

**SAL GASCON**  
is looking forward to serving his friends at his New Barber Shop location... (formerly with Star Barber Shop)  
2055 Pac. Coast Hwy.  
Lomita - DA 6-5961

**Rev. Jolley Tells Topic**

"A Godly Man's Choice" will be the sermon topic Sunday at First Presbyterian Church, 1842 Gardena Blvd., with the Rev. Truman M. Jolley preaching. The senior choir will sing "Jesus, Our Lord, We Adore Thee" by Will James. Martin and Elizabeth De Vries will sing "Jesus, Lover of My Soul" by Holbrook. The Jolly's will be on vacation at Idyllwild during August. Mrs. Evelyn White and Miss Lovell Ruecker will be guest organists.

**Soderstrom Named Port Edsel Dealer**

Paul W. Pursley, Los Angeles district sales manager for Ford Motor Company's Edsel Division announced that Charles Soderstrom has been awarded an Edsel sales agreement for San Pedro.

Soderstrom, a San Pedro Ford dealer for 25 years, will continue to operate Charles Soderstrom, Inc. at 16th and Pacific, and will handle the Edsel at Cabrillo Motors in a newly remodeled building at 1501 South Pacific Ave.

Soderstrom is a member of Kiwanis, Chamber of Commerce, American Legion, YMCA, Red Cross, and the Community Chest.

The announcement of the San Pedro Edsel dealership coincided with similar announcements of Edsel franchises in southern California. Additional dealers will be appointed as sales agreements are formalized, according to Pursley.

**BLINKING RATE**  
A human eye blinks at the rate of from three to six times a minute. pleted until 1923.



"MISS UNIVERSE" AND PHOTOGRAPHER... Carol Morris, 1956 "Miss Universe," compares notes on the 1957 "Miss Universe" pageant with Milt Svensk, HERALD photographer. On vacation, Svensk was on assignment for Sweden's largest weekly magazine, "Vecko-Revyn." This was one of the most pleasant assignments assignments he ever had, Svensk reported.

**Pitch-and-Putt Course to Open In Sea-Aire Park**

A pitch-and-putt short golf course will open in Sea-Aire Park by Aug. 15. Recreation Director Harry Van Bellehem said yesterday.

The nine-hole course now is ready for use, but is awaiting arrival of equipment, he said.

Final details of the opening need to be ironed out, but the hours of operation probably will be from 9 a.m. to dusk, with a 50-cent charge for adults and a 25-cent charge for children.

Longest hole on the course will be 90 yards, with a par 3 on each hole. Two holes will be par 2, putting only, because the holes are close to nearby homes.

Eight, nine, and ten iron will be used for lofting, while putters will be used for short-distance putting.

Classes will be held for children in the area, Van Bellehem said.



We cordially invite you to visit our store and see our fine selection of heavenly candies.

24202 CRENSHAW LOMITA - DA 6-4020

**PEANUT BRITTLE**

This is our regular fine quality Peanut Brittle

that we normally sell for 79c lb.

4 DAYS ONLY.....

**49c LB.**

*You're Invited to...*

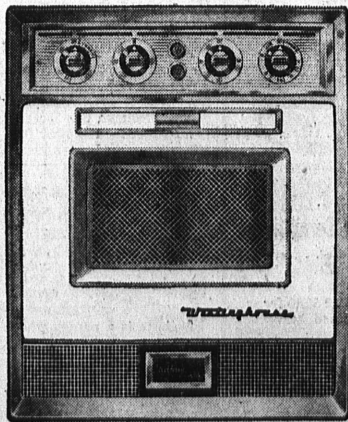
**FRANK'S 4-★ PARTY!**

Yes, We're having a party to introduce the women of Torrance the brand new

**Westinghouse Electronic Range**

THURSDAY • FRIDAY • SATURDAY  
AUGUST 1-2-3

**It's Fun! It's New! It's Free!**



1—A chance to view the tremendous range of the future, a WESTINGHOUSE ELECTRONIC OVEN. For the first time in Torrance this marvel will be on display in our store. You will see it cook eggs in 30 seconds, bacon in 27 seconds, a cake in 3 minutes, and many other feats of culinary magic. And home economists to give many tips on preparing your own foods.

