

Bell-Ringing Racket Exposed

PROFESSIONAL HOUSE-TO-HOUSE CANVASSERS SAID NUISANCES TO RESIDENTS

Well-Trained Army Assaults the Privacy of Homes; Few Pay Required Licenses; How to Repel Invaders

By Michael Strazzer

What has become of the old-fashioned housewife who always answered the doorbell or knock on the portal of the family domicile with a smile of welcome and the instant words "Come in!"

She has become the harassed woman who, overcoming her first intention of remaining where she is—out of sight—at the peal of her doorbell hardens her heart and suspiciously answers the summons.

This reversal of attitude toward the front door can be laid bluntly and squarely at the smiling, but cold-blooded house-to-house canvasser, porch-climber, bell-ringer or peddler who infests every city in the nation.

A Bell-Ringing Army Torrance is apparently a fertile field for these preying bell-ringers. It is a rare day indeed that local housewives do not answer from four to eight front door calls. It isn't a young man working his way through college, it's an old man sending his daughter to finishing school or just an ordinary sort of man bringing compliments of a brush or liniment company. Still it may be a footstuffs peddler with spices, tea or coffee, or a "veteran" selling thumbed postal cards or bottles of cosmetics, furniture polish or insecticide.

Whatever he is, you may be sure that, except for comparatively rare exceptions, he is no casual visitor. As a part of a great army of house-to-house racketeers, the bell-ringer knows his stuff. He has studied your habits; he has rehearsed speech pours from his lips with a more or less dramatic fluidity; he is practiced at meeting all your objections. He is smart and smart men are behind him—plying him with arguments, sales openings and advantages over which a housewife has no control.

Amateurs Are Exceptions Of course this doesn't apply to the child bell-ringer. A boy or girl magazine, silver polish or picture salesman will take a refusal on its first utterance. So

free wheeling speaking by don herold

Studebaker Free Wheeling makes me want to go places and do things

MOTORING was almost becoming commonplace.

Some men were saying: "I don't care anything about automobiles; I buy a car for transportation!"

Then Studebaker gave us Free Wheeling and put the thrill back into motoring (and a 15% to 20% saving in oil and gas). Now adults get the same joy out of driving a car that children get out of tobogganing, skating or chuting the chutes.

Motoring is again an OUTDOOR SPORT.

Now that you can buy a Free Wheeling Studebaker for \$845, it's perfectly all to buy a car without it—aren't I right?

This \$845 Studebaker, by the way, is the lowest priced Six with Free Wheeling as standard equipment—engineered from tip to tail to give you the fullest benefits of Free Wheeling in its finest form.

free wheeling originated by Studebaker \$845 at the factory

Hennis Auto Co. 350 N. Camino Real Redondo Beach, California Dealer for Torrance

the sun—and providing penalties for violations thereof. But very few permits are issued in comparison with the number of bell-ringers who daily traverse the city. The license fee is usually \$5 per day.

This is to be paid by "each person engaged in the business of book or magazine agent, peddling any kind of goods, wares or merchandise on foot, or \$12 quarterly for selling at retail by sample or by order, teas, coffees, or spices or any food products." This ordinance, which is No. 151, does not apply "to any person, firm, or corporation having a regularly established place of business in the city for the manufacture or sale of such goods, chattels, wares or merchandise or to the agents of any such person, firm or corporation."

Story of Egg Beater at Door What can we do about it? How can we combat these professional bell-ringers who have nothing to do with Torrance, who are not connected in any way with legitimate sales practices but who prey upon housewives continually?

Shall we do like the man who kept a tin egg beater just inside his door? When an agent came, this man stopped him in the middle of his first breath, flashed the egg beater, and started his own selling spiel. "Just a moment," he would say, "I have a very fine article here that I want you to buy. It is one of the most ingenious contraptions that civilized man has devised. You just turn this crank..." The agent was always insulted at the assumption that he could possibly use an egg beater, and furious at having his valuable time wasted over such a trivial matter. Yet this resident had, more than the stranger, a good right to sell goods on his front porch, if our homes are to be made into places of business, we should be able to say what kind of business and derive the profit!

