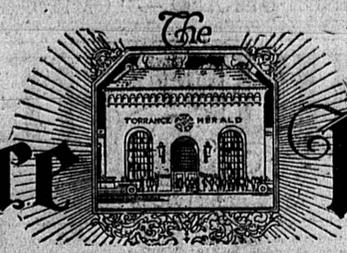


TORRANCE
IS THE
SHOPPING CENTER
of 60,000 PEOPLE

Neighborhood



Section

TORRANCE
IS THE
SHOPPING CENTER
of 60,000 PEOPLE

SIXTEENTH YEAR—NO. 23

TORRANCE, CALIF., THURSDAY, JULY 24, 1930

SECOND SECTION

KEYSTONE NOTES

Mr. and Mrs. J. S. Smith of Redlands, brother-in-law and sister of Mrs. George Nahmens, of Carson street, visited at the Nahmens home here Sunday.

Mrs. Habel Tripp of Fresno who has been the guest of Mr. and Mrs. Paul Button of Meyer street left Monday morning for Nogales, Arizona, where she will spend a week. Upon her return trip home to Fresno Mrs. Tripp will again be the guest of Mr. and Mrs. Button for a short visit.

Guests Sunday at the home of Mr. and Mrs. Frank Briganti on Carson street were Mr. and Mrs. Joe Cimino and family of Los Angeles, and Mr. and Mrs. Sam Falla and family.

Mrs. Fred Russell and children, Lura and Fred, Mrs. Lura Wharton and Colonel Bower of Figueroa street motored to Inglewood Sunday where they were the guests of Mr. and Mrs. D. W. Spellman.

Mr. and Mrs. S. S. Tannehill of Dolores street were dinner guests at the home of Mr. and Mrs. Dean Hansen in Pasadena Saturday night. Other guests were Mrs. Tannehill's sister, Mrs. H. T. Hoxworth and two nieces, Bunice and Araline McGhee of Long Beach and Mr. and Mrs. L. D. Hansen of Pasadena.

Mr. and Mrs. William P. Knight of Taft and Mrs. Anna Richards of Wilmington were dinner guests at the home of Mr. and Mrs. Ernest Martin on Amelia street Sunday. Mr. Taft is instructor of a 46-piece children's band at the Taft elementary school.

Mr. and Mrs. G. C. Nahmens of Long Beach, and Mr. and Mrs. William Nahmens of Oakdale were dinner guests at the home of Mrs. George Nahmens and family on Carson street.

The World Wide Guild of the Keystone Baptist church was held at the home of Mrs. George Tomlin on Amelia street Thursday

afternoon. Sewing for foreign mission field occupied the attention of the group and dainty refreshments were served by the hostess. Present were Mrs. H. B. Transchel, Lorene and Ina Cunningham, Myrtle Bennett, Adelle and Georgia Merle Tomlin, and Madeline Sinclair.

Mr. and Mrs. A. Jaunsem of Amapala street, Torrance, were hosts at a delightful party Saturday night at their home. This event was given as a farewell courtesy for the house guests of Mr. and Mrs. Jaunsem, Mrs. Dzenet and her daughter, Miss Beatrice Dzenet of Santa Barbara, who left for home Sunday; and the celebration of two birthday anniversaries, that of Miss Olga Jaunsem and Frank Russell of Figueroa street, Keystone. Cards were played by the guests following the lovely dinner party. Many gifts were received by the two honorees on the occasion of their birthdays. Miss Beatrice Dzenet will leave very soon for Cincinnati where she will study music.

Mrs. Harry C. Rocque and two daughters, Blossom and Audree of Grace street spent Wednesday at Brighton Beach. In the evening they were joined by Mr. Rocque, Mr. Koehler and Mrs. L. B. Johnson of Long Beach. A beach supper was cooked and enjoyed by the group on the sands.

On Thursday evening, Mr. and Mrs. Z. W. Jennings and daughter, Barbara Jean; Mr. and Mrs. George H. Koehler, Mr. and Mrs. Harry C. Rocque, and Mrs. George Nahmens and daughter, Ruth, all of Keystone, picnicked at Redondo Park.

Billy and Townsend Lewis of Middletown were visitors at the home of Mr. and Mrs. John R. Hilbert and family on Grace street, Friday.

At the conclusion of the Vacation Bible school held at the Keystone

(Continued on Page 6)

State's Motor Parade Longer

All Records Broken for Vehicular Registration

SACRAMENTO, (U.P.)—Breaking all previous records, California registered 1,968,012 motor vehicles for the first 6 months this year, according to Frank G. Snook, chief of the Division of Motor Vehicles. The total figure represents a gain of 6 per cent over the same period last year. And the fact that passenger cars alone increased more than 90,000 is seen as another sign of prosperity in the state.

