

## SHOP TALK

by  
RAY  
BROOKS

## ALONG MERCANTILE ROW

Fay Parks, of Torrance Plumbing fame, and Harry Abramson, National Homer, traipsed off to Los Angeles one night early this week to snatch a preview of the new 1940 Electrolux refrigerator, came back puffed with pride, full of facts & figures and claiming that the new 1940 models excel all previous numbers.

Retail sales for Torrance for the month of September are reported by the U. S. census as being 14.7% above September 1938, while Los Angeles figures were down 2.1% over last year and San Francisco up 25.2%. The entire state showed a 6.1 gain. These uppy figures are encouraging, and while local merchants have been showing satisfactory increases, from September to date, they all expect a whoppin' good Xmas trade. Several have voiced their belief that Christmas 1939 will be the best in many years. Famed economic prognosticator Roger Babson goes overboard and predicts the best holiday business since 1929. Let's hope the local fellows get their share of it!

Johnny Parker and Jimmie Yoshida are going great guns down at the Quality Downtown Super Mkt. Both are enterprising and aggressive, are going after business with real values, and getting it. Good natured Jimmie is a brother of old timer Roy Yoshida who still operates the vegetable dept. in the Torrance Blvd. Quality. Johnny recently moved from the store next to Bank of America into the Quality with his handsome young brother Tommy who puts all the ladies in a jitter.

Tide is the name of an advertising and marketing magazine published in New York City. In each issue Tide prints a list of what it calls "Stoppers," meaning attention-getting headlines used in advertisements. Since these "stoppers" indicate the trend of modern advertising, we are reprinting a few, with the names of the companies that used them:

What's wrong with marriage?—Lever Bros.  
Is every child a wanted child?—Ladies' Home Journal.  
I'm just a bride... but I'm learning fast.—General Electric.

Tide has a sense of humor. It prints a letter from Robert F. Chisholm, J. D. Woods & Co., Toronto, calling attention to two ads from the same issue of Northwest Farm Equipment Journal. Said one: "More farm tractors are equipped with Firestone Ground Grip tires than all other makes of tires combined!" The other: "More farm tractors are equipped with Goodyear tires than any other kind."

Sounds like a brain-teaser, doesn't it?—From Imperial Magazine.

Show me a man who likes pig knuckles and sauerkraut and I will show you a gent who

1. Likes Beer.
2. Thinks that all politicians are out for what there is in it for themselves.
3. Dodges reformers.
4. Likes plump girls.
5. Thinks of labor leaders as tough, unpolished go-getters.
6. Is kind to dogs and horses.
7. Pays his bills and tips waiters generously.
8. Likes to fish.
9. Thinks that Salvation Army girls and social workers are entitled to equal respect.
10. Suspects that all communists are lazy incompetents.
11. Considers Jim Farley as smooth as they come.

—From Imperial Magazine.

Newspapers Edit Own Paper  
HARTFORD, Conn. (U.P.)—Newspapers and bootblacks of Hartford have their own newspaper—The Street Trades Boys' News, with a monthly circulation of 1,000 copies.

**Torrance Herald**  
And The Loyalty News  
Published Every Thursday  
Grover C. Whyte  
Editor-Publisher  
1336 El Prado, Phone 444  
Torrance, Calif.

Entered as second class matter January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of  
City of Torrance  
Adjudicated a Legal Newspaper  
By Superior Court, Los  
Angeles County.



"ALASKA, HERE WE COME!" ... Come spring and Paul Satko is going to sail to Alaska in his "Ark" with his wife and eight children, seven of whom are shown with him at Tacoma, Wash., at the boat's christening ceremony. Satko took his family west when he lost his job as a welder in Virginia. Undaunted, he built this craft. And while it's no floating palace and rides low in front, the Satkos are determined to make the trip when weather permits.

### Walteria Scores With Armistice Day Program

(Continued from Page 1-A)  
sisted by Miss Lyla Hansen. A  
dance followed the program.

Officers of the Walteria Civic Organization are James Loughridge, president; J. W. Crowther, vice-president; Mrs. Bessie Slonecker, secretary; Mrs. Helen Conze, treasurer; John Minor,

chairman of the entertainment committee; Paul Slonecker and Eugene Andrews, members of the committee; J. W. Crowther, master of ceremonies for dances, and Joel Hagberg, master of ceremonies for programs.

Get quick relief, inexpensively, from sluggishness and over-indulgence. See "Nature's Assistant" whose ad appears under class 32.

READ OUR WANT ADS

## INFORMATION PLEASE



### TORRANCE WELCOMES

These New Residents This Week

MRS. B. TATE 2213 Cabrillo No. 6  
MRS. H. P. HANNA 1228 1/2 Arlington  
MELVIN C. HARMS 2213 Cabrillo No. 1  
MRS. F. M. LAVEN 2184 Torrance Blvd. No. 2  
MRS. JOHN H. GREEN 715 Pacific Lane

### APPLIANCES-ELECTRICAL WORK

Repairing, Wiring, Fixtures, Alterations. Call us for all kind of Electrical Work and Supplies. Costs—Reasonable. Service—Prompt. 1121 Marcellina.

TORRANCE ELECTRIC SHOP — PH. 367

### INSURANCE - AUTO - FIRE

Years of service to thousands of satisfied motorists and home owners qualifies us to take care of all your Automobile and Fire Insurance. Howard G. Locke. 1405 Marcellina Phone 135-M.