"No Peddlers" Sign Law Or shall we slam the door? That is a hard thing to do and no unwelcome bell-ringer has the right to make us take a violent attitude toward our front door. Yet it's a well-trained army, this horde of bell-ringers and we must, sometimes, eliminate courtesy, and be violent.

Shall we ask the porch climber to show us his permit from the city, showing that he has paid a license to take up our time and attempt to sell us his merchandise? That could be done—and if he or she admits having no license—informs them that we can't do business with anyone who breaks our laws and thus deprives our city of a source of income

which might lessen our taxes. How about a sign posted conspicuously in effect as follows: "No peddlers or canvassers allowed." City Ordinance No. 110 states that "it shall be unlawful for any person to sell or offer for sale or attempt to sell or obtain orders for any goods, wares or merchandise on any private property" on which such a sign is displayed. And the violation of this sign is a misdemeanor, punishable by a fine not exceeding \$200 or imprisonment for a period not exceeding 90 days or by both fine and imprisonment.

Creating a Family Policy There is still another thing left to do: and that is to announce an unwelcome bell-ringer that "it is a household policy here not to buy anything at the door." You may have to say it six or seven times and in as many ways in order to convey the thought to the man or woman bell-ringer that you don't buy anything at the door. You may have to say: "This is a home; not a place of business." You may have to even go further and declare:

"Granted that your product is essential to life; that our need of it is great and manifest; that you are the sole agent for it in the world and that we are just plumb foolish not to buy it—but we still won't buy it or anything else at our front door. We're funny that way."

If you try these suggested conclusions you will most certainly disappoint the house-to-house racketeer. He will be dumfounded that his sales bag has failed him—but you may, by so doing, repel an organized assault upon your privacy and your home.

Legion Investigates "Vet" Canvassers

"I tell them frankly that they'll find tough pickings in Torrance," declared Earl Conner, commander of the local Legion post, in explaining how he investigates claims made by house-to-house canvassers that they are World War veterans. Conner, when assured of the applicant's status, issues a certificate that the salesman is a bona fide ex-service man. Thus, the public is protected, in a measure, from bogus "veterans." However, Conner admitted that few bell-ringers came to him for such a certificate, which permits them to peddle here without paying the required license fee, if they were frauds.

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Last Rites Held For Well-Known Woman Saturday

Mrs. Frank Feninger Passes Away July 30 at Age of 87 Years

Last rites for Mrs. Frank Feninger, resident of Torrance for the past nine years, who passed away July 30 at her home, 903 Portola avenue, were held at Stone and Myers' chapel Saturday afternoon. Memorial followed at Inglewood Memorial Park. Mrs. Feninger was 87 years old.

At the age of 44, Mrs. Feninger, who was August F. Koyne, came to America from the province of Posen, Germany, where she was born, September 14, 1844. The voyage was made with a sister and a brother and they joined another brother who had preceded them to this country. When she was 19 she married Frank Feninger at Galesburg, Illinois.

Mrs. Feninger was the mother of seven children, four of whom and her husband, Torrance, on before. One son died in Manila during the Spanish-American War. Another son served in the United States Army for nearly 30 years and is buried in the national cemetery at Sawtelle, Calif. Those left to mourn her death are two sons, Ernest H. of Torrance, and Edward J. of Spokane, Wash.; a daughter, Mrs. L. J. Roberson, of Newkirk, Okla.; one grandson, two granddaughters and three great-granddaughters.

She was a lover of flowers and spent much time in her garden. Because of an increasing deafness, Mrs. Feninger did not attend church services but was a member of the Home department of the Methodist church. Rev. Kemp J. Winkler, of the local Methodist church, conducted the last services. The music and floral offerings were a worthy tribute to the memory of a good woman and expressed the high esteem in which she was held by friends and acquaintances.

