

Mr. Merchant: TO SELL 'EM YOU'VE GOT TO TELL 'EM



The Herald and
Shopping News
reach 5500 families
waiting to be

TOLD AND SOLD WEEKLY

The headline to this advertisement isn't merely a catchy but meaningless jingle—the thought it expresses is really based on the soundest logic and soundest merchandising, as a moment of reflection will prove. For it stands to reason that before a merchant can make a sale to a customer he must attract that customer into his store.

Every merchant knows the value of location—he knows that if his store is situated on a street which has considerable sidewalk traffic his business will vary in proportion to this traffic. He knows, too, that this takes place because potential customers are attracted by his offerings displayed in his windows. He sees to it that his windows tell passersby that he has money-saving values for them.

Herald advertising offers all the advantages of an ideal "traffic" location and more. It is the modern magic carpet which weekly transports more than 5500 local families on a tour of Torrance advertisers' stores. It is the medium by which the greatest number of potential customers can be told at the least cost.

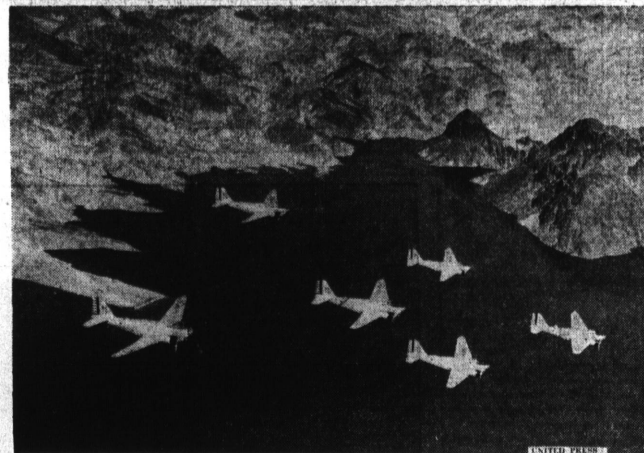
And Herald advertising sells 'em as it tells 'em! Torrance families have found that it is a reliable index to authentic values. That it gives them a chance to compare price and quality . . . that it saves them time and trouble and money . . . that it enables them to do their marketing in an easy chair. It sells 'em, furthermore, because it finds them in a receptive mood . . . at home.

Mr. Merchant, 5500 Torrance families are waiting to be told and sold weekly. Use the Torrance Herald—the most efficient and most economical advertising medium—to tell 'em and sell 'em!

The Consistent Advertiser Gets The Best Results!

It pays to advertise consistently! Weekly insertions add to the prestige and reputation of the advertiser, for they indicate that he has day-in-and-day-out values for Torrance shoppers—values that are important enough to be publicized. Lack of advertising creates a negative impression—it implies that the merchant has no values worth advertising. Advertisements in the Herald every week attract Torrance shoppers every day!

**TORRANCE HERALD
AND TRI-CITY SHOPPING NEWS**



WINGS OF THE ARMY . . . Ominous "birds" of destruction in time of need, Uncle Sam's modern Army Air Corps bombers fly majestically over Lake Meade, behind gigantic Boulder Dam. Under command of Colonel Harvey Burwell, and based at March Field, the 19th Bombardment Group successfully completed their navigation triangular flight. The squadron, consisting of 12 bombers, whose 24 engines drummed a 30,000 horsepower song of defense, used the Grand Canyon, Lake Meade, and Boulder Dam as their flight problem.

Roberts Opens Delicatessen and Announces Anniversary Sale

A real delicatessen, supplied with all the delightful foods that make such delicious eating at regular meals, lunches and for party refreshments, has been opened at Roberts Liquor store, corner of Sartori and El Prado. The food unit has been stocked with a wide variety of rare delicacies as well as the traditional stand-bys of delicatessens—sausages, cheeses, salads and condiments. To introduce its new department and to celebrate its second anniversary in Torrance, the Roberts firm today begins a three-day sale.

Special low prices are being advertised elsewhere in this issue of The Herald for the anniversary opening feature. Since coming to Torrance, the Roberts Liquor store, under the able management of Lester King, has become one of the leaders in the refreshment business here. King announced today that the delicatessen unit is now under the management of Keith Borden, who has had considerable experience in operating such food departments. Other members of Roberts' staff here are Virgil Rogers, Vern Neel and Ray Clouthier.

Matronettes Plan Choral Recitals

Music for fall recitals was selected by the Matronettes chorus members at a special meeting in Welteria recently, according to President Eva Kelley. Members also voted to hold business meetings at 10 a. m., on the third Friday of each month at the Welteria Community church. The next chorus practice is set for 10 a. m., Sept. 1.

