

# Torrance Herald

With Which Is Consolidated the Lomita News  
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GROVER C. WHYTE, Editor-Publisher  
MICHAEL STRASZER, City Editor  
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OFFICIAL PAPER OF THE CITY OF TORRANCE  
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## What If Jumbo Sneezed



MACON, GA.—A means of transportation not relied by many; Frank Phillips, head trainer of a circus wintering at Macon, lets Sadie star pachyderm with the show, carry him about by his head. Recently the animal sneezed while this act was in progress and almost crushed the trainer's skull, but friendly relations have been resumed.

## Independent Retail Merchants To Have Special Evening Class

Independent retail merchants will attend an evening class conducted especially for them at the University of Southern California, in the Transportation building, 127 East Seventh street, Los Angeles, starting Thursday evening, March 25, with enrollment opening on March 16, announces Dr. W. D. Moriarty, director of the School of Merchandising of the University of Southern California.

The group will meet on Thursday evening from 7 to 8:30 for 12 weeks, and will be headed by Professor William E. Koch, nationally-recognized authority on retail store management and author of "Methods of Retail Management," recently published by McGraw-Hill, New York.

Study Basic Principles  
Analysis of principles, policies, and methods leading to better management, better service, and more profitable operation will be made during the course. Newer methods of handling and coordinating sales, merchandise stocks, margins, and cost of doing business will be expounded by Professor Koch. Fundamentals companion to all independent retail stores, whether dealing in hardware, jewelry, furniture, drugs, groceries, electrical appliances, automobiles, or other lines will be presented and discussed from various angles.

"Because of many requests from retailers who want a special course to aid them in meeting the constantly changing problems of the smaller independent stores, this new night course in 'Independent Retail Store Management' is being introduced," states Dr. Moriarty. "Retailers in all lines of merchandise are more clearly recognizing the necessity of an opportunity to obtain a better grasp of the basic principles that underlie the successful management and control of the unit store. The Thursday night course, covering both sales promotion and profit promotion, is provided because of this recognized need."

## Dollar Gain in Food Valuation

By the United Press  
One dollar paid for a five course dinner during 1930 will place before you a six course dinner in 1931. Or if you don't "eat out," a dollar's worth of food should feed six persons, instead of five during the coming year.

This prediction is based on the decreased cost of food prices in California during 1930 and the indication that the decrease will be further reflected during 1931.

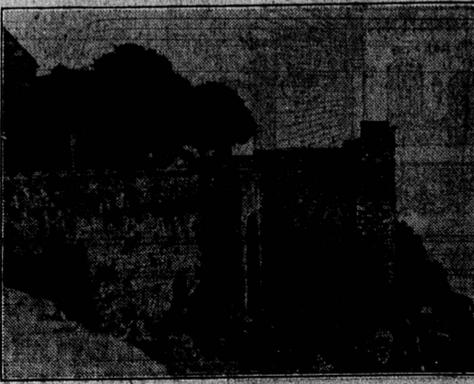
Food prices showed the greatest drop in a group of six items necessary in home management, according to statistics received by the state purchasing office from the United States department of labor.

In reviewing the entire group including food, household furnishings, clothing, rent, fuel and miscellaneous items the department of labor finds that the "cost of living" is now 6.2 per cent lower than it was a year ago.

Jackson points out that Southern California will benefit very materially from the increased activity in the tire industry because the stepping up of production at the several local tire factories will play an important part in giving increased prosperity to this section.

Read Our Want-Ads

## HISTORICAL ISLAND



### THE ISLE WHICH THE MAN IN THE IRON MASK MADE FAMOUS

CANNES, France.—The tiny island of Sainte-Marguerite, which has been claimed by the French government as a historical site. The fortification was constructed in the reign of Richelieu and was enlarged by the Spaniards in 1636. It is here that the Man in the Iron Mask was imprisoned and who for many years was thought to have been the twin brother of King Louis XIV. It is now conclusive that he was the secretary of Charles IV, Mattioli, a duke, and was arrested after having betrayed the confidence of Louis XIV. The mask was thought to have been made of iron, but since has been established as having been made of velvet.