GRASS FIRE SWEEPS TRIANGULAR PARK SITE A grass fire swept over a portion of the triangle-shaped park at the intersection of Carson street and Plaza del Amo Friday afternoon but was extinguished before any trees were damaged. It is thought some children, playing with matches, caused the blaze. The fire was kept well away from the Boy Scout cabin site.

"CHIEF" HARTLEY By the United Press OLYMPIA, Wash.—Gov. Roland Hartley will be made a chief in the famous Quinault Indian tribe when he attends their annual celebration August 26 and 27.

Gardena To Have Own Fire Dept.

With the selection of a fire chief, the newly incorporated city of Gardena expects to be the possessor of a full-fledged fire department in the near future and the old Moneta-Gardena county fire protection district will be no more. Western City, outside the corporate limits of Gardena, has also asked the County Supervisors to withdraw from the district.

Mayne-Neelan, formerly of the Redondo department, was chosen by the Gardena city council to head the new city department from a list of 31 applicants late last week. He will be in charge of a department of 10 or 12 men. The Gardena council is reported pleased to take over the county fire protection duties in their new city as the municipal department can be operated at a considerable saving to taxpayers. The county rate for fire protection alone in Moneta-Gardena has been 45 cents. While the councilmen have not yet expressed themselves definitely, it is reported that the new organization will be composed of a full-time chief and three full-time firemen, with possibly one or two others on call.

GOLDEN CREVICES By the United Press OROVILLE.—Fifty dollars for a half day's work isn't so bad. Henry Strohmman decided when he earned that amount "repaying" for gold on the Feather river. With only a pair of tweezers and a tin can, Strohmman followed the river for several miles, picking the gold from rock crevices in its bed.

BABY WOODBURN NOW AT HOME ON POST AVENUE BORN: To Mr. and Mrs. Wilson B. Woodburn of Post avenue, July 31, at Jared Stoney Torrance Memorial hospital, a daughter, Little Jean Louise, as the babe has been named, weighed nine pounds and two ounces when she first saw the light of day, and both she and her mother are reported to be doing well. Mrs. Woodburn is the daughter of Rev. and Mrs. M. F. Cameron, and Mr. Woodburn is the son of Mrs. Janet Woodburn of Woodburn's Grocery.

State Picnics

FIVE SOUTHERN STATES WILL PICNIC AUGUST 15 All former residents of Texas, Florida, Mississippi, Louisiana, Alabama are invited to their annual summer picnic all day Saturday, August 15, at Sycamore Grove Park. Each state will have its own section and the register for each county.



Howard & Harwood

AUTO LAUNDRY

CARSON AT ARLINGTON

Now Open Under New Management
CARS CALLED FOR AND DELIVERED

Washed, \$1.25 Up	Top Dressing, \$2.50 Up
Polished, \$2.50 Up	Chassis and Motor Cleaning, \$1 Each
Simonized, \$6.00 Up	

PHONE TORRANCE 621



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Buy Right At 2000 Stores

A CONTEST FOR YOUNG AND OLD

A MAJESTIC, table model, 8-tube, multi-mu, super-heterodyne, MAJESTIC radio—to be given to the person collecting the greatest number of S. & W. canned food labels. The contest begins August 10th and closes at midnight, September 10th. Everyone but employes and families of Smart & Final Co., Ltd., are entitled to join in the fun. All labels must be sent in to Smart & Final Co., Ltd., 315 Marine Avenue, Wilmington, at ONE time, with mail post-marked not later than September 10th, midnight.

SAVINGS FOR YOU

Stretching the family income to meet all of the calls made on it is a hard job these days. But—when it comes to foods, wise housekeepers trade regularly at BLUE & WHITE Stores, because they find quality products always featured—at consistently low prices.

A HOME TOWNER.

