to you. Save it. Add to it by your purchases with Torrance merchants. There will be dozens of valuable gifts, you can "buy" with DIVIDEND DOUGH. The more "cash" you spend, the more "DOUGH" you have to bid with at the weekly auctions.

You Can Eat Your Cake and Have It Too! . . . The More You Spend The More You Have!!

Those statements may seem crazy . . . but they're true! And here's how: Beginning Saturday morning, September 4, Torrance merchants whose names appear on Page 7-B are cooperating in staging a mammoth city-wide event to last up to Saturday night, September 25.

With each 50-cent purchase or the multiple thereof you make with them they will give you a DIVIDEND DOUGH "bank note" or one Share-Shekel for every penny spent with them. Example: The complimentary 500 Share-Shekels shown to the left is equivalent to a purchase of \$5. You see . . . it's all very simple!

At 7:00 o'clock Saturday night, September 11, the first public auction will be held at the grassy triangle in front of the Torrance theatre. The following week at the same place and same time a similar auction will be staged. The final auction, September 25, will be held in the Civic Auditorium at 8:30 o'clock to be followed by a community-wide free dance sponsored by the Torrance Retail Merchants' Association.

At these auctions your DIVIDEND DOUGH becomes valuable! There, before your eyes will be a grand assortment of prizes. They will be put up for public auction and "knocked down" to the highest bidder using DIVIDEND DOUGH! Real money will be worthless at these auctions. You MUST have DIVIDEND DOUGH!

Obviously then, the more you spend with the Torrance merchants the more DIVIDEND DOUGH you have with which to "buy" these prizes. Start making purchases Saturday morning, save your DOUGH and be at the auctions for a lot of grand fun and profit besides!

FREE DANCE, MAJOR AWARDS GIVEN BY TRADE GROUP!

To make DIVIDEND DOUGH DAYS even more exciting, the Torrance Retail Merchants' association has engaged the Civic Auditorium for a big, free dance and frolic which will follow the final auction, September 25. In addition, the association has donated the following valuable gifts:

Saturday night, Sept. 11, a \$22.50 Nesco electric cooker will be auctioned for DIVIDEND DOUGH. Saturday night, Sept. 18, two new Mix-Master food mixers, valued at \$20.50 each, will be "sold." Saturday night, Sept. 25, a super gift will be auctioned . . . an \$89.50 Grunow console radio.

Handicraft Display at Playground

Children studying handicraft at the Fern Avenue school playground were busy this week bringing their work to a conclusion, according to Miss Grace Metzger, director. All such work must be finished by Saturday in order that the articles may be entered in the exhibit to be held on the school grounds next Thursday, Sept. 9.

This display, from 2 to 5 o'clock in the afternoon, is to demonstrate what the children have accomplished at the playground during the summer. A cordial invitation is extended to the public to attend.

A doll contest was recently held on the Fern Avenue playground under Miss Metzger's leadership. Prizes were awarded Mary Lou MacEvoy for the largest doll, Jane Vicker for the smallest doll, Dorothy Formers for the prettiest doll and Cecilia Bidwell for the most original doll. Everyone present was given a sucker for attending.

Prize Optimist

GRAND RAPIDS, Mich. (U.P.)—A federal court probationer told officers who visited his farm, "Things are pretty fair," but they gasped when he explained.

His son was forced to undergo an appendectomy. The probationer borrowed \$100 to pay the hospital and didn't know how he could pay it back.

His cow became ill. A veterinarian said it would die. His bull wandered away, and as a neighbor was returning it, tied to the end of a truck, the bull stumbled and broke its neck.

His fields were parched for lack of rain. His collic was struck by an automobile and permanently crippled.

But the probationer's family will have food for a time—his wife has been canning bull meat.

Drivers Asked 'How About It?' SAN JOSE, Cal. (U.P.)—County Clerk Frank Hogan has prepared a safetygram as follows: "Of the 38,190 cars in death crashes last year, 93 per cent were apparently in good order. What does that make the drivers?"

Ritchie Returns From Abroad

It was a far more bonnie Scotland that A. J. Ritchie, Canadian World War veteran and a dental technician of this city, saw this summer than the land of heather he said farewell to at the close of his war service in 1918. Ritchie, who lives at 2108 Arlington avenue, returned home Sunday from a four months' trip to witness the British Coronation ceremonies and visit his parents and other relatives in Aberdeen.

"Scots and Brits alike are far more happy and they have more money now than after the war," he said with the Scottish burr still heavy on his tongue. "There's a real boom on in Britain and a dearth of domestics and building tradesmen everywhere. Of course the munitions factories are going full blast but war talk is scarce. Times are much better and I was told at Blackpool, a famous seaside resort, that many more were enjoying vacations than in former years."

Of course the highlight of Ritchie's trip abroad—he sailed from Toronto on May 2—was the Coronation of King George VI and Queen Elizabeth, but he was overjoyed at seeing his parents, both hale and hearty at 75, again. He also saw his daughter Annie, whom he had not seen for 20 years, graduate from the Preston Royal Infirmary in England. She is now 23 and after completing a post-graduate course in a maternity hospital, intends to marry.

