

SHOP TALK

By RAY BROOKS

TORRANCE NEWCOMERS
Finding possibilities in Torrance that warrant their establishing businesses here are the following firms, who this week either bought out existing locations or started new ones:

WALTER G. LINCH
Walt Linch, well known Redondo Beach dealer of Dodge cars and trucks and used cars, rented this week the used car lot vacated some months ago by Chet Rodgers of San Pedro. The lot is located at 1416 Cabrillo and Linch already has it full of used car bargains. He will sell new Dodge cars and trucks also and has placed Dan Compton in charge.

CLAUDIA ADAMS
Miss Adams, sister of Jimmie Adams, former ad manager of the Redondo Daily Breeze, has purchased the shoe and fixture business of the former Lenae Dress Shoppe, 1279 S. Sartori. Miss Adams was with Herman's women's store in Redondo Beach for two years, has been in California five years when she came from North Carolina. She speaks with a soft southern drawl, seems to know her business.

G. G. KNOLL
Mr. Knoll, with his father P. G. Knoll, recently bought out A. S. Moser of the Torrance Tire and Retreading Co., 1618 Cravens. G. G. also operates another retreading business in Torrance where he has been very successful. P. G. is G. G.'s father, helps out in both places.

SLATTERY & WALSH
When two Irishmen get together there's usually considerable excitement and when two Irishmen like Mr. Slattery and Mr. Walsh become partners then you can be sure there'll be plenty of activity.

And that's what the two gentlemen above hope to stimulate in Torrance in the automobile business. They recently took over the Pontiac agency left by Earl Forbes. They have been in the car racket for many years in Los Angeles and are now operating a Willys agency in that city.

By next week they hope to have operations running smoothly at the Cravens address and will make a formal announcement next week in the Herald.

WALTER ROBINSON
From San Diego comes Walter Robinson who last week purchased the shoe repair shop formerly operated by M. L. Fenwick. To the former we wish every success and to Mr. Fenwick, who leaves because of his health, our regrets.

GUTTENFELDER'S GOAT GETTER
Harvel Guttenfelder pulls this one:
Take any number between 200 and 9999, add two zeros (00), subtract from this the original number, then add the figures ACROSS. If the total ACROSS is 18, for example, turn to page 18 of the Los Angeles telephone directory, and count down 18 names and Harvel will tell you the correct telephone number and correct PREFIX listed there.

I know the system but drop in at Harvel's and let him tell you what number you're looking at! It's really unanny.

THOMPSON'S FROLIC
All set and ready is Ed Thompson, Chevrolet dealer, for the big blow-out in the Civic Auditorium next Saturday night. The hall has been rented, tickets sent out (admission by ticket only, available at Ed's garage), Fanchon & Marco radio and screen stars have their cues, the dance orchestra has been signed and six reels of sound movies have been contracted for.

The reason: just a goodwill gesture on the part of Ed Thompson and General Motors.

BLANKET BOOM
Hillman Lee, manager of J. C. Penny's store, staged an advance blanket sale last week and literally sold out. The response was beautiful to behold and Hillman bought new stock, again advertising that blankets this week knowing that many cold-blooded Torrance folk will need 'em piled higher come next cold snap.

Building Permits Slow This Week

City Engineer Frank Leonard reported a vast falling off in the business of building permits in his department this week as compared with the huge total reported a week ago. Three permits were issued, adding up to \$1,300 of which one was issued to Cecil Smith for a frame dwelling at 1808 Hickory street, \$1,000; Carl Stiles, a fish market at 23007 Narbonne avenue, \$100; and A. M. Teel, stucco garage in WALTERIA, \$200.