SPECIALS FOR FRIDAY AND SATURDAY, AUGUST 7 AND AUGUST 8

Fine Granulated 7 Lbs. SUGAR	33c	Large Lima BEANS 2 Lbs.	15c
Fancy Blue Rose RICE	5c	All Pure MILK 3 Tall or 6 Small Cans	17c
Economical—Healthy SUNSWET, Med. Size PRUNES 2-lb. Pkg.	15c	Rich Country Milk With That Fresh Milk Flavor	
Young America's Breakfast Dish		B. & M. OVEN BAKED BEANS	35c
Table Queen Pineapple Lge. 2 1/2 Can	15c	Ready in a Jiffy for the Picnic	
Broken Slices of Refreshing Fruit		Campbell's SOUP Can	8c
Use WESSON OIL	25c	Choice of Tomato or Pea	
Ideal for Mayonnaise—Salads		Table Queen 40-oz. Pkg. WASHING POWDER	29c
Demand Bottle CERTO	23c	Building Business on Quality	
Anyone Can Make Perfect Jelly Now		Oronite FLY SPRAY Pints	32c
A Beauty Secret Pkg. LINIT STARCH	9c	Kills Every Pesky Insect	
The Pathway to a Soft, Smooth Skin		Fragrant With Perfume	
Doumak's 1-lb. Pkg. Marshmallows	17c	3 Bars CAMAY SOAP	19c
Try Toasting Over a Camp Fire		Quality FRUIT JARS Doz. Qts. 89c Pts. 79c	
Blue & White or Blue Tip MATCHES	3c	Home Canning This Year Is Real Economy	
Full Size Boxes		U. S. 2 Pkgs. JAR RUBBERS	9c
No. 1 Tall Can RED SALMON	27c	Insures Perfect Preservation	
Serve Cold With Lemon Juice		S. & F. Fancy Can GRAPE FRUIT	15c
P. & G. Laundry Soap	3c	Regular 25c No. 2 Cans	
Solves the Problems of Wash Day		S. & F. Fancy 2 Cans CORN Gentleman	29c
Gold Medal FLOUR	37c	No. 2 Size Cans	
The Best Bakers Today Use Gold Medal		MEATS	
		Puritan Link Sausage	lb. 27c
		Cudahy Rex Bacon, any size piece	lb. 27 1/2c
		Fancy Sliced Bacon	lb. 31c
		Weiners, Cones, Minced Ham, Bologna	2 lbs. 35c

There's a BLUE & WHITE STORE Near You—Visit One Tomorrow

MONETA TORRANCE LOMITA

Wm. Kirkby, 915 Palm Ave. Grace Market, 1639 Carson St. Fees & Brown

Wm. Kirkby, 16433 Western Ave. J. H. Hilpert, 21953 S. Main St. 1119 Narbonne at Weston

OVER 2000 STORES ON THE PACIFIC COAST IDENTIFY THEM BY THIS SIGN

GENERAL ELECTRIC ALL-STEEL REFRIGERATOR

YOU CAN BUY the Refrigerator You Want

FOR \$10 DOWN—\$10 A MONTH (SELF-PAYMENT PLAN)

THE General Electric Refrigerator—the economical, thrifty refrigerator—used by 35,000 economical, thrifty Southern California families—can be purchased in this economical, thrifty way.

It's the economical way because careful housewives have found that the savings resulting from buying a week's supply of food at special week-end prices meet the monthly payments.

It's the thrifty way because not a penny is taken from the bank account, and little or nothing added to the family budget.

So why not have the refrigerator you want? No need to compromise with quality. Be thrifty today and select your General Electric.

Tomorrow it will be in your kitchen quietly performing a host of tasks for you... adding new zest to three meals a day... and saving dollars.

Select YOUR Refrigerator CAREFULLY! A GOOD Refrigerator, like Good furniture, is a Permanent, Slow-Depreciating INVESTMENT. Your Electric Refrigerator, if you select a GOOD one, need not be replaced for many, many years. So buy wisely, with Evident Lasting Qualities. Select one made by a Financially Strong and Well-Known Manufacturer who assures you of his responsibility by giving you a WRITTEN GUARANTEE. Be sure the Manufacturer of YOUR Refrigerator will be in business to Back His Claims and Serve YOUR Interests as long as you need Refrigeration.

