

People You Should Know

★★★★ FOUR STAR FOLKS ★★★★★

Selected, Gathered, Compiled and Noted By Betty Dolan, Special Staff Feature Writer

Introducing to You the Builders and Live People Who Make up the Business Interests of Torrance, Lomita and Harbor City

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INTERNATIONAL DERRICK & EQUIPMENT CO. OF CALIF.

★★★★ INDUSTRIES are the backbone of any community, and our welcome is most sincere today to International Derrick & Equipment Co., 2410 Carson, whose plant joined forces with Torrance in 1924; whose payroll dollars have helped our community to grow; who keep "friendly relations" the passport between employees and firm and who try to co-operate with the interests of this community. They build steel derricks and pumping units, fabricated steel and other oil well equipment. They make radio towers—have many of them up and down the coast, among them local ones for KNX, KHJ, KECA, KFWE, including television—are now making one for the Navy Base at Eureka. They made the large steel doors for the widely heralded black-out plant of Douglas Aircraft now being constructed at Long Beach. Oil companies and supply houses use their fabricated steel building and they have just completed their modern new Hot Dip Galvanizing plant and have a department for paint and pickling. The friendly officers of this firm are L. R. Wells, President, John D. McEwen, Vice-President and General Manager, Barle G. Meeks, Sec. Treas. and Ray C. Young, Assistant Sec. Treas. and you can take our word for it, this foursome of industrial hustlers don't let any grass grow under their feet, and in these hectic days of defense activities, they, too, are proving up on Government contracts. We could write pages on the benefits that accrue to this home area because of this friendly firm, but the very fact that they are here, building good-will with the home crowd, speaks louder in their favor than any words of ours could convey.

Ph. 261 and reveal: Approximately how many people here in the field do they provide with employment?

EDWARD WAKLEY

★★★★ WHEN a man is proud of his business, his equipment, his surroundings—he's a pretty good man to tie to, and we're talking to you and thoroughly, era now, heart to heart. Gene & Ed's Auto Electric Service, 1971 Carson, is one of the best equipped shops in the Harbor, with analyzers for everything connected with carburetors, ignition, and don't forget, he's a specialist on brake service, too. "Ed" Wakley never guesses—has to know "why"—and then intelligently goes about correcting the trouble. His policy is—do a job well and thoroughly, or not at all. The business was established 4 years ago, and when Gene Graves went into the Army, Ed. Wakley bought out his interest and now shoulders entire responsibility. Elmer, Mo., is where "Ed" galloped around the farm on his first pony, caught horse fever and been crazy about horses ever since; "Tony," the black-and-white pinto "Silver," and his wife's horse "Molly" are aristo-crats members of the family, so just one guess on his hobby (and it's not a hobby horse either); in this business since 1922, first with Nash people at Whittier; cleans up a plate of fried eggs, home fried potatoes and cups of he-man coffee after a ride like nobody's business; best pal in his world is named "Maude"; helps pay cigarette tax; brown eyes radiate kindness; likes people for themselves, and here's his warm handshake today to newcomers and old-timers alike.

Ph. 239 and advise: How old was he when he started in this business?

HERBERT C. ALLEN

★★★★ YOU don't have to be a wizard to figure out why "Allen's Cafe" is popular. Just mention Bar-B-Q meats, home cooked plate lunches or hamburgers that are "made"—not accumulated, and "Allen's", at 1333 El Prado, pops into your mind. And at the home made pastries made by Mrs. Allen... yum, yum! No wonder they have such a nice trade. "Herb" first fell out of bed at Summitville, Indiana; jingled his first five cent pieces working in a glass factory after school; came to California in 1932; been here in business six years; remembers riding on the first Interurban from his home town to Alexander; married polite Inez Potts, Fort Scott, Kansas lass, and Hugh and Lois Jayne have

blessed their union; Mason, who never carried a hod; religious hours spent in Christian Church; formerly played drums in band; instinctively slows down when he sees a motor cop; never sits out a dance; can root in several languages at a baseball game; gets all steamed up over football; always looks happy; has a keen appreciation of quality, the deep down good things of life, and Herbert and Inez Allen haven't a conceited cell in their bodies and would get the rain-bow from the skies just to please you.

Ph. 745 and note: How many years has he followed this business?