POPULAR HIT WRITER DIRECTS SHOW

Evening of Mirth and Melody

With costumes arriving, rehearsals in full swing and the cast rounding to perfection in their lines, the musical comedy "Love's in the Air" sponsored by the Torrance Woman's Club promises to be the outstanding attraction in the city next week. Tickets are now on sale for the musical extravaganza which will be given next Thursday and Friday night, July 22-23 at the Civic Auditorium, and interest is becoming feverish as the date approaches when the beauty and talent of Torrance, assisted by two high class professionals, will be seen and heard.

Professional Singers
"Love's in the Air," is the show, for which the lyrics and music have been written by one of the most successful composers of light opera and musical hits, Lucien Danni, who is directing the piece. Romance of the heart-throb variety is intermingled with sparkling dialogue, rib-tickling situations and swinging tuneful melodies.

Conrad Gray, baritone, and Doris Roche, soprano, both well known on the professional stage and screen, are cast in the leading parts of Jack Van Dyke, the boy, and Kay Brewster, the girl.

Other important parts are taken by Douglas York as Steve Gardner the playboy; Phyllis Sears, as Babs Brewster the pert little sister; Don Mitchell as James Brewster the father; Emma Quaggin as Laura Brewster the mother; Kenneth Hull, Kay's college brother; Lillian Barrington, her aunt; Jean Daniels, as Jerry the daughter of Boss Whalen; Leonard Harris, the traveling detective; Sally Rowell, the housekeeper; Midge Higgins, the housekeeper's girl; and daughter; Pan Wilkes as Rose LaDoux, grand opera singer; Ray Brooks, as Aunt Jessie's faithful shadow; Jack Barrington, owner of Sealport Gardens; Dulcie Brooks as Lady Goldsborough and James Wilkes as Lord Goldsborough.

Lovely Chorus Girls
Supporting parts are taken by A. Enid Miles, Evalyn Slack, Julie Acrid Miles, Evalyn Slack, Julie Johnson, three clubwomen; Margaret Kibbe, Mickey Hunter, Jeanne Sears, Kay's sorority sisters; Louis Murray, Richard Miller and Ralph Gilbert, Chuck Brewster's classmates; Lorraine Miles, Jane Chandler, Marjorie Page, Ruth Taylor, Anna Bay, Virginia Traller, Joyce Robinson and Ann MacAnally, chorus girls.

Sure Fire Song Writer
Lucien Danni, native of Nancy, France is a composer whose popular successes are almost too numerous to mention. His first song hit "Oceana Roll" swept the country like a tidal wave about 20 years ago, and was followed in quick succession by such other well known favorites as "Starlight Love," "Memory's Garden" introduced by Frances Alda; "You're Just a Flower From an Old Bouquet" introduced by Elsie Janis in "Puzzles of 1929" which ran in New York for a year; and many other songs, more than 200 in number, some of which had a tremendous vogue and all of them were

of more-than-passing-popularity.

Directs for Ziegfeld
Danni wrote a number of musical comedies which were presented on the New York Stage, such as "Mile Juliette," "Petticoat Lane," "Happy-go-Lucky," which ran for a year at the Liberty theatre in New York and "Oh Judge" featuring Randolph Scott and Peggy Cornell. He has been musical director for Keith's Broadway theatre in New York, for Victor Herbert's "The Only Girl," for Ziegfeld's Follies, and for A. L. Erlanger.

The production "Love's in the Air" which will be staged by the Woman's club had its premier two years ago in Los Angeles, featuring Charles Bruin, Michael Sorenson, Carla Laemmle, niece of the famous motion picture producer, and Gloria Blondell.

In addition to his plays and popular song hits, Mr. Danni has written numerous skits for vaudeville and radio acts, as well as material for screen musical shows.

C.I.O. Welfare Group Formed By Women Here

A welfare organization to work in conjunction with members of the C. I. O. Lodge No. 1414 (Columbia Steel and International Derrick and Equipment) was launched last week, it became known Friday. An executive board, consisting of Mrs. Harry Minor, chairman; Mrs. Kenneth Bates, Mrs. Walter Dietrich, Mrs. George Ryan and Mrs. Selden Osborn, secretary-treasurer, was elected. Other officers are to be chosen in the near future and these with the executive group, will serve for two months. Then an election will be held to pick officers for a year term.

