A and P Celebrates Its 80th Anniversary in Grocery Drive

Concurrent celebration of "The Parade of Progress" and the 80th anniversary of the founding of the Great Atlantic & Pacific Tea Company, were hailed today by G. S. Higi, general superintendent of the California Unit of the A. & P., as joint dramatizations of the contributions the food industry is making to the American standard of living.

"The opening of our first store on Vesey Street in New York just 80 years ago marked the beginning of mass distribution," Higi said. "From that small independent grocery store sprung the idea for all of the nation's chain organizations, and the many contributions they make to consumer, farmer and wage-earner."

Higi said that the first store of the organization that is now known as the Great Atlantic and Pacific Tea Company was founded in 1859 by George Huntington Hartford, an aggressive young Yankee from Maine, on the then revolutionary principle that the consumer was entitled to buy at the lowest possible cost. Hartford lowered prevailing retail prices, Higi said, by buying direct from the farmer and selling direct to the consumer.

New Era Begins

He recounted that the young merchant first tested his merchandising theories with tea, then costing consumers a dollar a pound, and managed to cut the price in half by ordering a shipload direct from the producers.

Higi said that Hartford's success led him within a few years to open other stores to meet the public demand. This enabled him to sell at even lower prices because he could buy in larger quantities. The era of mass distribution had begun.

In line with his original policy, Hartford made careful studies of operating costs, eliminating unnecessary handling, Higi said. Other merchants followed Hartford's lead, he added, and by the turn of the century there were scores of chain food organizations, devoted to bringing the consumer more and more variety at ever lower costs.

Follow Old Ideals

The decade following the World War was the period of greatest expansion for the A & P, Higi said. During that time, he related, the public became more and more conscious of the benefits of chain store operations and when European markets for American goods collapsed after the war, the A & P and other chains stepped in to help farmers and producers by creating huge new markets among the low income groups. Producers and consumers alike profited from Hartford's merchandising principles, he added.

The senior Hartford died 29 years ago, having seen his business expand from the original New York unit to a national organization. The present heads of the company Higi said, are Hartford's sons, George L. and John A. Hartford, each of whom has served the public through their organization for more than half a century.

Under their guidance, Higi said, the A & P still operates in accordance with the ideals established by the senior Hartford in 1859—quality food for America at lowest prices compatible with a fair return for producer and wage-earner.

Garner's Furlough Ends in Tech K. O.

Gene Garner, former local steelworker who joined the U. S. Army, ended his furlough service as a member of Jack Roper's sparring contingent Monday night by losing a technical knockout at the hands of Odell Polee in one of the preliminary bouts leading up to the Joe Louis-Roper flurry.

Garner, a heavyweight, lasted longer than Roper (who took the count in two minutes and 20 seconds of fisticuffing) but announced he was glad to get back into khaki and resume Army training.

Townsend Club Activities

By Vernon F. Glidden

Pinch-hitting for Mrs. Beth Paige, who is ill.

An interesting time was enjoyed last Thursday evening. A discussion of the Townsend plan in its relation to present economic conditions by Mr. Calloway of Lawndale was received with favorable comment.

We are all encouraged as we learn of new members being added to clubs all over the district. Tonight our district organizer, Fred C. Wagner, will be with us. On April 27 after a short business session, we join in a social evening of cards and games. May 4 we start the evening's activities with a jitney dinner.

T-L Club Beats Colored Giants

Making the most of every scoring opportunity while keeping the heavy hitting L. A. Colored Giants handcuffed, the Torrance-Lomita Merchants defeated the invaders 9 to 7 at the city park diamond last Sunday.

The Giants scored four times in the second inning on one hit but Manager Walt Morris' crew braced thru the remainder of the engagement and went on to win. The T-L club tallied twice in the fifth and scored in the first, third and fourth to even up the count. They took the lead with two runs in the seventh.

Joe Venable smashed a homer and a double to lead the winners at bat. Joe Johnson and Benny Markham also hit safely twice. The locals gave up 10 hits but kept them scattered. Fillmore allowed eight blows while his mates contributed 10 errors to the T-L club's triumph.

Scientist Says Bats Actually Dodge Gunfire

CLEVELAND, O. (U.P.)—Why shooting bats at night is almost impossible, why deer are increasing in numbers in Ohio, and why mammals thrive and perish in cycles are questions studied and explained by scientists at the Cleveland Museum of Natural History, which houses the world's largest collection of mammals.

"Shooting bats at night is one of the most difficult things on earth to do," said B. P. Bole, Jr., mammalogist at the museum. "The bat flies in a circle and chases the wadding fired from the shotgun. This precedes the bullet and since the bats are exceedingly fast, they actually dodge the bullet by diving for the wadding."

The deer, he said, is becoming more and more plentiful and some day may become "really common."

It has been determined that mouse epidemics which wipe out almost completely the mouse population occur every three or four years.

"These are called mammal cycles," the scientist said. "You might consider them similar to sun spot cycles or business cycles. We are trying to trace a relationship between these and human illness."

Basketball League Results Reported

The Torrance Merchants' basketball team lost to the Claifo club, 39 to 21 in a league match Tuesday night at the high school gym. The National Home five won an exhibition tilt from the A and P squad, 32 to 24.

Tonight A and P will meet the Medaks and the Plasterers will tangle with the Lomita Gauchos at the gym, starting at 7 o'clock.

The Herald—3 months, 50 cents.