BRONSON C. BUXTON

★★★★ ON the 2nd smallest lot in all of Los Angeles County that is being utilized, we found Bronson C. Buxton, 1960 Torrance Blvd. in the smartest little office ever, and also found nuggets of information everyone should know who is looking for a home, a rental, property management or insurance. Mr. Buxton has built some of the finest homes in Torrance area, which especially qualifies him in knowledge and experience on what really comprises value, utility and comfort in a home. Add to that he took over the business of Geo. W. Nell, a pioneer real estate firm—and you know a visit to him is time well spent. The big book tells us that historic Falls Church, Va., is where "Buck" got into his first mischief; a penny a day was first big money earned carrying milk; "travel" is the word that makes his blue eyes shine and "gardens" is a close second; follows the creed of Rotary (president-elect and looking forward eagerly to that Denver trip); no stranger at Consistory; keeps an extra cigar in his pocket; not an ounce of high pressure policy his system—just sincerely wants people to be satisfied; has been appreciation of exquisite pictures; carries the banner of development for Torrance and everything that means home betterment and truly belongs among The People You Should Know.

Ph. 172 and discover: How long has he been one of our business firms?

MAX PONS

★★★★ A most unusual manufacturing business finds a welcome here today, Max Pons, manufacturer of novelties, 1610 Cabrillo. They make waste baskets, knitting boxes, dollies, match boxes, cocktail sets, checker boards, candy boxes, calendars in straw mosaic designs of natural beauty of straw and wood veneer. They also manufacture lovely hand made, hand painted novelties in special designs and colors. Their twice a year display at The Biltmore is one of the most interesting. They wholesale the department stores and gift shops all over the United States (retail to home folks as an accommodation) and provide many with home work in this area. Artistically minded Max Pons originated this business 20 years ago in the old country, when he made shipments to this country—and now he and "Celia", the other half of the Company, are inexpressively grateful to be here in this glorious land of freedom and opportunity. "Max" smiles over his first five rubles in gold made when a lad for coaching a student; books are his passion; happy, blue-eyed Celia, loves to meet and enjoy people; he's lost without his pipe; can look the world in the face and smile; always planning something to give others pleasure; has the courage to keep going; to keep making good; more democratic person never lived; "Max" and "Celia" believe in co-operation for Torrance and would make two citizens to be proud of in any man's town.

Ph. 440 and make known: When did they open their factory here?

FOUR ★ ★ ★ ★ FOLKS

WINNERS AND ANSWERS
First Prize Tie, \$2 each to Lucille Stroh and Mrs. L. J. Dougherty
Second prize, Mabel Lyons
DONALD FINDLEY, CHAS CURTISS and WALTER C. BRADFORD, home boosters, started Real Estate Management Co., "Reuco" (for short), July 19, 1927.
JOHN H. KING, who makes the world brighter, first became connected with his Nursery, now Torrance Nursery, 2267 Carson street, in 1927.
S. A. MYERS, friend maker of Torrance Cycle and Fix-it Shop, has spent 15 years repairing bicycles and making keys.
ERNE E. MURCHISON, friendly

Designed for Finest Convenient Shopping



The new A & P Food Store, pictured above, at 1332 El Prado, Torrance, embodies the most modern ideas in retail food merchandising. In planning the beautiful new building, special attention was given to providing conveniences to patrons. Maximum protection to foods is also given, and the store is entirely inclosed, eliminating dust and adding to the comfort of housewives while doing their buying.

A & P Staff is Ready to Welcome Patrons



Smiling a welcome and an eagerness to serve you, is the staff of the new A & P Food Store, shown above. They include: left to right, standing, O. W. Hakanson, J. H. Crouch, F. J. Allen, J. H. Paules, A. W. Brusca and R. S. Conley; kneeling, left to right, R. Estep, C. E. Franklin, C. A. Moody, F. E. Baker, J. A. Ericson and A. H. Mahakian.

Instruction Begins for Torrance and Lomita Group on First Aid

Under a general emergency expansion program undertaken by the American Red Cross in conjunction with its National Defense plans in this section, an emergency First Aid and Rescue Unit of the Torrance and Lomita Red Cross Branches held its first meeting Tuesday evening in the judge's chambers of the Torrance city hall.

The two cities have been combined in this activity to give a wider scope to the emergency unit and for better efficiency. Mrs. Edna Smith of Lomita and Mrs. Grace Brown, first aid chairman, are in charge of the Lomita group, with Mrs. R. R. Smith, of Torrance in charge of the Torrance people. Regular classes will be held each Tuesday evening from 7 to 10 p. m. until the complete course of instructions has been given.