AUTO PAINTING

\$15.00
Up
**Body Fender
Repair**

TEXACO SERVICE
Carson and Arlington
Torrance

Fresh Dressed POULTRY

• BUY DIRECT FROM RANCH . . . See It Killed and Dressed . . . then you know it's fresh. **BROILERS — FRYERS — TURKEYS**
Trunnell's Poultry Ranch
25322 OAK ST., LOMITA Phone Lomita 28

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Airline Pilots Trained Slowly

CHICAGO (U.P.)—As hundreds of air liner passengers throng the busy Chicago Municipal airport, the task of training new men for pilot's wings goes on, hidden from the public and with none of the glamor usually attached to the life of a pilot. Young men hover over meteorology reports, juggle figures and diagrams, concentrate on problems in physics and navigation and write examinations—always examinations.

Capt. William Lester is head of the training class. Enrollment is no simple matter. Applicants are required to take a test which consists of a six-hour oral examination and 90 minutes in a Link trainer. The Link trainer is a contrivance that tests flying ability as rigidly as if the pilot was in the air.

If the pilot passes that test, he undergoes a thorough medical examination, survival of which means acceptance as a "first officer in training."

The embryo sky captain then attends classes from 9 A.M. to 5 P.M., seven days a week, for a month. He is assigned 100 hours of technical questions. During that month he must complete 25 hours of flying by instrument under instruction, 25 hours of watching another pupil receive instruction and 25 hours of grueling work in the Link trainer.

Then comes two weeks of working as a third member of a transport liner crew and further ground and flying instruction.

Another stretch of examinations then faces the pilot, survival of which opens the way to duties as first officer, or co-pilot. And for two more years he continues his training, his home work and examinations.

At the end of those two years, if the pilot hasn't given up the "romantic" business of becoming an air transport pilot, he is eligible to become a captain. It usually takes four or five more years of constant study before that appointment is received.

Alaska Called Untapped Land

CINCINNATI, O. (U.P.)—Alaska, the 586,400 square miles of frozen northland the United States bought from Czarist Russia in 1867, needs men and women to transform it into another Switzerland, according to the Rev. Bernard R. Hubbard, Jesuit missionary and explorer.

"We want men and women with the pioneering spirit of Daniel Boone and Davy Crockett," Father Hubbard said in a lecture at Taft Auditorium here. "Alaska is very big—twice as big as Texas—but there is no room for morons or riff-raff."

Father Hubbard said that Alaska compares "scientifically and economically" with Switzerland and said that the territory could be developed into an even greater land of dairy farms and cheese factories.

"The country has great industrial as well as agricultural possibilities," he said. "There are rich deposits of tin, iron, coal, manganese, silver, gold and platinum. It could easily support 6,000,000 people instead of the present population of only 60,000."

"Everybody thinks Alaska has nothing but Eskimos, igloos and polar bears. I thought so myself until I went there and found that Eskimos don't know what an igloo is. Another wrong notion is that Alaska is terribly cold. It's rigorous, but not colder than Minnesota or the Dakotas, and winters are no longer than in Scotland."

Father Hubbard showed his audience a motion picture of Alaskan scenery.

SHOP TALK



by
**RAY
BROOKS**

JACK'S JITTERS

Down at the Torrance Theatre on Tuesday nights there's been some mighty strange goings-on, what with a bunch of jumping, panting, puffing young people hopping about the stage in quest of cash prizes awarded for the best exhibition of jitterbugging. Amiable young theatre manager Jack Dabbs conducts the contests in fine style, has a judge present to gauge public applause. Last Tuesday eve "Don Juan" Woodbridge, Herald circulation mgr., had the job, modestly confided that he'd like to participate if Jack could dig up a routine, toothin' young partner who had enough zinger to stick it out . . .

PARTNERS IN POSTUM

Well known to Torrance residents are Ike Eckersley and Vernon Coit, two likeable young men who have ambitions. Ike worked for a local grocer for ten years. Vern has been in retail trade also for some years, just recently donned a driver's uniform for Golden State Creamery. Now the two boys are in business for themselves in a small grocery store down on Narbonne at 233rd. Ike more or less runs the place with Vern still keeping his job with the creamery. As yet the store is small, lightly stocked, but the boys are improving it every day, will soon have a first class market. Bad break came the first night they owned the place when some culprit broke in, stole a good many dollars' worth of groceries.

PISCATORIAL PALAVER

Every summer newspapers plug the news that the full moon brings up on the beach sand to spawn an elusive little fish called The Grunion, the which can be caught with the bare fists . . . if possible. And every summer the True Believer scampers up & down the surf line with wet pants around their knees and pneumonia on their chests ogling & searching for the itty, bitty fifty. But no one ever sees or catches one, no one ever comes home with the evidence.

To prove, however, that such a fish does exist Eddie Brunner, major-domo over at Mayfair Creamery, has on display for all to see (admission charge: 2 milk bottles) genuine, dyed-in-the-wool Grunion Bayder, positively!

