People You Should Know

★★★★ FOUR STAR FOLKS ★★★★

Selected, Gathered, Compiled and Noted By Betty Dolan, Special Staff Feature Writer

Introducing to You the Builders and Live People Who Make up the Business Interests of Torrance, Lomita and Harbor City

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NEAL H. ANDERSON

★★★★ THERE'S a world of progress in the Oil Industry most of us know little about, but Neal H. Anderson, widely known oil operator, 2740 Cabrillo, keeps right up to scratch on the next move in the making in field of operations; form- the Torrance field; has wells in Richfield and Coalinga; finds greatest change in operations to be from standard tool age to rotary age; digs deep into research work constantly developing in field of operations; formerly one of the first umpires coordinating oil activities in California—knows every field and almost every well by name; now transferring much of his efforts and energy to manufacturing—mainly in development of plastics, and the liquid plastic paint used on ships, all kinds of articles and contractural work and made at the Los Angeles factory—"More than a Paint — a Liquid Plastic"—is closely related to the Oil Empire. Tulare, Calif., is where a very knowing old Doc Stork decided "Neal" belonged among the Native Sons; his dad, Harvey Anderson, drilled the first commereial oil well in Bakersfield, so this little shaver was slated to be an oil man even before he was born; if he couldn't fish and hunt there would be an awful hole in his annual sports schedule; 12 courteous folks are engaged here on his office force; he enjoys the quiet and friendliness of Torrance, so convenient to the Harbor and Los Angeles; is alive from head to toe and must have his own copyright on making friends . . .

Ph. 162 and release: When did his Rhodes No. 1 well come in in Torrance?

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RAYMOND ROGERS—HARTLEY CARR

★★★★ ONE of the brightest spots in your whole day is your stop at Rogers & Carr Service Station, 1640 Arlington, at Carson, because the owners are up-to-date; never pester you to bring them your business; look for all the little ways to do things for you where there's no charge and they honestly like to feel they are doing something you don't have to pay for. They provide those convenient credit cards, scads of information, and are proudly 100 percent Union Oil Service. "Ray" shot his first Fourth of July firecrackers in Los Angeles; hustled around a Used Car Lot for first job; former star on Torrance High football team (one guess on his hobby); lived here 24 years; brightest points on his star are Lucille and their lad Michael. Uncle Sam looked awfully good to "Carr" back in 1923 so he waved goodbye to New Brunswick, Can., and joined hands with "Uncle's" 130,000,000 family; learned about money when Dad gave him one out of each flock of sheep and one calf, and started to buy his own clothes; football and baseball enthusiast; Evelyn, Jeff and Lorraine are his sunshine makers and here's a pair of home towners who belong in the ace class of good fellowship that you'll always be glad you know . . .

Ph. 785 and reveal: When did they take over this 100% Union Station?

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MAX GOODMAN

★★★★ SOME men are like Ivory Soap — you can't keep them down. Max Goodman, manager of the Torrance Amusement Center, 1406 Cravens, is one of them. Here we found the only ping pong parlor, sandwiches, malts and fountain service. "Max" peeped over his cradle first at Boulder, Colo.; felt like a millionaire with his first four bits earned as a newsie; likes catching fish — hates cleaning them; thrilled to his toes when in a plane at the controls; loves a hunting trip like a 'Kaintucky Kunnel' loves his mint juleps; sizzling steak gives him a new lease on life; married courteous Helen Luce of Boulder, Colo. and thinks his little daughter Maxine a princess; likes to roam the corners of the earth in his car; believes everyone is entitled to some relaxation and pleasure; we'll bet all the money in your pocket you'll like him the first three minutes you talk to him, because his highest ambition is to make others happy at his place of business . . .

He became manager here New Year's Day—so write down that date for us.