A brother came from India and attended the family reunion. It was the first time in two decades that Ritchie had seen him, too. After the Coronation, the local man sped to Aberdeen for the family gathering and later enjoyed a motor bus trip thru Scotland with his daughter.

Other highlights of Ritchie's journey were seeing the King inspect his guards enroute to Balmoral Castle—"I took pictures of His Majesty from a distance of only about 50 feet; tramping the links at Carnoustie in a pouring rain to see Scotland." (Continued on Page 7-B)

THREE PLANS PROPOSED FOR SIDEWALKS IN LOMITA

Three plans for obtaining sidewalks for Lomita probably will be placed before residents at a mass meeting in the near future, members of the Lomita Chamber of Commerce decided recently. The community's campaign for walks has extended over a period of several years. They declare that the lack of walks has disqualified the district for postal delivery service.

The plans as advanced by the street and highways committee of the chamber are: (1) For the WPA to supply labor and individual property owners pay cash for materials; (2) The WPA to supply labor and bond property owners for the materials; or (3) Bond property owners for the entire cost and let the work to a contractor.

A stipulation in the WPA grant of funds to communities to build sidewalks is that a pe-

tioning community must be established as residential and 51 percent improved as such.

Estimate Possible Cost
The county counsel has advised that to bond the district would require from six months to a year to consummate. Federal funds cannot be obtained, it is understood, unless two miles of residential property is available for improvement. Another stipulation is that the district must have paved streets and curbs.

Materials cost for necessary sidewalks is estimated at about \$35 for each 100 lineal feet, which is only five feet short of an acre frontage. Under the bond plan, with contingent interest and expenses, the cost would be approximately \$75 per acre, spread over a 10-year period. Approximately half of the parcels in Lomita are acreages.

Hospital Nursery Gets 4 Additions

Four new babies arrived at Jared Sidney Torrance Memorial hospital during the past week. They were:

A son to Mr. and Mrs. Jelmer Avunen of Lawndale, on August 26;

A daughter to Mr. and Mrs. Jack Bojorques, of 1148 Maple street, Torrance, on Monday;

A son to Mr. and Mrs. E. D. Heaton of Los Angeles on Monday, and

A son to Mr. and Mrs. Earl Robinson of 1015 Acacia avenue, Torrance, also on Monday.

according to H. H. Halladay, secretary of the Chamber of Commerce. Some owners are unable to pay the cost outright, others hold sidewalks in disfavor because of the resultant taxes and there are a number of non-committal absentee owners.

CIVIC CENTER MARKET

CUT
RATE

CUT
RATE

PRICES SMALL BUSINESS GREAT THAT'S THE WAY WE OPERATE!! 1406 CRAVENS

Specials for Thurs., Fri., Saturday, September 2, 3, 4

GOLDEN WEST—1-lb. 15c;
PEANUT BUTTER . 2 lbs. 27c

FANCY COLORED
BROILERS WHILE THEY LAST! 3 for 50c

In Your Container
Pickling VINEGAR gal. 12 1/2c

Fancy Baby Beef Short Ribs, lb. 10c

Fancy Baby Beef Steaks, lb. 26 1/2c

3-10c Sacks Potato Chips, only 25c

Fresh Ground Hamburger, lb. 12 1/2c

Roasting or Friccasee Mens lb. 21 1/2c

3-5c Sacks Potato Chips 10c

Fancy Loin Pork Chops lb. 35c

Fresh BUTTERMILK qt. 5c

DELICIOUS CREAMY
COTTAGE CHEESE 2 lbs. 15c

FANCY BABY BEEF
7-BONE ROASTS lb. 14 1/2c

Round Bone ROASTS lb. 16 1/2c

Fancy RUMP ROASTS lb. 18 1/2c

CARNATION—PET—ALPINE
MILK lge., 3 for 20c

PURE VEGETABLE SHORTENING
FLUFFO 2 lbs. 25c

WHOLE OR HALF—ONLY
Armour's Star HAM lb. 32c

Lighthouse CLEANSER 3 for 9c

Val Vita Tomato Sauce 3 for 9c

TRY OUR OWN "HEATHER BLEND"
COFFEE A REAL GOOD COFFEE; ONLY 17 1/2c

WIENERS, SALAMI, BOLOGNA,
MINCED HAM, LIVERWURST 16 1/2c

• Prices Are Born Here . . . To Be Raised Elsewhere •

Dale Howe FRUITS and VEGETABLES

Fancy Home Grown Solid
TOMATOES

5 lbs. 10c

FANCY
Bellfleur
APPLES

7 lbs. 25c

ORANGES

2 doz. 25c

CUCUMBERS

1c EACH

STRING
BEANS

3 lbs. 10c

LARGE FRESH
BELL PEPPERS

1c EACH

FREESTONE
PEACHES

3 lbs. 10c

LAKE COUNTY
PEARS

3 lbs. 14c

WHITE ROSE
POTATOES

25 lbs. 24c

LUCIEN LELONG

PERFUMES

Are found exclusively in Torrance at Baker Smith's. Famed the world over for their excellence, Lucien Lelong products are on display here in many odors, sizes and types.

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Lucien LeLong's
Best - It's Called
"Parfum
Indiscrete"
Priced from \$2.00

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