L. A. County Figures
Including vehicles exempt from fees (such as state, county and public service corporation automobiles and trucks) the grand total would be over the two-million mark, Snook said.

Free-paid registrations in Los Angeles county for the 6-month period were as follows:
Passenger cars, 758,097; solid-tired trucks, 5,506; pneumatic-tired trucks, 27,243; motorcycles, 2,739; solid-tired trailers, 3,035; and pneumatic-tired trailers, 7,105.

Keystone Chamber Will Hold A Joint Meeting Saturday

KEYSTONE.—Plans are under way for a well-attended Chamber of Commerce meeting to be held at Booter's Hall on Main street Saturday night according to the president, Charles A. Brazee. Members of the Woman's club and Carson street Parent-Teachers Association have been invited to join with the chamber Saturday evening in an effort to swell the chamber membership.

Frank McGinley, assemblyman for the 72nd district and John R. Quinn, supervisor, will be present to give talks. The entertainment committee will provide a program followed by the serving of refreshments.

AVALON BLVD. IS ASSURED; STARTED 1923

President of Association Says Final Papers Are Signed

Bringing to a close years of work on the part of public spirited citizens in this district, the Avalon Boulevard Association, through its president, Edwin W. Sandison, announced this week that all property owners interested in the completion of the boulevard have signed a final agreement. Sandison also declared that the uncompleted portion will soon be under way.

The work is to be done as a cash job, it was reported. The estimated cost of construction is said to be about \$270,000, not including the cost of a concrete bridge over the drainage canal which the county is to build at its own expense.

Those interested in the project will recall that the boulevard was first inaugurated as the Harbor Speedway, with C. H. Eubank as president and the first survey, which was by the county, was completed in December, 1923. Following Mr. Eubank's death, a new organization was formed, which took over the building of the boulevard.

This group, known as the Canal Avenue-South Park Boulevard Association, secured the necessary majority petition of property owners from Reyes street to Redondo-Riverside boulevard in order to get the project started.

Service Station Is Sold To Partners

Mrs. Frances Tomlinson, who owned the service station at the corner of Main and Carson streets, has sold the place to Luke Williams and Edward Evey.

Mr. Williams is residing on Amelia street while Mr. Evey and family, recently arrived here from Nebraska, are living at the service station.

Chaplain Chosen For Ship's Cruise

Long Beach Rector Will Make Voyage

The Rev. Perry G. M. Austin, rector of St. Luke's Episcopal church in Long Beach, Calif., and well known religious worker of that area, has been chosen to fill the position of chaplain aboard the S. S. City of Los Angeles during that vessel's South American cruise this fall, according to an announcement made by Ralph J. Chandler, vice-president and general manager of the Los Angeles Steamship Company.

Elaborate provision is being made by the LASSCO line for thorough care and entertainment of passengers aboard the cruise ship. In addition to cruise directors from the American Express Company, the company will supply a staff of officials under R. F. Cullen, general passenger agent, including a hostess, an internationally known photographer whose services will be at the disposal of passengers, a surgeon and others to aid in giving information or advice. The ship, leaving Los Angeles on October 8, will spend 71 days about South America, calling at all ports of importance on both sides of the continent.

Rev. Young Speaks for Open Air Meets

That the Sunday evening open air services held at the First Methodist Episcopal church, on El Prado, at 7 o'clock have a vital place in the community, is the statement made this week by R. A. Young, pastor of the church. "I have noticed a perceptible growing interest in the service and the crowd has doubled since we started it," Mr. Young said. "More than 150 people enjoyed the music program last Sunday evening and the short, instructive message." This Sunday evening, the pastor will speak on "Abiding in Christ, the Need of Torrance."

SAFEWAY IS HUGE BUYER OF PRODUCE

Small Army Provides Housewife With Best Foods

While Southern California elites sleep, a small army of men labor industriously that the housewife, on the morrow, may have her choice of fresh fruits, berries and vegetables. And few they are who give even scant heed to the almost magical system of distribution by which they are enabled to select, at eight o'clock in the morning, vegetables which may have been harvested as late as seven o'clock the preceding evening at a point perhaps eighty miles distant.

Nowhere is the system of rapid and comprehensive distribution of perishable food stuffs more strikingly displayed than at the fruit and vegetable dock of the Safeway Stores in Los Angeles.

Solution To Farm Aid
This dock, the largest in the world devoted exclusively for the retail distribution of fruits and vegetables, measures 100x180 feet, and besides the main floor has a basement covering the same area. On one side is sliding trackage to accommodate 20 railway refrigerator cars in two parallel rows of ten; all may be unloaded simultaneously. On the other side, for its entire length, receiving and shipping by truck is carried on, while down in the center are three immense Moore ventilated coolers for the most perishable goods. These coolers have a total capacity of 6 refrigerator carloads.