Photo shows the cliffs along the fortification in which some stories claim the Man in the Iron Mask descended towards the sea with the help of a rope.

## Wrecks Car To Save Boy; Three Are Badly Hurt

Ingewood Motorist Hits Telephone Pole Early Monday Morning

"There was only one thing for me to do to keep from killing the boy and that was to go into the ditch," Ted Douillard, of Ingewood, told investigating officers at the Jared Sidney Torrance Memorial hospital early Monday morning where three persons, two of them women, were undergoing treatment for injuries received in an auto accident on Carson street near Avaton boulevard.

The boy Douillard referred to was Don Parker, of Los Angeles, who was riding a motorcycle which skidded and fell to the pavement directly in front of Douillard's car while both machines were going at a high rate of speed. Douillard swerved his car into the ditch and struck a telephone pole head-on. Mrs. R. B. Shuler, of Ingewood, is at the hospital with two broken ribs and severe cuts and bruises; Minnie Peterson, also of Ingewood, received cuts and bruises and Douillard had his left leg badly cut besides receiving a fractured hand.

Parker, the motorcyclist, only suffered a slight bruise to one hand, according to Douillard's report to police. The motorist claimed that Parker passed him on the wrong side and attempted to cut over in front of him when another machine, coming from the opposite direction, caused him to swerve and skid. Douillard said he would take legal action against Parker.

## ELEMENTARY School Notes

The new wing of the building is having the blackboards renewed or replaced in the rooms where the slate boards were not installed at first. The bungalows are also receiving new boards.

Thursday, the annual Arbor day assembly will be held. Fourth grade children in the rooms of Mrs. Nellie Bradford, Mrs. Mabel Peterson and Mrs. Alice Boehne are providing a program. The gift of Commerce makes a Chamber of Commerce make a gift of a new plant to the school at this time each year, and there will also be a speaker from there.

Mrs. Lois Straszler was not able to conduct her kindergarten classes last week. She returned to school Wednesday morning. Mrs. Bessie Haskin was absent Tuesday, as she was attending the funeral of her uncle, who passed away in Los Angeles.

Mrs. Bessie Swisher was on the sick list for several days last week. Substitute teachers were here for these teachers' rooms.

All of the faculty are working enthusiastically for the school bonds which are to be voted upon March 27.

FOOD SALE  
The Philatheta class of the M. E. Sunday school will have a food sale at the MacMarr market Saturday, March 14.

Tailor-Made "College Girl" foundation garments in the new Spring models have just been received at Eby's, Bank of America Bldg., Torrance.—Adv.

BOY IS HOST  
Jack Boyd, master of the Torrance Masonic lodge, will be host to the 24 lodge officers at an informal dinner meeting at Earl's cafe tomorrow, Friday, evening.

## Home Nursing Hints

By Grace L. Smith, R. N.

NAUHEIM BATHS  
In Nauheim, Germany, is a health resort, famous the world over for its mineral water. It contains a chemical composition of chloride of calcium, carbonate of soda and carbonic acid gas. This type of bath may be produced in your own bath tub by adding to a tepid or slightly warm water, the correct proportions. Is used very beneficially in heart and kidney conditions, where the circulation of the surface blood vessels are to be dilated, but the larger visceral blood vessels contracted. If your physician orders a Nauheim bath, he will give you the proportion in prescription form, this is then dissolved in the bath water.

The patient is placed in the bath for no longer than two to three minutes, and when taken out, completely wrapped in a hot dry sheet and given a slight friction rub until dry, and then allowed to have complete rest of two to three hours. This type of bath is given always under strict orders from the attending physician, and never repeated without a day's interval.

Whenever you are giving a treatment to a patient who has a heart or kidney condition, remember always to use the greatest care in preventing exhaustion. Be quiet, don't do a lot of talking, remember a sick person who is not in the convalescent state needs all his strength for building cells and tissues and not to have that strength called upon to listen to entertainment.