According to Mrs. Minor, the purpose of the organization is to provide aid to employees and their families of Columbia Steel and Ideco in cases of emergency which need immediate attention or which are not taken care of by any of the present city agencies. It is felt that such an organization would effectively aid employees in some of their problems and result in other benefits by working in cooperation with existing agencies.

Plan Play Benefit
An attempt is being made to secure an attorney from whom expert legal advice can be had thru the organization and to make arrangements with a hospital so that hospitalization and medical service can be had at a reasonable cost. It was also decided that the group would form a study section where discussions, lectures and debates regarding labor problems would be considered.

Arrangements are being made for a public meeting where

DON'T HOLD UP TRAFFIC
Visit Walter G. Linch's New USED CAR LOT in Torrance, 1416 Cabrillo.

INDUSTRIAL PAGEANT
California's leading industries are to be featured in a 10-day pageant at the state fair in Sacramento, Sept. 3 to 12.

MILLER FURNITURE COMPANY
1513 Cabrillo Ave. Phone 545
"SELLS FOR LESS" GASTON J. ARCO, Mgr.

Reg. \$24.50—500 Coil
TWIN BED, BOX SPRING and MATTRESS
Made by Sealy; EACH \$17.50

Reg. \$29.50 Set—Large Pillow Back Overstuffed
CHAIR and OTTOMAN
\$22.95

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Come in and Look Over Our Display!

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DAY BED, Makes Full Size Bed—Was \$12.50; Now...\$5.75
SPARK SOLID TOP STOVE—Was \$49.50; Now...\$39.50
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Branch Library At WALTERIA To Open In Few Days

The new branch library at WALTERIA will be opened either July 19 or July 22 depending upon installation of shelving. Miss Helen Vogleson, county librarian, informed the city council in a communication read at Tuesday night's meeting. Hours of the WALTERIA branch will be from 2 p. m. to 5 p. m. and 7 p. m. to 9 p. m. every Monday, Thursday and Saturday.

Mrs. Margaret E. Mitchell will be in charge of the WALTERIA branch library at a monthly salary of \$50. Miss Vogleson advised. Mrs. Mitchell will also spend all day Wednesday each week at the Torrance main library. A lease for the WALTERIA quarters was authorized executed with James Lewis at a monthly rental of \$25.

Those interested can become acquainted with the aims of the welfare group. A play is to be staged for the purpose of raising funds. Ken Hunter, C. I. O. organizer, is said to have volunteered his support in engaging the interests of a Los Angeles theatrical union and of the Los Angeles Theatre Project in this venture.

Bus Travelers May Go To S.F. Via New Route

Travelers by bus to San Francisco may now have their tickets routed via the new scenic coast highway through Santa Cruz, Del Monte and Monterey, according to Leslie Prince of the Beacon Drug company, authorized ticket agent for Greyhound and Union Pacific Bus Lines. The new coast highway leaves the regular coast route at San Luis Obispo and follows the coast line, instead of through Salinas valley and the warmer regions around King City.

Lodges and organizations wishing to charter buses for any point may make arrangements at the Beacon Drug store, Mr. Prince states. Complete travel information to all points of the United States and Canada is also available at the local office.

Chamber's Work Outlined To City Dads In Report

In a two page letter read at the city council meeting Tuesday evening, officials of the Torrance chamber of commerce outlined the various activities which would be undertaken and financed through the \$7200 contract recently approved by city and chamber officials. Among the promotional projects to be undertaken by the chamber in the letter signed by E. M. Barber, president, and L. J. Gilmeister, secretary, were: housing, regional advertising and publicity, highways, literature, magazine and newspaper advertising in the East, community activities, merchants' promotion, educational activities, chamber associations, industrial promotion, legislative and bureau service.

