

# 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

(COPYRIGHT 1941 IN EVERY DETAIL BY CLAUDE MOSS—REPRODUCTION IN WHOLE OR IN PART FORBIDDEN)

**CHICAGO BRIDGE & IRON CO.**  
\*\*\*\* NAMES in news worth while these hectic days of tremendous construction include Chicago Bridge & Iron Co., 1319 Carson ave., where general Harry T. Green, Warehouse Superintendent, is always in front rank action. They build oil tanks, water towers and gas spheres. Major oil companies know them all over the world. Now constructing a 500,000 cubic ft. perfect sphere, one of the largest on the West Coast, at Whittier for the Southern Cities Gas Co., built 1,000,000 gallon tower in Fresno; our own Torrance tower pays them tribute. They're shipping to Guam, Wake Island, Honolulu, South America, Canton, Island; have branches over the United States; Chicago home plant for 60 years has a payroll of around 6,000 people and "Fair Play" has been at the root of everything they have ever undertaken. A very good-natured, good starting place to land a little lad named "Hazel"; shock wheat and pitch hay were his path to riches; wants a marlin or sword fish on the end of his line when Margaret (the Skipper) and dimpled little Patricia (Pat, the Sailor) are crew members aboard his 30-footer "Sea-S-Ta," proud of his association over 20 years in field and warehouse with C. B. & I. Co.; never stales; "Key Man" wherever you find him and he and his company are as fine and right as the hours around the clock.  
Ph. 1095 and reveal: How long has he been in charge of Torrance Warehouse?

### WINIFRED STUEBE

\*\*\*\* THE name "Tender-Ette Steaks" is one to keep in mind when you're hungry—where at the restaurant, whether or wherever meal time finds you. "Tender-Ette Steaks" are made and sold wholesale right here in Torrance, 1671 Graven, and the ambitious, progressive head of this firm is bright-eyed Winifred Stuebe, who guarantees these "Tender-Ette Steaks" (name is copyrighted) to be tender, juicy, tasty, 100 percent pure, fresh beef, prepared thru her own special method. Ask for them all over this Harbor sector, Torrance, San Pedro, Wilmington, Long Beach, and they're now working toward Los Angeles—and you're going to be so satisfied you'll keep on asking for them every time you're hungry. Chicago, Ill., claims "Winifred's" first joyous laugh; water and travel are her two magic words to a good time; hazel eyes win your friendship; secretarial work and newspaper advertising kept her busy formerly—conducted with P. T. A. Magazine work some time at Phoenix; favorite lunch time order is—"Tender-Ette Steaks"; if we passed out crowns today, we'd give her two; work and quality are her words for working miracles—and we say orchids to her for the satisfaction she is bringing to others.  
Ph. 1484 and discover: When did she become owner here?

### WM. F. MEDLOCK

\*\*\*\* LIFE is happier when you spend it in cheerful surroundings; where walls are bright and attractive; where exterior of your home is inviting—and especially where the decorating is done by Wm. F. Medlock, 703 W. 214th St., who needs no introduction in this Harbor sector. Mr. Medlock is a genius at suggesting and selecting designs and color combinations and gladly works out every little detail to your entire satisfaction. Been painting for the oil companies a long time—still does that work, too, and makes friends with every new job. Started in Wilmington; had his own service station there for years; knows more about oil and how to keep tanks and buildings looking tip-top than he's supposed to and lived in the Harbor district since 1923. "Tex" rode his first pony in Wolfe City, Texas; fishing tops his hobby list with baseball close second; couldn't be happy without Edith Hicklin, daughter of pioneer California parents—and adorable Jeannette and Barbara are their inspiration. "Tex" is another who never will be overrated; his good fellowship attracts real friends; he gives the world the best he has—and the best comes back to him. Welcome, "Tex" among our worthwhile home towners.  
Ph. 1043-J and inquire. How long has he handled his own contracts?

### THOMAS H. WRIGHT JOHNNIE WENER

\*\*\*\* OUR spotlight stopped yesterday right in front of one of the most interesting places in all of Southern California—Wright's Greenhouses, 1803 W. 190th St., really a veritable village of beauty all by itself. There are about 39 good sized greenhouses—some 340 feet long, some air conditioned and there are better than five acres now under glass. They grow orchids, gardenias, cut flowers of many varieties; ship wholesale only and Wright's Greenhouses are known practically all over the world. The Aviary is a thrill in itself, where graceful blue birds from India, saffron finch, Nicotian pigeons, love birds, many South American and other feathered favorites sing their songs of sweetness. Sing ribbon show horses, and deer, also, make their home here and from the start of two small greenhouses moved here in 1907, has been developed a business that would be a matter of pride anywhere on earth. Friendly "Tom" Wright, who lives in Los Angeles, believes in co-operation with our home folks and the things that make people know each other better. His superintendent, warm-hearted Johnnie Wener, Native Son of Los Angeles, has been with him 36 years and could find his way around in his sleep. His son Dave gives a good account of himself too; and "Goco" has been one of the organization 30 years, and there's a special welcome for this splendid firm today among the Victory crowd of Torrance area.  
- Subtract 29 from 50 and tell us how long "Johnnie" has had charge here?

