TORRANCE HERALD Tomorrow Night Junior Chiefs to Exchange Ideas with Other Leaders

Something new in the way of executive board n the agenda for Junior Woman's Club officers

an effort to better plan the year's program, I exchange ideas and information with chiefs ers will exchange ideas and information with chiefs of other Harbor and South Bay groups at an 8 o'clock meeting at the 1614 Beech Ave. home of Mrs. E. L. Snodgrass, Junior avisor.

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Harbor and South Bay groups at an 8 o'clock meeting at he for active in the participants with one another will precede the business is easion.
 An informal potluck dinner designed to better acquaint the participants with one another will precede the business is easion.
 Expected at the gathering are three representatives from and yellow will be the them and yellow will be the former discovery of 2011 and the participants with one another will precede the business.
 Mrs. John Kemp Is in charge of the novel event.
 The Joan Kemp Is in charge of the novel event.
 TALE OF ANTIQUES ON LEAGUE SLATE A talk on antiques by Mrs. S. Walker will highlight the Norma loppa, and Priscilla Reproduction worker stated for next lunchoon meeting of the sub state and priscilla Reproduction of the Dalesistance League of San Pedro, total stated for next lunchoon meeting of the sub state of the run form and Priscilla Reproduction of the Dalesistance League of San Pedro, tat 12:30 p.m. at the league club.
 Following the nuptials, the league club.

About 100 relatives and friends will gather at the new hom of Mr. and Mrs. George Bray (nee Miss Marie Babcock) today pair. Event, to be held at 3402 W, 225th St., is being planned by the bride's parents, Mr. and Mrs. Glenn Babcock of 2888 gluty on Okinawa, took his bride Maricopa Pl., and her aunt, Mrs. on a trip to. Mission Inn in Robert H. Blair of Los Angeles, Riverside and on down the coast Also in the receiving line will to Mexico. Mr. and Mrs. Gus Bray of 2011 Andreo Ave. Best wishes will be the theme.

New-wed G. Brays Today

Who Pays For Advertising?

NOT THE NEWSPAPER reader, because he saves both time and money by shopping the wide selection of honest values offered through the advertising columns.

NOT THE ADVERTISER, because advertising always returns a profit when it is used correctly and consistently.

line of advertising in our paper is paid for by the FELLOW WHO DOESN'T ADVERTISE! The business which the non-advertiser loses pays the cost of advertising, and ALSO returns a fine profit to the fellow who DOES ADVERTISE!

The merchant who does not advertise IS THE MAN WHO PAYS for advertising. He pays fo It in the volume of business he loses - in the number of customers who buy elsewhere.

advertising does not cost. GOOD ADVERTISING PAYS! It brings back the original in ent and profit dollars, too. Almost every store wants more business than it is getting. Hoping for more business is not as effective as inviting more business.

Advertising SAVES Money

s into our office and starts a tising . . . not only in THE HERALD but in newspapers nagazines and the radio generally . . . but, honestly, in our humble opinion adver tising, particularly LOCAL newspaper advertising, used intelligently and frequently, doesnt' cost money at all.

Rather it helps move merchandise faster, permits distribution economics, pro wides for mass sales and ultimately lower prices, with savings both for the consumer, sellers, distributors, wholesalers and manufacturers.

Take for example the classic case of the nationally-advertised light bulb. It sts only one-fourth as much now as it did for an inferior one in 1923. Again, in 1929 the average radio set cost \$135 and only a few thousand people were proud owners. Now an average set sells for about \$40 with ownership in the millions And so it goes. Mass production, spurred on by judicial advertising, has brought prices down.

Advertising in THE HERALD pays large dividends More than 28,000 Families Regularly Read . . .

HERALD PUBLICATIONS

Printed in Torrance at 1619 Gramercy Ave. PHONE FA 8-4000

Housewarming to Honor More Recipes for Tasty Summer Eating FILL UP COOKIE JAR FOR SUMMER TREATS