SS-62, \$10 down—\$10 a month

A rugged, roomy refrigerator... 11 1/2 sq. ft. shelf area... sliding shelves... porcelain freezing unit... 10 lbs. (96 cubes) of ice at one freezing... acid resisting porcelain interior... all-steel cabinet... Monitor Top, famous the world over for reliability and economy... an unqualified three-year written guarantee by General Electric. See it today.

W. G. McWhinnie

1827 So. Pacific Ave. San Pedro Phone San Pedro 5460

110 So. Market Inglewood Phone Inglewood 255

59 Pier Ave. Hermosa Beach Phone Redondo 3783

California's Most Successful Businesses Are Using General Electric Commercial Refrigerators

Peddlers Dodge City License Fees

Outside of a payment of \$36—three quarters at \$12 each—by a vacuum cleaner sales agency outside of the city for a license to operate in Torrance, no other revenue has been derived by the city from house-to-house canvassers, according to City Clerk Bartlett. Regularly established firms here have paid their regular quarterly license fees.

But none of the bell-ringers that mount hundreds of Torrance porches daily have contributed the lawful license fees established by the city. Bartlett said that he has experienced considerable difficulty with house-to-house canvassers working for big eastern concerns because they assert that they operate under interstate-commerce commission regulations and do not have to pay license fees in cities where they work.

will the amateur or men and women, who, in these times, are practically forced to canvass homes in search of work or to sell things. They are exempt from the professional pest class and they may be excused by the housewife who can detect their plight.

But the dyed-in-the-wool bell-ringer, the man or woman whose life work is plugging merchandise at the door, have a racket that is fast becoming a civic nuisance. They do a thing that is fundamentally wrong: They make a place of business out of your home and mine, thus assaulting it on its weakest side. You are naturally courteous, and the bell-ringer, standing in your door, plays his whole game on that assumption.

"My company," the porch climber tells you proudly, "does not sell through the stores and does not have a store anywhere." Thus, he makes a store of your home. You have no choice—of goods handled, of business hours, of convenience—nothing but to try to expel him as quickly as possible.

Very Few Have Licenses The fact is that many, if not most, of the merchandise articles hawked from door-to-door by "pro" canvassers is of inferior quality to those which you could have purchased in a regular store that offers you a selection as well as better class goods. It is also a fact that stuff sold by bell-pealing racketeers is usually higher in price than the same—if not better class—merchandise sold in a business establishment that pays rental or taxes and helps maintain city conveniences. The house-to-house peddler pays only shoe leather and his transportation to and from the scenes of his doorsteps for that one day or so.

Do they pay a license? Of course the city of Torrance has an ordinance establishing rates of license for business—including almost everything under

the sun—and providing penalties for violations thereof. But very few permits are issued in comparison with the number of bell-ringers who daily traverse the city. The license fee is usually \$5 per day.

New Low Price Levels Reached For Fresh Milk

New low price levels for fresh milk were reached here this week in all stores and the Mayfair Creamery. The new prices range from 12 cents a quart to 10 cents and either six or seven cents for pints. Officials of all concerns state that, in announcing this new decline in milk they are simply passing on to the consumer savings effected by the gaining of greater economies from more simplified distribution methods. They insist there is no "milk war" in progress.

ICE CREAM VENDORS ASKED TO MUFFLE THEIR BELLS Addresses of men who work nights and sleep days, who have voiced a complaint to the City Council this week relative to the bell-ringing of ice cream vendors operating in their neighborhood will be furnished to the refreshment salesman with a request that they "soft-pedal" their tinkling announcements while in the vicinity of the sleeping workers.

GAS LEAK CAUSES FIRE Leaking gas in the pre-heater connected to a fire box caused a fire at the Coline-Gasoline Corporation plant near the C.C. M. O. settlement early Monday morning. Slight damage to the fire-box and boiler was reported by members of the fire department.