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J. H. BARCK & SON

★★★★ WHEN you make building a life business and love your job—you're bound to be a success. That's the way we figure it about John H. Barck and his son, Norman, 21227 S. Figueroa, John started building in Minnesota when he was 16; was supervising building contracts for Gerrard people of Los Angeles in 1920; built the cutest little trick of a cozy home for himself here on Figueroa when Carson street was just a crooked, twisty driveway, and is one of our pioneer builders. Son Norman grew up in the business; first opened two inquiring eyes in Los Angeles among the Native Sons; Torrance High School graduate; bet he dreams about whamming golf balls — holds Southern California Amateur Golf Championship; was president of the Western Avenue Golf Club and as alive and alert as they come. Minneapolis, Minn., is where "John" first became leader of "Our Gang"; sawing cordwood with a buck saw for the neighbors stacked up his first little pile of buffalo nickels and added to healthy appetite; could lose his voice rooting over a home run; needs delightful Selma and popular daughter Virginia, as well as Norman to round out his day's happiness; "excellent workmanship" and showing construction "above average" is what he constantly strives for and there's a challenge of friendship in that strong right hand of his . . .

Ph. 493-M and discover: When did he move here on Figueroa.

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MANUEL SILVA

★★★★ PEOPLE who drag through the day without energy or pep are those who haven't yet found the nourishing value of milk, and we're here to tell you Silva's Dairy, 21424 S. Berendo, is doing their part in correcting this condition. Manuel Silva, owner, started his dairy business in 1921; located here nine years ago; is proud of his fine herd of Guernsey and Holstein cows; wholesales his milk entirely to Challenge; takes excellent care of his stock and belongs among the progressive crowd. Born in Portugal, he first met Lady Liberty in New York's Harbor when 17 years old; naturalized, loyal citizen many years back; believes in obeying the laws of this country he loves; milked cows for first pocket money; eats chocolate cake anytime of day or night; good natured life partner, Mary, first brought happiness to her parents right here in Gardena and grew up in her Dad's widely known Jesus Cruz dairy in Dominguez; son Louis helps in the business and carries good nature with him everywhere he goes; grand children Mikie, Jerry and Stanley are the family treasures; Manuel recently moved his beautiful home here from Beverly Hills, and it's a credit to the neighborhood; music, dancing and "Our Gal Sunday" on radio keep life interesting and Manuel has true California sunshine in his smile.

Ph. 845-J and inquire: How many head of cattle in his herd?

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JOSEPH FRANKLIN PAGE

★★★★ THERE'S always something new under the sun, and "scat my cats" if we don't have Joe F. Page, 1601 Carson, in service station business here before Carson Avenue even had a pavement, who is now exclusive Torrance dealer in Revex, telling us facts every car owner ought to know. Revex (tune in on K. F. W. B. at 7:30) is a gum solvent put in your car under pressure; gets behind the rings; cleans gum out of rings and valves; gives your motor more power, more mileage, better performance and longer life; costs little and Mr. Page stands behind it 100 percent. If you don't know genial "Joe," you should—he has been stirring up activity here on Carson since 1933. Glenn Smith, his tip-top mechanic, is another wide-awake you'll enjoy; he's tune-up graduate of famous Ethyl Corporation School and it's no wonder customers brings their friends back with them. Bardwell, Ky., is where Joe started quite a commotion the night he made his first appearance; raised in Arkansas; first job on Model T Ford at Trees City, La.; recalls when 1,000 miles was the big boast of tires, as against today's 30,000; Betty, girl of his dreams and 2-yr. old Johnny share his fun in the mountains, and he has been widening his circle of friends in Torrance since 1927 . . .

Ph. 494 and discover: When did he take on exclusive handling of Revex?

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MR. and MRS. B. R. SCHROEDER

★★★★ HIT a nail once and you'll get it started. Hit it many times and you'll drive it home. B. R. Schroeder, grocer, 803 Sartori Avenue, did that by starting in business for himself, and by hammering away, he made the goal. "Bert" hit this planet at Armour, S. D.; first "mazuma" made helping his Dad in lumber yard; ten hours fishing passes like ten minutes; has a passion for fried chicken; an Elk — but doesn't roam the woods; smokes cigs and can flip one 60 feet; loyal member of Zoomoka Club; has one of baldest heads in town; "Josephine," his better half, took her first baby steps in Tyndall, S. D. and is the youngster of nine living children; says prayers with the Catholics; has dancing brown eyes; once won popularity contest and was guest of County Fair one week with expenses paid; pinochle is her favorite indoor game and she hates to miss a Bob Hope program; they keep good nature sticking even to the walls and ceiling and "Bert" and "Jo" are an unbeatable combination—both are folks we recommend as very worth while knowing . . .

Ph. 237 and note: How many years have they had this grocery on the same spot?