GER COCOANUT DROPS

GINGER COCOAN 1 C. shortening 1 C. sugar 2 eggs 1 C. molasses 34 C. sour milk 4½ C. sifted flour 1 tsp. sola 1 tsp. cinnamon 1 tsp. ginger 1 to 2 C. ccocoant Cream shortening COOKIE ICING ¹/₂ C. powdered sugar 1 tbsp. cocoa 2 tbsp. hot milk ¹/₄ tsp. salt ¹/₄ tsp. vanila Mix sugar and coco Mix sugar and cocoa. Add lk, salt, and vanilla. Mix until mooth. THREE.IN.ONE COOKIES 3 C. sifted flour 4 tsp. baking powder 1 tsp. sait 4 C. shortening 2 C. brown sugar, firmly packed 2 acres 1 to 2 C. cocoanut, chopped Cream shortening and suga toroughly. Break in eggs, one a time. Stir in molasses and sou ilk. Sift flour with dry ingre-ents and add to mixture. Mi ioroughly. Stir in cocoanut pon in cockies by tespenorful

 milk. Sift flour with dry ingre
 4 C. shortening

 dients and ad to mitture. Mix
 2 C. brown sugar, firmly

 prop in cookies by teapsonfuls
 3 ecgs

 sol degrees for 10 to.15 min.
 2 tap. vanilla

 CHOCOLATE MOUNDS
 2 tap. vanilla

 2 tsp. baking powder
 3 tsp. cinnamo

 3 tsp. soda
 4 tsp. alispice

 3 C. shortening
 2 tsg. tunsweetened chocolate,

 3 C. bortening
 2 sitt focut, baking powder, and

 3 C. bortening
 2 sitt focut, baking powder, and

 3 C. buttermilk er sour milk.
 Sift flour, baking powder, and

 4 C. buttermilk er sour milk.
 Sift orgether. flour, dd dough into three parts. Add

 cream together shortening and vanilla. Mix until smooth. Divide
 sugar, Cream until fluffy. Add

 sugar, until light and fluffy. Add dough into three parts. Add
 dd dicter untilk moto. Add flour mix.

 powder, soda, salt, and cocca.
 ture alternately with milk and

 ter each addition. Add vanilla.
 melted.

 ter aspapoonfuls on oiled baking sheets. Bake at 350 degrees for sheets. Bake at 400 degrees

 12 to 15 min. While still warm, abut 12 min.

Soroptimists To Hear More Of Convention

Torrance-Gardena Soroptimist

their weekly luncheon meet-at the Western Club Cafe t Tuesday, July 13. he two leaders, who returned Sunday evening from inter-onal convention sessions in

nal convention sessions in f. Canada, gave highlights te event at last week's meet. Mrs. Ennis told the humory side of the journey, point-out transportation and ac-Ellis gave a travelogue of Louise and Yoho National t, which the duo visited in vien sessions. rk, which the duo visited in tween sessions. Delegates from every state in e United States, Canada, Cuba, azil, Mexico, Alaska, Hawaii d the Philippines attended the nvention, Mrs. Ellis reported.

Bingham Boy

Is 3 Today Entertaining today for her on, Larry, who will be three ears old, is Mrs. R. Bingham (1510 Engracia Ave. She will charactone the birth. she will chaperone the bi y boy and his friends at rival early in the afterne en serve refreshments to ngry tots at her home. Co i balloons and streamers rry out the circus theme

ale and Louise Hoag, Gor-cee and Janis Goettsch, and Marty Klink, Donna an, Ricky Clayton, Bar-and Ginny Krauszer, Smith, and Linda Leh-Larry's cousin from San sco

REBEKAHS MEET NEXT WEDNESDAY

ifteshment and Lodge a Trio Rebekah Lodge g next Wednesday July 14, at 8 o'clock. sion will be held at the mia Hall in Lomita with Bence in charge of the

VISITORS EXPECTED

Jellied Salads Best Bet For Cool Summer Dish

t the thing for real cool eating—cool with meat, fish, or cheese and they'll main-meal serving. Make them early in the day to lighten your work. JELLIED HAM AND CHICKEN mold and chill until firm. SEASHORE SALAD ELLIED HÅM AND CHICKED 1 thsp. Plain gelatin 1 zoz. can silecd mushroons 1 stalk celery, chopped 1 stalk celery, chopped 1 stalk celery, chopped 1 stalk celery, chopped 1 thsp. lemon julce 2 tsp. mineed parsley 2 tsp. chopped cooked chicken 1 C. chopped cooked chicken 1 C. chopped cooked chicken 50 ctn gelatin in julce drained 50 ctn gelatin in julce drained 1 conion, stalt to chicken broth rou may use canned broth rou may use canned broth sould a chicken boullion 1 tbsp. plain gelatin 1 C. cold milk 1 10½-oz. can cream