Alkaline Bath  
This type of bath is given for the soothing effect upon the skin. Will relieve itching in various skin diseases. For a local bath to the arm or leg, use eight ounces of Soda Bicarb to one gallon of water, temperature of water should be between 95 and 100 degrees.

# News of Lomita

Edited by Miss Birda Paddock  
Phone: Lomita 24-R

## HOME DESTROYED BY FIRE MONDAY HERE

LOMITA.—The home of J. E. Harris, on the corner of Cypress and Star streets, was almost totally destroyed by fire Monday afternoon. The fire started from an explosion in the garage and swept rapidly to the house and chicken houses. It is thought that the fire was caused by spontaneous combustion, as sacks and papers were stored in the garage. The house was partly covered by insurance.

## PLAYLET GIVEN

LOMITA.—Students of Miss Crittenden and Miss Cox appeared in a little play given as a feature of the Lomita P. T. A. meeting Wednesday afternoon. Mrs. F. E. Jones, chairman of the spiritual education department of the tenth district, P. T. A., was the speaker of the day.

## \$500 Fine Assessed Liquor Law Violator

LOMITA.—Despite the earnest plea of his attorney, C. A. McCoy of Hawthorne boulevard, will have to pay a fine of \$500 or spend 180 days in jail for possession of a large quantity of liquor. The sentence was passed on him this morning by Judge Dennis when McCoy pleaded guilty to the charge.

The same accusation against his wife, Minnie McCoy, was dropped with the consent of the sheriff's office. McCoy was taken to the county jail until he can arrange to pay the fine. At the time of his arrest, the raiding officers found liquor valued at \$4000 cached in McCoy's home at 24250 Hawthorne boulevard.

## Walteria Home Is Cleaned Out By Ransackers

Clothing, jewelry and personal property valued at approximately \$300 was stolen from the home of Shelby Venable at 3915 Walnut street in Walteria early Sunday evening, according to a report made to police here Monday.

Venable lost three suits, an overcoat, a leather jacket, and a revolver, while his wife was robbed of a valuable white gold watch, two rings, toilet articles, pocket book and a silver percolator. Numerous other smaller household articles were also taken.

Entry in the Venable home by the ransackers was made through the rear door which was inadvertently left unlocked. The theft occurred about 9:30 Sunday night as Venable's mother reported that her son's police dog barked and growled for a long time about that hour. A complete description of the articles stolen was given to deputy sheriffs for investigation.

## LEGION AUXILIARY

The Past Presidents' Party, American Legion Auxiliary, will be held at Lynwood, beginning at 12 o'clock Friday, March 13. Information may be obtained from Mrs. Annie Grainger in regard to the meetings.

## BON VOYAGE PARTY

LOMITA.—A bon voyage party was given by Mrs. Mark Francis Thursday for Mrs. Edgar Sargent of Los Angeles, who is sailing soon for a visit to her old home in England. Most of the guests were former citizens of England, and Mrs. Sargent will take many messages with her to old friends and relatives.

## SHEPARD'S HAVE SON

LOMITA.—Mr. and Mrs. James Shepard are rejoicing in the birth of a son, who came to their home at 1620 Oak street, March 6.

## Torrance Boulevard Is Approved Name

LOMITA.—The Street Naming committee met in Lomita Friday afternoon and heard reports. The changing of the name of Torrance Boulevard to Torrance Boulevard was reported approved by the Board of Supervisors. The name of Lomita boulevard for the street variously known as Wilmington-Salt Works road, Reyes street, and Weston street, was reported approved by the Planning commission.

In addition to Allens street, which residents had petitioned to be named Greenlund avenue the short strip between Miller and Stage streets, called Feljoa street was to be included in Greenlund avenue as it would be a continuation of that avenue if the streets were ever opened through. The committee will meet again in Lomita, March 20. The local committee meets March 17.

## WARNING! DON'T GO TO WASHINGTON FOR A JOB

In a statement issued this week the United States Civil Service Commission advised the public not to come to Washington for the purpose of seeking Federal employment. The Commission explained that the District of Columbia Committee on Employment has called its attention to a number of pathetic cases where persons have come from considerable distances expecting to obtain a government position on the strength of having passed a civil service examination only to become stranded and in some instances a public charge.