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JOHN R. RICHHART

★★★★ DON'T you feel a heap happier when your home is newly decorated with attractive paper and paint, and looks up-to-date? It does something to you inside; peps up your morale—gives you a new membership in the progress crowd, and that's where John R. Richhart, 1811 Gramercy Ave., one of our best known decorators, walks right into this feature column. He learned his trade under his father-in-law, Ernie M. Tompkins, one of the expert pioneer decorators of Torrance and had to learn it right. Been at it since 1924; does the whole line-up, interior and exterior; learned under the old school where nothing was ever slighted and knows the only way to meet competition is with quality workmanship. A tumble weed rolled along the information that "Bob" first refused to eat his spinach in Strawn, Kansas; newsied around for first pennies; rather grow beautiful fibrous begonias than fly around the world (inherited that from his grandmother); his understanding Sarabel, and bright-eyed son Dick (future boat maker) keep him steady in the boat; nice big thick juicy steak needs no second call to come and get it; member of the go-ahead crowd of Torrance since 1917; a never give-upper and "Bob" would rather lose money than friends . . .

Ph. 71 and inquire: When did he start his own contract work?

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FOUR ★ ★ ★ ★ FOLKS WINNERS AND ANSWERS

First Prize..... Geo. Myers
Second Prize..... Grace Hopkins

TORRANCE MEMORIAL HOSPITAL, A-1 on all counts, was opened under the supervision of Esther Maxwell, Superintendent, in May, 1925.

CHARLES B. DUNHAM, keen as they come, opened his new Auto Parts Store (next to his Sunset Service Sta.) Carson and Halldale, April 23rd.

EDWARD and HELEN JOSEPH, cordial folks, of Helen's Cafe, 1223 El Prado, have spent 11 years in present kind of business.

TORRANCE BRASS FOUNDRY, a progress plant, has been under complete supervision of Harwood Clark for past "six months."

AUBREY ("RED") BROWN, fellow worth knowing, B & M Garage, 2172 Torrance, did his first regular auto repair job at Dodge City, Kans., in 1922.

KATHERINE MULLIN, person of cheer, 1149 El Prado, has spent 10 years making women more beautiful.

FRITTS MANUFACTURING CO., known the world around in oil industry, was started in Torrance by George E. Fritts, (1815 213th St.) in 1924.

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CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

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CONTEST RULES
We Will Pay You
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WHAT TO DO? Call by phone or in person and get answer to question asked at the end of each story. Send answers to The Herald within four days.

Beautiful K. T.

Beautiful 20-year-old K. T. Stevens who, according to her press agents, makes newsworthy habit of spurning screen contracts, has name and figure (see above) to recall song, "Beautiful Katy," of last World War. Anyhow, she should make the boys stutter "she's the only g-g-g-girl we adore."

Five Initiated Into Lodge

Five candidates were initiated at the Trio Rebekah lodge last Wednesday, June 25. They were Mesdames Tirzah Taber, Mary Jorgenson, Ruth Morris, Hattie Schroeder and Ann Routsong.

Dr. Etta Woods, retiring noble grand, presided at her last initiation for her term and then presented a Father's Day program. Mrs. Ernestine Arnholt gave a solo and a box of candy was presented George Hall, oldest father present. Hall is also charter member of Trio Rebekah lodge and an Odd Fellow of many years' affiliation.

Mesdames Ethel Waite, Fay Slate, Bertha King and Carl J. F. Ross were in charge of the evening's program and the refreshment hour following.

INTEND TO WED

Applications for marriage licenses were made during the past week by:

Eldon Dale Stepler, 27, and Nellie Alvalene Reynolds, 18 both of Harbor City.

Henry Eugene Garner, 28, and Rosalie Margaret Elliott, 23, both of Torrance.

The Mohammedan faith is estimated to have 219,000,000 followers.

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HEAD OF TELEPHONE COMPANY OUTLINES HUGE EXPANSION

N. R. Powley, president of the Pacific Telephone and Telegraph Company, issued a statement today in connection with the release of the dividend checks to shareholders in which he commented on the indicated adverse effect on the company's earnings due to its huge plant construction program—in excess of 50 per cent over last year — now totaling more than $70,000,000, heavy increased wage payments recently effective and the forthcoming substantial tax increases.