2—FREE PRIZES GALORE. Grand prize will be a brand new Westinghouse Dryer. Also there will be a Hoover Cleaner awarded, and special free prizes to the first 25 ladies who attend each day.

3—FREE SNACKS for all, cooked on the beautiful 1958 Westinghouse Ranges, and the best electrical appliances made.

4—All this plus the sensational 2-for-1 table. Be sure to ask about this.

**FRANK'S 4★ SPECIAL**

30" OVEN — PLUG-OUT UNITS  
SUPER SPEED BURNERS  
MIRACLE-SEALED OVEN  
AUTOMATIC CLOCK CONTROL

Range Price..... **\$419<sup>95</sup>**  
Less: Trade-in..... **\$100<sup>00</sup>**

**\$319.95**

Including installation of 220 wiring



1334 El Prado  
Downtown Torrance

FA 8-7682

**Seaside Bible School Slated**

Seaside Community Church, 230th and Ocean Ave., will hold its second annual vacation Bible school from Aug. 5 through 16.

Youngsters from three to ten years may enroll in the classes, which will include games, songs, and crafts. Twelve teachers will be in charge.

Sessions will run from 9 a.m. to noon, with a mid-morning recreation and snack period. A field trip and parents' night program are planned during the second week. The school is tuition-free.

**Manuscripters Get Tips On 'Writing as Business'**

those who want quick fame, and those who consider writing as a business.

**Terms Considered**  
Elaborating on the business of writing, Braham showed how the same terms that pertain to any commodity and to a story. For example, he said, package material so that it is saleable, considering competition and new trends. Remember that the buyer (or editor) is a business man who is pressed for time, tired, and sometimes worried about his job. If you want to catch his attention, do it in the first page of your story, he told the group.

Braham, who stepped in at the last minute to substitute for Malden Bishop who was ill, has an imposing career in the mystery field, with numerous short stories as well as eight novels to his credit.

Braham pointed out that writers generally fall into three categories: those who use writing only as an outlet,

Braham also discussed the changing trends in mystery writing, such as more authenticity and less concern with "finding the body" formula. He stressed the importance of writing every day. A "question and answer" perior completed his talk.

**Stories Sold**  
Sales for the Manuscripters during the month included the following: "Lollipop Gullit" by Elsie L. Pestoff to The Link, a magazine for army personnel. "Otto Learns the Hard Way" a juvenile by Ramoncita S. O'Connor to Sunday School Times. An article about Beth Norman by Polly Booth to Industrial Editor magazine. Also, "The Arabian Horse" by Alden A. Hull will be published in This Week magazine on Aug. 24.

**JUST PLAIN HUNGRY?**

*Eat with Charley*

At DANIELS CAFE 7625 Cabrillo Ave. DOWNTOWN TORRANCE

**QUITTING BUSINESS!**

Everything Goes...  
AT COST AND BELOW COST

Jewelry... Handbags... Accessories

Sensational Values in Top Brand Jewelry:  
"NAPIER" • "MOZELLE" • "HATTIE CARNEGIE"

**CHEZ NETHA**

221 Avenida del Norte • Riviera Village • Redondo Beach  
(One block south of Avenue I)

P.S.—FIXTURES and DISPLAYS GO, TOO!

**FORD LEADS in SALES Locally and Nationally**

Before you buy any car compare

FORD'S **LOW LOW** PRICES

Starting at **\$1795** Delivered

Compare the difference you pay and you'll buy

**FORD**

**OSCAR MAPLES INC.**

YOUR FORD DEALER  
1420 CARRILLO AVE.

FAirfax 8-5014