1 10%-02. can soup 2 tsp. vinegar 1 tsp. Worcestershire saud 1 C. flaked fish 1 tbsp. mineed onion 2 tbsp. ehopped pickles. 3 Soften gelatin in ½ C. 4 milk. Heat remaining milk h soup. Add softened gelatin, ar gar, and Worcestershire ; mistirring until gelatin is id n. ed. Cool. When mixture beg instirring until gelatin is id n. ed. Cool. When mixture beg thicken, fold in remaining

Finger Sandwiches Good For Summer Entertaining

or evening refreshments, finge the popularity rating of an

Ition plain, Drop batter by tea espoonfuls onto oiled baking sheets. Bake at 400 degrees about 12 min.
 STYLE SHOW CHARTED BY
 SUTYLE SHOW CHARTED BY
 Summer fashions for women will take the spotlight on Fri-day evening. July 23, at the moses Hall, 1744 W Carson St. Women of the Moose, Tor tance Chapter 44, will be spont

way to have maid service nice-tics without the maid! Thanks to a new transparent, protective food wrapping mater-lal made of saran, you can pre-Spread with butter or mayon-pare completely the sandwich plate or a delicate salad hours evenly with filling. Cover with head of time and leave them in second, siles of butterd head.

Summer fashions for women will take the spotlight on Fri-day evening, July 23, at the Moose Hall, 1744 W. Carson St. Women of the Moose, Tor-rance Chapter 44, will be spon-soring the 8 o'clock event and also will model the styles. Ad-mission is tree to the public. Members charted plans for the show when they mel last Wednesday night at the hall. Initiation of two candidates, Marie Cunningham and Doro-thy Gunn, also highlighted the evening. Mrs. George Clay, newly-in-stalled senior regent, presided over the ceremonies. BUILD QUICK NOURISHING LUNCHEONS AROND SOUP

"What's for lunch, Mom?" That's a familiar query this season when outdoor activities a sharpen appetites. A good way fruit for dessert. A veget to make sure lunches at your soup tastos good with egg s nous. reach expectations is to and ple or cake. With a r keep a supply of luncheon-build Give top priority to condensed for dessert. The teverage c soups, for they are star per-be milk, or on a particul formers in summer meals. They sweltering day — leed te a are quickly and easily prepared, provide variety and give cool and nourishing. A good luncheon plan with soup is SOUP

emonade. SOUP-ER LUNCHES FOR SUMMER Cream of chicken soup Strawberry-crowned fruit salad Raisin bread sandwiches Iced tea Beef soup

Beef soup Swiss cheese sandwich Grapefruit, half Milk

New Features

Added to Ice

Cream Social The annual Ice Cream Social of the YWCA, scheduled for next

sorated cakes took the center or new resultes, according, or sitraction, with red, white, and Robert Hoxworth, general man. Solor. A display of fireworkes solor. A display of fireworkes Sharing in the festivities were pienic supper, including he the two Barrington children and potato salad, will b Miss Frances Barrington and during the evening. Jav Barrington, his wile, dyce.

Just returned to her 1538 El be Prado home from a two-week mitt

Typical summer favorites, ce cream and cookies, will top

A Stetson. A Stet

OPTIMISTS ENJOY

CRESTLINE VISIT Optimist Club men are taking vacation from their wives and unlites this weekend, gather-ig at Crestline for relavation

 line Boring's name to Mrs. (Thomas Colby,
 The bride-elect, daughter of Mr. and Mrs. Claude T. Borin Sr., graduated from Narbon High School with the June clau of this year. She was active i her historian of Jane Addams an escretary of Lettergirls.
 Her fiance, a resident of Holl birth Barbit Theological Seminary at a Covina, where he is studying fr oother was a south director at ft swill Western Ave. Baptist Church. Barringtons ^{birthday} Fete Birthday

ee DIITTIGE Patriotic and the Torrance Terrace Garden ers celebrated their ninth

Optimist Club men are taking Miss Frances Barrington enderen, and potato salad, will a vacation from their wives and Jap Barrington, his wile, Joyce, Jap Barrington, his wile, Joyce, at Crestline for relaxation of the second seco

year, although tentatively plan later this summ sions will begin ing to Mrs. Mir chairman.

Host Family At Barbecue

ance trip to Northern Calif day Mrs. W. I. Laughon. ome A. Mrs. Lille Ahrens; Mrs. Law Wilker

On Aug. 14 Nuptial ceremonies at 6 Western Ave. Baptist Church Aug. 14 will change Miss Je lene Boring's name to Mrs. Thomas Colby.

sup is: SOUP SALAD OR SANDWICH DESSERT BEVERAGE Imagination and "know how" re needed to turn this plan * * *