UNITED PRESS

ANNOUNCE BETROTHALS . . . These two Hollywood couples made news with announcements of their wedding plans. Patricia Burke Ziegfield, 22-year-old daughter of the late Flo Ziegfield, is seen at right with her fiance, William R. Stephenson, 30, dance instructor. They will marry in June. At left is Douglas Fairbanks, Jr., and his fiancee, Mary Lee Epling Hartford of Bluefield, W. Va., an eastern society figure. They will be married late this week, they said. Miss Ziegfield's mother is Billie Burke, famed actress.

"Trailer Vagabond" Visits Grand Canyon

By WARREN BAYLEY

Probably in no other place in the world could you travel 269 miles (exact highway distance) and see two such outstanding sights as Boulder Dam and this Grand Canyon of the Colorado. Each is as different as day from night. One a supreme achievement by man; the other, a supreme achievement by nature.

Located 57 miles north of Highway 66, it is necessary to leave the main road at Williams, Ariz. to reach it at its main point of interest on the south rim. Here at Grand Canyon Village are accommodations for every type of traveler. These include cabins, camp grounds, hotels and stores. Considering its isolated location, the rates are not excessive.

Inasmuch as the "Village" is the focal point on the south rim, all trips are started from this point. As these are various and the points of interest many, I suggest you write the National Park Service for their booklet which explains them in detail. As to the Park and the Canyon, here are a few facts as given to me by a Park attendant.

The Grand Canyon National Park was established by Act of Congress, approved February 26, 1919. It has an area of 1,009 square miles, is 56 miles long and contains 105 miles of the Colorado River.

The Canyon

The Canyon is 217 miles long, measured by the state course, width from 4 to 18 miles, all in the State of Arizona. It is 10 miles wide at the Yavapai Station. The Canyon bottom below Yavapai point is 2,500 feet above sea level, about 4,500 feet below the South Rim and 5,700 feet below the North Rim, making an average depth of about one mile.

The Canyon was formed by the river cutting down as the land moved upward with the accompanying widening of the Canyon due to the breaking down of the rock walls.

The rock layers in the Canyon walls are remnants of ancient mountains, sea bottoms, river beds and deserts, millions of years old. Fossils in the rocks of the Canyon walls show stages in the development of ancient life from primitive one-celled plants to large lizard-like animals.

Colorado River

This is the second longest river in the United States (about 2,000 miles) and it cuts 19 major canyons along its course. At the gauging station in Grand Canyon the river averages about 300 feet in width, varies from 12 to 45 feet in deptlf, and flows at a speed of between 2½ and 10 miles an hour. It carries past this station an average of nearly one million tons of sand and silt every twenty-four hours. The river empties into the Gulf of California in Mexico.

The Boulder Dam is 260 miles down stream from Grand Canyon Village. The water will not back up into this part of the Canyon. Every man, woman and child in the United States should see this Canyon. It is an education within itself.

"Trailer Vagabond" is sponsored and appears in this newspaper thru the courtesy of **HOWARD G. LOCKE,** fire and automobile insurance agent, 1405 Marcelina, telephone 135-M.

Turkey Decoy Calls Echo in Ozarks As Old Timers Bag Sly Wild Fowl

LITTLE ROCK, Ark. (U.P.)—A few miles north and west of the Arkansas state capital the wooded Ozark foothills are echoing again with the artificial gobbles of wild turkey "calls" as sportsmen take advantage of the 30-day open season.

The Ozarks furnish one of the few remaining sections suitable for the proud, wary fowl whose wattled head graces Thanksgiving pictures. Rigid laws governing the shooting of wild turkeys have revived the almost extinct breed, but they still are few in comparison with the huge flocks which formerly furnished an almost daily delicacy for the tables of early Arkansans.

The "old-timers" of the mountains are the most assiduous turkey hunters during the open season. The first week of April found hundreds of older men taking advantage of the opportunity to get "another shot at a big gobbler."

Scoff at Amateurs

Filling station operators and guides in the foothills reported that by far the greater majority of those driving into the pine woods were men of middle age or past.

There is a reason for this. Seasoned hunters declare years of practice are necessary to acquire the finesse on a turkey "call" which characterizes a true hunter.

Greyheaded sportsmen scoff at the efforts of amateurs who buy new callers and sally forth "crashing through the underbrush like a wounded buck."

Largest of Breeds

"You gotta learn to set like a bump on a log for half a day," one grizzled guide said.

"Then they's an art to callin' th' big birds. You gotta imagine you're a lonesome turkey hen, hollerin' for a gentleman to keep you company," he declared.

The Ozark turkeys are said by experts to be the largest of any breed of wild turkeys. They are of the same family as pheasants, one of two species of turkeys—Meleagris gallopavo.

The domestic turkey belongs to the same species as the wild turkey, fanciers say, but wing power and strength are lost with their advent into the barnyard.

Gobbler Stole Food

Encroaching civilization has forced upon the wild turkey extraordinary cunning, guides say.

"Uncle Billy," Ouachita county trapper who has stalked turkeys for nearly a half-century, said a wild "turk" has "about as much sense as some people."

He declared, not without a twinkle, that he has had his pipe stolen by a wily gobbler as he sat waiting for a turkey to answer the plaintive calls he produced with his home-made whistle.

New Homes to Rise On El Prado

Construction started this week on El Prado for Dr. W. I. Laughon's new residence and the Robert L. Deiningers expect to begin building their new home on that street, between the Joe Klink and John Young residences, in the near future.

The Deiningers, who sold their present home on Carson street to Mr. and Mrs. James Wilkes this week, have given final approval to the plans and specifications of their new place.