Apples, for instance, which may have arrived by refrigerator car in the afternoon, are transferred at once to the coolers to await shipment by truck at from 11 p.m. until 5:30 a.m., depending upon the distance to be traversed by the truck.

The Safeway system of food accumulation and distribution, as it applies to fruits and vegetables, is

(Continued on Page 4)

WALTERIA NOTES

WALTERIA.—The Mutual class of the Latter Day Saints held a farewell beach party at Brighton Beach Monday evening in honor of Miss Isabelle McKay and Elder Sharp, missionaries, who are being transferred to Anaheim. About 50 were present.

Mr. and Mrs. C. Hayes and daughter of Owensmouth visited Mr. and Mrs. Carl Garrison and family of Neese avenue Monday.

Mrs. H. Githens and son, Delbert, of Hollywood, and Mrs. C. L. Palmer of Los Codona spent Sunday at Redondo Beach.

Mr. and Mrs. George Coates and daughter, Maxine, of Ward street, and Mrs. R. B. Sage and son, Lyle, of Madison, spent Friday at Brighton Beach.

Mrs. Bayless and son, Olen, formerly of Walteria, have moved to Wilmington.

Mrs. George Coates and daughter, Maxine, of Ward street, and Mr. and Mrs. E. B. Sage and son, Lyle, of Madison street, spent Sunday at the home of Mr. and Mrs. Ceell Sage of Long Beach.

Mr. and Mrs. M. D. Goodmen of Emmitt, Idaho, who have been visiting at the home of Mr. and Mrs. O. B. Hamilton of Ward street, left Thursday for their home.

Aldred and Roy Lord of Long Beach are visitors at the home of Mr. and Mrs. P. G. Lassen of Ward street. Mr. and Mrs. P. G. Lassen spent Tuesday in Orange County Park.

Mr. and Mrs. E. Codona of Long Beach spent Monday at the home of Mr. and Mrs. W. K. Adolph of Hawthorne boulevard.

Mr. and Mrs. F. C. Boyman and children, Wesley and Dee, of San Pedro, and Mrs. S. D. Sexton and children, Kathleen and Nell, of North Park street, attended a picnic at Luna Park Saturday.

Mr. and Mrs. H. F. Campbell and children, Jean, Betty, Marie and Harley, of Neese avenue, spent Sunday at Brighton Beach.

Mr. and Mrs. A. Potter and children, Dannie and Byron, of Hawthorne boulevard, spent Sunday evening at the home of Mr. and Mrs. J. Harvey of Wilmore. The Potters are having their home remodelled.

Mr. and Mrs. George Coates and daughter, Maxine, of Ward street, spent Thursday at the home of Mrs. R. Weir of Whittier.

Mrs. George Tuttle and sons, Paul and Keith, Rudel Kean of North Park street, and Mrs. H. Tuttle of Wilmington, spent Thursday night at Brighton Beach.

Mrs. E. Kelly and Miss Mary Kean of North Park street spent Friday at Brighton Beach.

Mr. and Mrs. P. B. Tuttle and children of Los Codona avenue, were visitors at the home of Mr. and Mrs. H. W. Slitts of San Pedro Monday afternoon. Later they visited at the home of Mr. and Mrs. F. Martin in Inglewood.

Mrs. J. W. Venable, Jr., of El Paso, Texas, is visiting at the home of Mr. and Mrs. J. W. Venable of Redondo boulevard.

Mr. and Mrs. F. Swanson and daughter, Mr. and Mrs. William Crowe and family, Mr. and Mrs. A. Flint and family, Dorothy Davis of Ward street, Norma Bingham of Hawthorne boulevard, Donald Davis of Ward street, and Lloyd Crowthers and David Hagen of Park street, enjoyed a water hike at Brighton Beach Wednesday evening.

Mrs. John Young and daughter, Betty, Mrs. Gertrude Smith and Miss Francis Hagen of Park street attended the Arizona and New

(Continued on Page 3)



Out of the Family Budget So Far This Year, Mother Tells Dad and the Boys She Has Saved \$109.75!

Every household can do the same thing by Shopping Right in Torrance.

The advertisements of the Torrance Merchants, every week of the year, offer hundreds of money saving values.

Torrance is the logical trading center of over 60,000 people and today is recognized as one of the leading shopping districts by thousands of families.

The loyalty of every wage-earner is shown in the continued growth and development of Torrance.

Making Torrance your Trading Center pays big dividends!

Merchants' Retail Division of the Torrance Chamber of Commerce