In further commenting on the statement to the shareholders, Powley stated:

"Throughout the entire Pacific Coast we are making huge plant additions to meet the extraordinary service requirements involved in the defense preparedness and the accelerated tempo of business activity. Our working forces have been considerably increased in number and we now have in excess of 35,000 employees or over 5,000 more than a year ago. We have the highest payroll in the history of the company.

Great Expansion Program

"Prior to the first of the year we estimated that our 1941 construction program would approximate $60,000,000 of which an aggregate of $48,000,000 would be exclusively for new construction. We now estimate that this program, which is still in a state of flux, will be in excess of $70,000,000 and it will undoubtedly be enlarged due to the continued unusual and unforeseen extraordinary service demands. The plant requirements run into large figures—land and buildings $2,754,000; equipment installed or added in central offices $21,320,000; subscribers' telephone equipment $23,962,000; exchange cables, wire, poles, etc., $13,334,000; toll cables and lines for long distance traffic $9,452,000. We are adding new facilities in practically every city, town and hamlet in which we operate as well as materially enlarging facilities over long distance routes. We are building, wherever necessary, entire new telephone layouts to meet the national defense requirements.

"The net gain in telephones in May was 10,641 as compared with 6,260 in May last year. Net gain for the first five months of 1941 was 61,596 as compared with 40,347 for the corresponding period of 1940.

"Toll and long distance calls for the first five months of this year increased approximately 22 per cent over the same period last year.

Pride in Personnel

"The present rate of telephone growth and increased volume of toll and long distance business, both at the highest level in the history of our company, are due in large part to defense preparedness and, as such, have assumed abnormal proportions. Current rate of earnings may be considered only as temporary.

"The preliminary earnings figures for the first six months' period of this year are undoubtedly not indicative of the rate of earnings which will be experienced for the entire year 1941. Substantial tax increases must be expected and no provision is included in the six months' statement for Excess Profits Tax nor for an increase in Federal Income Tax. Costs, inclusive of heavy increased wage expenses, are rapidly rising. The unprecedented additions to plant are materially increasing carrying charges which are not yet fully reflected in the earnings statement. All of these factors will inevitably result in higher expenses and lower net earnings.

"National defense considerations, in their full importance, have been prominently in the foreground throughout all our activities during the year. Our resources, facilities and personnel have been and are all directed toward our company playing its full, effective and patriotic part in our country's defense program. We take justifiable pride in the spirit and competence with which our entire personnel is meeting all of these activities."

STORKatorials

BABY GRANT . . . a daughter, was born to Mr. and Mrs. Eric Grant of this city at Magnolia hospital in Long Beach, June 25.

DOUGLAS LUTHER MONS ELLINGSON . . . was born to Mr. and Mrs. George Douglas Ellingson of 1719 Martina ave., at 10:58 p. m. June 29 at Torrance Memorial hospital. Their first child, he weighed 7 pounds. His father is an engineer at the National Supply Co., and his mother is the former La Vedna Folden. The baby's grandparents are Mr. and Mrs. Luther C. Folden of Williams, Ariz., and Mr. and Mrs. John M. Ellingson of Tempe, Ariz.

RANDOLPH CONNOR GRAY . . arrived to Mr. and Mrs. John B. Gray of Compton at 5:20 a. m. June 25 at Torrance Memorial hospital. Their first child, he weighed 6 pounds, 9 ounces. His father, a reserve officer in the U. S. Cavalry and collector of firearms, is president and manager of Compartnight Delivery, Inc., of Compton and his mother is the former Hazel Nestor, former art designer for the Ambassador hotel. Mrs. Lucien Gray of Los Angeles is the baby's grandmother.

BONNIE RAE LAWSON . . . was greeted by Mr. and Mrs. Allan Lawson of Redondo Beach at 6:30 a. m. June 25 at Torrance Memorial hospital. Their first child, she weighed 7 pounds. Her father works at North American Aircraft and her mother is the former Geraldine Gaines. The grandparents are Mr. and Mrs. Roy Lawson of Ellendale, North Dakota, and W. T. Gaines of Helena, Mont.

TRENT JACKSON TYLER . . . was born to Mr. and Mrs. George Thomas Tyler at 11:43 a. m. June 25 at Torrance Memorial hospital. Their first child, he weighed 8 pounds 7 ounces. His father is a salesman for the Coca Cola Bottling Company of Long Beach and his mother is the former Helen Gladys Jackson. The grandparents are Mrs. Gladys M. Jackson and Tom Tyler of Sierra Madre.