The training program, merely an elaboration of the regular program offered all members of the Volunteer Reserve Corps of the Los Angeles chapter for the past eight years, requires that all enrollees have completed their Standard First Aid course. Every person in this community wishing to have an active and definite part in the National Defense program and carry a First Aid card of the Red Cross is urgently requested to join this new class. If they do not anticipate becoming permanent members of the Rescue and First Aid unit, the training will be invaluable in case of any emergency by nature, has been with Western Auto Supply Co. since 1923. VIRGIL H. ROGERS, year around favorite, opened Union No. 2, January 8, 1911.

CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

CONTEST RULES
We Will Pay You FOR BEST ANSWERS
\$500—Free Merchandise Prizes—\$500
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FIRST WEEKLY PRIZE—\$2.00
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1316 Sartori Ave.
Torrance, California

Free Breakfast, Hot Dogs, Gifts Feature A & P New Store Opening

Featuring free breakfasts for everyone, free hot dogs, plenty of samples, balloons for the children, a pet parade, and hundreds of special values in fine foods, the gala grand opening of the new A & P Food Store at 1332 El Prado, Torrance, will be staged this week, Thursday, Friday and Saturday, May 22, 23, and 24.

A huge cake will be cut and served on Saturday, at 1 p. m. The breakfasts, which will be served to all comers on Thursday, Friday and Saturday from 9 a. m. to 12 noon, consist of: Campbell's tomato juice, pancakes made with Pillsbury Pancake Flour, topped with Log Cabin Syrup and Golden State butter, and served with hot slices of Maxwell's EZ serve meats. A & P's famous Eight O'Clock Coffee, (with Golden State Milk for the children), completes the delicious meal. The breakfasts are being served to demonstrate the wholesome goodness of these famous foods. Liquors and Delicatessen

In the afternoons of all three big opening days, hot dogs will be served free to all from 3 to 6 p. m. by Nick Ghiz, operator of the delicatessen and liquor departments. These two departments will remain open daily including Sundays until 2 a. m. Ghiz, who also has liquor delicatessen stores in Glendale, Riverside and Monrovia, brings to Torrance the benefits of ten years experience in this line. His department at the new A & P store will carry a complete line of domestic and imported liquors, beers and wines, as well as a most enticing array of salads, cold meats, pickles, and other items found in the best delicatessen stores.

Free parking is provided on the paved lot, adjoining the new market on El Prado, between Sartori and Cravens avenues.

Pet Parade
A Marco pet parade will be held on Saturday at 11 a. m. with three big prizes. All children are invited to enter their pets, which should be on a leash. All entries receive free Marco dinners for their pets. The pedigree of your pet doesn't count. Judging will be based on appeal and the way your pet is doped up. Prizes will be given for the most novel and unique entry.

After pleading guilty to a charge of driving while intoxicated at Highway 101 and Madison at in Welteria last Thursday night, Patsy Day, 37, Inglewood housewife, was fined \$75 by Judge John Shidler Friday. She paid \$15 and arranged to pay the balance in \$5 weekly installments.

The odds are 16 to 1 against a child in the first grade of elementary school ever receiving a college degree.

HAVE YOUR SHOES REBUILT LIKE NEW at Torrance's finest shoe repair shop.

KENNY'S SHOE REBUILDING

Now in our new modern quarters at 1307 El Prado Next to El Prado entrance of Newberry's — WELCOME ATLANTIC & PACIFIC TO EL PRADO —



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150.00	150.00	12.25	159.00	9.00
200.00	200.00	17.87	212.00	12.00
300.00	300.00	26.50	318.00	18.00
400.00	400.00	35.34	424.00	24.00
500.00	500.00	44.17	530.00	30.00

State Picnic-Reunions

VIRGINIA, NORTH and SOUTH CAROLINA, GEORGIA... these four states will hold their picnic reunions in separate sections of Sycamore Grove Park, Los Angeles, all day Saturday, June 7.

ALL STATES PICNIC... A two-mile long table will be the attraction at the "All States" picnic to be held in Ontario, June 14.

A cow must eat 100 pounds or more of grass daily to produce 20 to 25 pounds of milk.

competition in rescue and first aid maneuvers.

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