## WHEELS OF JUSTICE

LOMITA.—Two Japanese pleaded guilty Friday morning to possessing abalone out of season and paid fines of \$25 each. On March 1, Joe Morales and E. Gonzalez were found guilty of the same charge and, failing to pay their fines, were remanded to jail for 10 days each. The case of Leandro Carda, charged by Ramon Mestas with disturbing the peace, was dismissed.

## ATTEND FUNERAL

LOMITA.—Postmaster and Mrs. McClary attended the funeral in Oxnard Saturday of Mrs. McClary's father, who passed away Thursday.

## HOME FROM TRIP

LOMITA.—J. Laporte, Hugo Schmidt, Lynn Saunders and T. C. Erickson have returned from a prospecting trip to the desert near Twenty-Nine Palms.

## MANHOLE BLAST INJURES CHARLES TROTMAN MONDAY

LOMITA.—Charles Trotman is in the Torrance hospital suffering from severe burns about the face, hands and arms as the result of an explosion in a manhole Monday morning at the corner of Woodward and Weston streets. Rowland Trotman, who was working with his father, was also treated for burns on the face and hands.

## PARTY A SUCCESS

LOMITA.—The Fleet Reserve card party Saturday night, with Mrs. Carl Stankke as chairman, was a decided success, about 50 enjoying five hundred and bridge. Mrs. D. Sutcliffe was the fortunate recipient of the door prize.

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## DOUBLE LOSS SUFFERED BY MR. E. W. BRUMPTON

LOMITA.—Mrs. E. W. Brumpton received a message Saturday morning from Windsor, Ontario, Canada, informing her of the death of Mr. Brumpton's mother. Just a week before Mr. Brumpton was called to Canada to attend the funeral of his father, which took place there Wednesday.

The elder Mrs. Brumpton had been in failing health and her husband's death proved too much of a shock. Mr. Brumpton has the sympathy of the community in his double loss.

## SCOTS ENTERTAIN

LOMITA.—The Scot's dinner dance Thursday night was one of the most successful ever held by that organization in Lomita. Over 40 couples were in attendance. During the dinner, served by the Amaranth, William P. Hall, master of Lomita Lodge, presided as toastmaster. John J. Lounsbury, principal of Wilson high school, Long Beach, was speaker of the evening.

## MRS. SPLITTTOESSER IS DOUBLY HONORED

LOMITA.—One birthday party is sufficient for most people, but Mrs. J. H. Splitttoesser was honored at two last week when on Tuesday her daughter, Mrs. Paul Beaver, entertained at a birthday luncheon for her mother at her home on 32nd street, and in the evening another daughter, Mrs. Harold Rolfe of Alhambra, with a group of relatives and friends, arrived at the Splitttoesser home on Hill street laden with gifts, birthday cakes, and other goodies.

## BUILDING ROAD

LOMITA.—Harry Linderman has returned from Bonaire, where he has been building a scenic highway to the Laaki cabin on the Daddy Gibson ranch. Mr. Linderman planted five acres of grapes, five acres of corn and other produce while down at the ranch.

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**The Reporter Says:**  
"I'm right-hitting for Mr. Worrell. I did not have time to write an ad because he was too busy selling SHERWIN-WILLIAMS Paint. I never have seen anything like it—why, during the few minutes I was in Worrell's Store, there were at least a dozen people who purchased paint."  
"Mr. A. G. Solomon was another—after buying paint to re-decorate their homes, I guess now that people have their gardens in they are paying some attention to their homes."  
"And all of them wanted SHERWIN-WILLIAMS Paint—Why?—Because of its Quality!"

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Above Earl's Cafe  
Torrance Tel. 377

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## Ready for the Big Shows



This is automobile show season throughout the country. Here is the new 1931 Chevrolet and its fair owner. Cars are now being delivered as fast as the huge Chevrolet factories can build them. Men are at work in the many factories in all parts of the world. The upper view shows the high grade upholstery in the Chevrolet coach. The other shows the De Luxe sedan.

# Paul Vonderahe

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