BABY CLINE . . . a son, was born to Mr and Mrs. Rufus M. Cline of 1326 West 224th st., at 8:01 a. m. June 30 at Torrance Memorial hospital. His father is employed at the Columbia Steel plant.

Bids Due on Second State Office Bldg. in L.A. Next Week

Bids for the construction of a second state office building in Los Angeles, which will serve all of Southern California, will be opened next week, it was announced this week.

The structure is to be three stories, with basement garage, with 62,000 square feet of floor space. It is to be erected on a site condemned some months ago by the state, on Spring street between First and Second streets, opposite the side entrance to the Los Angeles Times building.

The new building is to be occupied exclusively by the state department of public works, highways division, which now is located in inadequate quarters in the present main state building at the south end of the Civic Center.

TO EXPAND RANGE

Construction of runways and aprons at the Muroc Lake bombing range of the U. S. Army air corps is called for in bids being sought this week by the U. S. District engineer's office in Los Angeles.

In Shakeup

After directing Washington state's $100,000,000 business for 16 years, Olaf L. Olsen, top, leaves directorship of finance to be succeeded by David E. Lockwood, bottom, former Seattle councilman, in shakeup of new Republican governor, Arthur B. Langlie. Mr. Olsen becomes superintendent of Monroe Reformatory.

Lodge Group Honors Member with Shower

Mrs. Marshall Tappin of Torrance was honored recently by members of Trio Rebekah with a stork shower given at the home of Mrs. Lena Omohundro. The house was gaily decorated in pink and blue, the same colors being used in favors and table decorations where ice cream and cake were served.

Tiny storks were place cards and the napkins were pink paper baby jackets tied with blue ribbon. A number of beautiful gifts were received by the honoree who has been an active member and officer in the local lodge.

INCREASE T. B. BEDS

Facilities for the care of tuberculosis patients in Los Angeles county were increased by 260 beds July 1, according to Arthur Will, superintendent of Charities and Director of Institutions. Of the additional beds for tuberculosis patients, 200 will be located at the Acton Camp Division of Olive View Sanatarium and 60 will be added at the Sanatarium itself.

17th Congress Dist. Enlarged About One-Third

Expansion of the 17th Congressional district by more than a third to include Inglewood, Redondo Beach, Manhattan Beach and Hermosa Beach has been approved by Governor Olson and waits only routine approval of Congress.

The changes called for under the reapportionment bill which was voted as the result of 1940 census figures gives the 17th district all of the San Pedro-Wilmington harbor territory formerly assigned and as far north as Slauson ave. in Los Angeles which embodies the 68th, 67th, and 66th assembly districts and adds all of the 46th assembly district formerly included in the 16th Congressional area serviced by Leland Ford.

The addition increases the 17th district population from 200,000 to at least 320,000 people, it is estimated. The postal stations which go into the district are Inglewood, Lennox, Hawthorne, Lawndale, El Segundo, Manhattan, Hermosa and Redondo, being added to San Pedro, Wilmington, Avalon, Harbor City, Walteria, Palos Verdes, Lomita, Torrance and Gardena. Watts also is in the district but has no separate postoffice.

The expanded district thus will include the Los Angeles airport at Mines field and many of the aviation plants, including the North American, clustered in the Inglewood area.

The first voting test in the enlarged 17th Congressional area will not come until a year from next August.

Sleeping car service has been discontinued in many European countries.

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TELEPHONE PIONEERS

There are always new frontiers to telephone service. Problems to be solved. Improvements to be made. And there will always be Pioneers pushing on to new achievements.

The telephone business recognizes and salutes its veterans, whose Pioneer spirit animates the entire organization. Their leadership, aid and guidance is a daily inspiration to the younger members in the telephone family who will be the Telephone Pioneers of tomorrow.

There are on the Pacific Coast about five thousand members of the Association known as the Telephone Pioneers of America. Their "know-how" is deep and broad—gained through years of experience on the day-to-day job.

In these times of emergency—of rapidly expanding demands for telephone communication—the Pioneers' dedication of effort to the Ideals and Traditions of the industry is an invaluable asset to the business and the Nation.

SOUTHERN CALIFORNIA TELEPHONE COMPANY
1266 Sartori Ave. Telephone Torrance 4600