Ed! Eddie cradled himself in this near-extinct denizen of the deep down by Hollywood Riviera the other eve, couldn't believe his eyes when he finally subdued it after twenty minutes scurrying & scooting along the beach.

COVINGTON'S CAFE

As nice a guy as you'd ever want to meet is F. A. Covington, new manager of the Buckeye Cafe, down on El Prado across from the P. E. Depot. Covington only recently took over management, has cleaned & slicked up the place, given it a new atmosphere. His home is in L. A. where he labored in the cleaning & pressing business for many annuums. With him at the Buckeye is cheerful Dal Heistand, long time restaurant man who managed a L. A. Globe Coffee Shop. Also employed is a chef whom Covington swears is the best cook in the county. The chef is a Dane, Herman Gade, by name, whose brother (who now draws a fancy salary as Director of the Kitchens at Hollywood's famed Masker's Club) taught Herman all the fine points of the high class cookery.

Saturday, Aug 5 is Open House at the Buckeye. Covington invites everybody to drop in, sit down to a big free plate of Italian spaghetti.

HERE & THERE

Last week's Employees' Sale brought such fine response to Howard's Jewelers when employees Charlie Elen and Richard Brunswick peddled over 100 (all they had!) Mystery Packages by Friday afternoon, could have sold many more. For 48c customers picked out a package, were surprised & pleased to find therein merchandise worth (in many cases) up to ten-fifteen bucks. Winner of the women's watch was Mrs. J. S. Trimac, 2075 Torrance Blvd., while Pedro Pina glommed on to the package containing the diamond ring . . . Shoe Repairman Brown wants it noised around that he has uprooted himself from his old location at 1343 El Prado and moved to new & larger quarters at 1217

114 Japanese Wedding Guests Food Poisoned

Four hundred and nine people have suffered from food poisoning in Los Angeles county so far this year as against 174 average cases per year for each of the past five years. This revelation made today by J. L. Pomeroy, M. D., county health officer, indicates an alarming increase.

In addition to the above, over the week-end more than 114 persons were made seriously ill as a result of food eaten at a Moneta wedding banquet. Mrs. Tagua of 15477 South Western avenue, entertained 208 Japanese guests at a banquet Saturday night. The cook prepared and served Japanese canned water chestnuts, roasted ducks, chickens, pigeons, and pork in addition to chop suey, re-shu-gun soup, beer, soda pop and sold. After the banquet the out of town guests, some of whom had come from San Diego and Bakersfield, returned to their respective home cities.

Twelve hours later Dr. Norman T. Kobayashi, Gardena physician, was besieged with calls from 114 local residents who were suffering with what appeared to be acute food poisoning. All doctors in the vicinity were called in to assist in the emergency. How many of the out of town guests are ill has not been ascertained.

Dr. Kobayashi telephoned Mrs. Tagua to save samples of the food. These samples are now being tested by the County Health Department laboratory. Due to the fact that water chestnuts often swell when canned, the chestnuts are the suspected poisoning agent.

Scout Troop Off for Camp Next Sunday

Leaving Sunday for their annual week's encampment, the 35 members of Boy Scout troop 219, sponsored by the Torrance Kiwanis club, will be transported to Blue Jay Camp at Lake Arrowhead in their parents' cars and machines furnished by the service club members.

The Kiwanians, as usual, are paying the expenses of the troop at the camp. Scoutmaster Earl Conner will forget his postal duties for the week while he serves as chief chef for the group. Merion Gilbert, scoutmaster, will be in charge of the boys.

Blue Jay Camp provides swimming, boating, horseback riding, ice skating and the scouts plan to carry out several Scout projects while in the mountains.

Recent Bride Said Recovering From Throat Infection

Stricken with a throat infection Mrs. Sylvia Zamperini Flammer of this city was reported improving under care of specialists today at a Los Angeles hospital. She was taken to Torrance Memorial hospital last Friday and for several hours was in a critical condition. Mrs. Flammer is a recent bride, daughter of Mr. and Mrs. Anthony Zamperini.

No City Jobs for Bachelors SCOTTSDALE, Ky. (U.P.)—

Bachelors are barred today in Scottsville from employment with the municipal government.

El Prado . . . Ralph's Liquor

Store mgr. Bill Mullin just busted himself laughin' over the following, i. e., viz., & to wit:

HOW TO LIVE ON \$15 A WEEK

Beer and whiskey . . . \$ 8.20

Wife's beer . . . 1.85

Groceries, meats . . . 1.50

On credit

Rent Pay next week

Mid-week whiskey . . . 1.50

Newspapers, magazines . . .

Borrow neighbors . . .

Life insurance (wife's) . . . 50

Cigarettes

Put 'em on grocery bill . . .

Cigars 20

Movies 60

Pinochle club 50

Hot tip on horse 1.00

Dog food 60

Poker game 1.30

Total \$16.65

This means going into debt, so cut out the wife's beer.

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And The Lomita News
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