Miss Paddock Is Honored

Miss Birda Paddock, postmaster at Lomita, has been honored by election to an honorary membership in the auxiliary to the Veterans of Foreign Wars post in Lomita. She will be adopted into membership tonight.

FUNERAL SERVICES
Funeral services were held at Stone & Myers chapel Monday for Ellis Rownds, who passed away at Longview, Wash., on July 6. Interment was made at Roosevelt Memorial park. The arrangements were conducted by Cunningham & O'Connor of Los Angeles.

Lomita Street Names Change On New Posts

With the erection of attractive new street signs in the Lomita area during the past week by the county road department, three name changes were made which should eliminate much location confusion.

Two streets have been given new names. The short artery formerly known as Redondo-Wilmington boulevard from 263d off Walnut avenue to Lomita boulevard has been changed to Ebony Lane and is so designated on the new steel posts.

The curve in the road between the Triangle Service station and Gardena Valley Milling company, always confusing to house or street-hunting motorists and pedestrians, has been changed from Redondo-Wilmington boulevard to Bland Place and is shown by the new name painted in white on a black background.

All of the old wooden posts on Walnut street with the name Redondo-Wilmington boulevard have been removed and the metal markers bearing the name (Continued on Page 6-B)

SAVE IN OUR SUMMER Clearance!

REGARDLESS OF COST OR SELLING PRICE, CLAUDIA ADAMS, NEW OWNER OF THE FORMER LENA DRESS SHOPPE, 1279 SARTORI, HAS MARKED DOWN TO ROCK BOTTOM SEVERAL THOUSAND DOLLARS WORTH OF NEW, SEASONABLE WOMEN'S APPAREL TO MAKE WAY FOR FRESH FALL STOCKS. NOTHING IN THE STORE HAS BEEN SPARED. EVERYTHING HAS BEEN CUT 1/3, 1/2 AND EVEN MORE. ALL MERCHANDISE MUST GO! SHOP HERE DURING THE BIGGEST SALE TORRANCE HAS EVER SEEN AND SAVE!!!

GROUP ONE
All new, fresh stock. Prints, plain dresses and fine silk crepes. Sizes 12 to 50. Values to \$7.95. To clear at...
\$4.95

GROUP TWO
Many of these marked less than half. Plain and Printed Silk Dresses that sold for \$4.95 & \$7.95. Sizes 12 to 40. Reduced to...
\$3.95

GROUP THREE
Most of the garments in this group sold for \$4.95. SILK PRINTS and CREPES. All smart summer styles. Sizes 12 to 44. Buy several at this ridiculous price of only...
\$2.95

Beach Overalls and Slack Suits TO Just the thing for Summer **\$2.49**
Sportswear

NEW COTTON DRESSES
A lucky buy enables us to sell these Cotton Frocks at almost one-half their former value. Bought especially for this clearance. Regular \$1.95 values...
\$1.00

COTTONS FOR SUMMER!
Greatly reduced, these lovely Cotton Garments are just right for hot summer days. New styles and patterns. Will launder perfectly...
\$1.95

SALE STARTS THURSDAY, JULY 15

COATS! SUITS!
Cut more than one-half, this group of odd lot COATS AND SUITS represents a wonderful opportunity to save. Values to \$14.95.
CLEARANCE PRICE!
\$2.95 \$3.95 \$6.95

SILK SLIPS
Specially Priced for This Sale PLAIN AND LACE TRIMMED
79c and \$1.00

HOSIERY
We Are Handling the Famous MOJUD Hosiery Exclusively in This District.
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ADAMS SHOP FOR WOMEN
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DANIELS CAFE
Green Vegetables Savory, Tender Meats Excellent Coffees Delicious Pies
We don't try to be stylish... we just want to serve you good food, carefully prepared in spotlessly clean surroundings.
Open 6 A.M. to 12 P.M.
Daniels Cafe
1625 CABRILLO

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