### MOVING-STORAGE Tel. 524-Jor53

Household goods and other merchandise shipped anywhere on the Continent. Fleet of 8 trucks including large dustproof, insulated, air-conditioned van. Also expert packing and storage in metal-lined vaults—all at reasonable prices. Everything insured whether in storage or enroute. 1617 Border Avenue. M & M TRANSFER CO.

### PLUMBING - REPAIRS - TEL. 88

Immediate service... 3 trucks to serve you. Estimates on all plumbing gladly given without obligation. Call us for all kinds plumbing work. Distributor for famous HOYT Heaters. DAVID JACOBS "Your Plumber" 1983 222 St.

### SHELLUBRICATION - SERVICE

Goodyear Tires. — Hobb's Batteries — Complete Line Shell Products. Factory Trained Lubrication Experts. Shell Credit Cards Honored. ART SULLIVAN, BORDER & CARSON—NEXT TO LAUNDRY.

### SHEET METAL - TEL. 350

• We have a complete workshop capable of turning out the finest in Commercial... Industrial... and Private Dwelling Sheet Metal Work. Columbia-made sheets used exclusively. Moderate prices! Robt. T. McCallum, 1418 Marcellina Ave. TORRANCE SHEET METAL SHOP

### SUITS - COATS - J. LEPKIN

J. LEPKIN, Merchant Tailor, is now showing the newest and smartest in men's fall fabrics for suits and top coats... either hand tailored or made-to-measure. Come in! Let us fit you! 1326 Sartori.

SPECIAL LOW PRICES for  
FRIDAY, SATURDAY,  
SUNDAY

**Extra!**  
ALWAYS  
PLENTY  
of FREE PARKING

**SAVINGS CAN  
IDEAL RANGE**



FRANK TISCARENO  
Store Manager

EXTRA  
FANCY  
FRESH KILLED  
GRAIN FED  
POULTRY

**TURKEYS**

GEESE, DUCKS,  
CAPONS, FRYERS  
AND HENS  
HUNDREDS TO  
CHOOSE FROM

**NOTICE TO THE PEOPLE OF TORRANCE!** We Want Everyone Who Reads This Ad to Tell His Friends Not to Buy Thanksgiving Poultry Until They Have Seen Our Turkeys and Heard Our Prices. A Small Deposit Will Hold Any Turkey You Happen to Like. To Assure Freshness Turkeys Will Start Coming in Monday Morning.

**NOTE!** YOU WILL BE PLEASANTLY SHOCKED & FLABBERGASTED WHEN YOU SEE OUR POULTRY PRICES!

**Steaks** CUT TO ORDER  
P. HOUSE,  
T-BONE or RIB  
ANY SIZE, ANY  
THICKNESS **17 1/2**  
lb

**Lard** 100%  
PURE **3** LBS.  
FOR **25**  
c

**SKINNED HAMS**  
GENUINE TENDERIZED  
and SMOKED HAMS  
Ready for the Oven.  
No Parboiling **21**  
lb

**PICKLED  
HAMS** Our Own Honey  
Cured. Ready for  
the Oven. Bake  
with Brown  
Sugar Glazes and  
Pineapple **13 1/2**  
lb

**PORK  
LIVER** EXTRA FRESH  
FINE FOR  
FRYING OR FOR  
YOUR PETS **9 1/2**  
lb

**Roast** CUT FROM  
GENUINE BABY  
BEEF, LAMB  
& MEATY **12 1/2**  
lb

**Bacon** IN THE PIECE  
WHOLE or  
HALF SLAB  
EXTRA HOT  
SPECIAL **17 1/2**  
lb

**Bacon Squares** EASTERN SUGAR CURED  
& HICKORY SMOKED.  
Finest Quality Made **9 1/2**  
lb

**LAMB  
SHLDERS.** WHOLE or HALF  
CUT FROM  
FANCY  
YEARLING  
LAMBS **9 1/2**  
lb

**HORMEL'S** MINNESOTA  
BRAND  
or **MORRELL'S** PRIDE  
BRAND **11 1/2**  
lb

**CHOPS** CURE CUT  
MARLING  
RIB, or  
BULDER  
LBS. No Lim  
You Want!

**LAMB  
LEGS** 100% BLESS  
BOSTON STYLE  
Cut from  
Fancy  
Lamb. Fat  
No Bone

**Ground Beef** GROUND FRESH  
FROM FRESH  
BEEF **7 1/2**  
lb

**CORNED  
BEEF** EXTRA FANCY  
LOIN PORK  
or  
YORK LOIN

**PORK  
ROAST** CUT FROM  
CRIMED  
PIGS Lupa  
Meaty, Cook with  
Sauces

Week Days & Sun.  
8 a.m. to 8 p.m.

## DELICATESSEN

Saturdays  
8 a.m. to 9 p.m.

LARGE, PICKLED  
**PIGS FEET** **3**  
c

LARGE, CRISPY  
**Dill Pickles** **1**  
c

**ARMOUR'S  
MINCE** 2 lbs. **15**  
c

**MEAT** No. 1 Quality. No Limit!

RICH, CREAMY  
**Cottage Cheese** 2  
LB.

CHICKEN OR VEAL  
**Turnovers**

Fresh  
**Mustard Greens** Bu.

Fresh Red  
**RADISHES** Bunch

Cherry  
**RHUBARB** lb.

Fancy-For Stuffing  
**Bell Peppers** Each

Extra Fancy, Fresh

**Carrots**

Fresh, Solid

**BEETS**

Fresh Sweet

**Turnips**

Fresh Young, Tender

**Spinach**