### BOB McDOWELL

\*\*\*\* THE records say, "America's Most Famous Visitor" is "The Fuller Brush Man"—and here he is, Bob McDowell, 1610 Cedar ave., who carries to your door more than 50 different very popular brushes for the home maker, all the way from a tooth brush to a 36 inch push broom, in addition to a line of brushes that are a Godsend to business places, stores, etc. Mr. McDowell visits about 3,000 homes in Torrance and Lomita once every ten weeks. Makes special calls and deliveries are prompt. One thing he is very positive about is this—he wants the people in this home section to know how deeply he appreciates the fine, friendly treatment accorded him by everyone upon whom he calls. Dodge City, Kans., discovered "Bob's" first smile; sacked potatoes in article's store to become owner of nickels and dimes; new highways and byways in the car spell hobby; his Barbara, Native Daughter of Hemet, radiates sunshine everywhere she goes and little 15-month-old Teddy is boss of the family. Bob has been growing fonder of California every day for past six years and the Sunshine State is returning the compliment; he's always putting one foot forward; is a standard bearer on quality—and should be named "Steamship" because he has so many good lines.  
Ph. 1375 and ask: How many sample brushes does he give away free each month?

### MRS. LILLIAN GOSSIAUX

\*\*\*\* ONE of the most satisfactory no working man's eating places, where excellent "home cooking" food is served at moderate prices, is at Lillian's, formerly the Spanish Kitchen, 1219 El Prado. Lillian Gossiaux's home made pies, tasty meals and quick friendly service bring customers back day after day and send them on their way to tell others. "Lillian's" blue eyes opened from her first nap at Montpelier, Idaho, has son Perry Franklin in Uncle Sam's Army; pastime hours spent in her rose garden and even keeps the weeds pulled around them; smooth dancer; popular husband plays the bass in Torrance Municipal band; lived here since 1926; enjoys seeing the country in her car! could eat a carload of ravioli; listens avidly to Jack Benny and Phil Harris band—thinks they're radio's best; nods while listening; makes friends fast; good will streams in and out of her door all day long; she would get you a rainbow just to please you and Lillian Gossiaux is like a July day, sunny and cheerful from sunrise to sunset.  
- Subtract 17 from 20 and write the figures she has conducted this pleasing cafe.

### MRS. EDNA WEIS

\*\*\*\* EVERY Jill should have a "Beu-Mar Beauty Wave" and Jack will come tumbling after! The Beu-Mar Beauty Salon, at 1331 El Prado, gives those graceful waves. Then, and only then, long will it wave. Mrs. Edna Weis, delightful hostess, knows how to give that twist—that swirl, and there you are, a complete new girl. She is an artist when it comes to working with unwaxed hair or when it needs a trim or shampoo. If you would look your best, better phone this "charm" specialist for one of her lovely natural permanents or hair tints (it's a fact, a head of hair she had done that put old Mother Nature to shame). Of course she'll delight you with a facial, manicure or scalp treatment and never disappoint you. We want everyone to know her shop and her expert operators. This Salon is equipped in every way to do your work and you'll enjoy the skill of each artist on her staff as individual study of the needs of each customer is the policy that makes friends and constantly widens her circle of genuine boosters.  
- Add 1, 2, 3, 4, and Subtract 6 and tell us the years she has conducted this charming shop.

### RUDOLPH BERNASCONI BARNEY BERNASCONI

\*\*\*\* THAT bell you just heard ringing was sounding a welcome to Car-Ver Service Station, Carson Ave., at Vermont, where Rudolph Bernasconi and son Barney extend you an invitation to drive in and get acquainted. There's 100% Richfield products; tires and fire repairs; just installed new hoist for best lubrication; there's a telephone booth outside the window for your convenience 24 hours a day; putting in a nice outdoor drinking fountain to serve you better—and now Mr. Motorist, it's your turn to do them a good turn. The fine little republic of Switzerland got "Rudy" into his first snowball fight; farm brought first spending money; no jazz music for him—just wants good old fashioned tunes when he steps out on the dance floor; Mary is his guiding star; Elsie helps in the station and Eddie completes the family circle. Rudy says this is a 125% American family—and means it! He'd be lonely without his pipe; never neglects a duck dinner; invites Baby Snooks in for a laugh on his radio; manufactures his own cheerfulness; top favorite with the public, and he has a heart as big as a battleship.  
Ph. 767 and ask: Why is this called "Car-Ver" Station?

### FOUR \* \* \* FOLKS WINNERS \* \* \* ANSWERS

First Prize—Mrs. May Lucas C. EARL CONNER, genuine to the core, received his grand award appointment to postmastership (Torrance May 30, 1934).  
JACK & ESTELLE McCUTCHEE, Class-A folks, started their well liked Jack's Cabinet Shop, 1633 214th St. in 1928.  
VICTOR ROSSBY, worth while to know, became owner of his Torrance Sanitary Dairy, 22416 Vermont, in 1921.  
HOWARD & LAWRENCE VOIEN, hustlers by nature, are proud of having the name "Voien" stand for reliable Torrance building over 14 years.  
C. E. HEIN, who owns a great big happy grin, 1312 Cabrillo Ave., has operated his Texaco Service Station 10 years.  
J. E. GRAVES, who enjoys helping others, has owned and operated his Badger Fireplace Damper Co. 2 years.

### CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

### CONTEST RULES

We Will Pay You FOR BEST ANSWERS \$500—Free Merchandise Prizes—\$500 GRAND PRIZE—\$15.00  
FIRST WEEKLY PRIZE—\$2.00  
SECOND WEEKLY PRIZE—\$1.00  
WHAT TO DO? Call by phone or in person and get answer to question asked at the end of each story. Send answers to The Herald within four days.  
WHO WINS? The person sending in the most nearly correct, prompt, and nearest answers will be given merchandise awards from your own home merchants each issue. Winners and answers published week after story and question appears.  
CASE OF TIES: Duplicate awards will be given each tying contestant. The judges' decision will be final and incontestable. Anyone anywhere, may compete, except employees of The Herald and News or members of their families.  
GRAND PRIZE will be awarded at the end of the contest to the person sending in the most correct weekly solutions, during the entire contest.  
EACH WEEK gifts will be awarded contestants in addition to the final Grand Prize.

## CELEBRATES 102nd BIRTHDAY



A LEADING BAKERY made Mrs. Eliza Jane Ferguson a gift of a magnificent cake on her 102nd birthday and sent along pretty Lillian Madison, to show how such a huge cake should be cut. But Mrs. Ferguson smilingly said: "H'm! I've had more experience cutting birthday cakes than anyone I know off after all, I'm 102!" That settled it, and Mrs. Ferguson cut it her way, and expertly—graciously offered the first cut to her comely Dutch-costumed visitor.

Active, alert and still thoroughly imbued with the joy of living, Mrs. Eliza Jane Ferguson celebrated her 102nd birthday yesterday (Sunday), July 27th.

Relatives and hundreds of friends greeted her from early morning till late at night at her home at 1258 1/2 Barry Avenue, West Los Angeles, where she has resided alone for the last 16 years.

Many gifts were received, and her pride was concentrated on cutting the huge, beautifully-decorated pink-and-white birthday cake presented by Van de Kamp's—surrounded by more candles than this great bakery has ever used for a birthday cake during its long history.

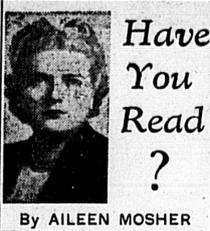
The secret of her longevity, she says, is her preference for "old-fashioned" foods—with no frills. She partakes of a glass of port wine before breakfast daily, and until a few years ago occasionally baked her own bread, cakes, and pies.

Her eyes are still good and she has never worn glasses. Her hearing is excellent, but rheumatism has been her chief annoyance since she can no longer engage in needlework.

Mrs. Ferguson was born in Kentucky, July 27, 1839. Fifty-three years ago, on orders of her physician, who at that time despaired of her life because of tuberculosis, she moved from Missouri to Denver. She has lived in Southern California twenty-three years.

Her husband, a Civil War veteran, has long since passed on and she has outlived two of her three children. Her daughter, Mrs. Margaret Burtzell, of Denver, is seventy.

The family gathering included the following grandchildren: Mrs. Ruth Warvel of Venice, Fern Jones of El Monte, Raymond Ferguson of Paso Robles, Rose Ferguson of El Monte, Mrs. Nadine Rudolph of New York; together with Ruth and Stanley Jones, Jack Warvel, and Ralph and Jean Ferguson, great-grandchildren.



By AILEEN MOSHER

## Have You Read?

Best Stories of 1941, Edited by Edward J. O'Brien  
Edwards J. O'Brien needs no introduction. It is with a feeling of great regret and loss that the short story realm realizes his recent death. The memorial introduction Martha Foley has written for this final selection by O'Brien of the Best Short Stories is a beautiful eulogy. The character, ambition, and aim of the editor of these yearbooks is shown in an honest, admirable light.

The stories O'Brien included in this, his latest and last collection, are magnificent. Selecting those he thought most worthy of putting into permanent print, he chose not only from the leading journals, but from any journal, the best or the poorest. It was the individual story he was after, not what covered it was between.

Among the authors of those stories thus honored are Stephen Vincent Benet, Erskine Caldwell, William Faulkner, Harold G. Finkel, Weldon Kees, Arthur Koehler, William Saroyan, Irwin Shaw, Jesse Stuart, Richard Wright, Christofer La Farge, and many others.

Among these you notice the authors of such best sellers as Native Son, My Name Is Aram, and others. And that is another thing, Mr. O'Brien did not limit his selections to those by already famed authors. No, he selected according to the merit of the story, regardless of whether it was written by Noah Webster or Rin-Tin-Tin.

However, the value of The Best Short Stories of 1941 is not just in the stories. It is also a yearbook of the American Short Story, addresses of magazines publishing "shorts," biographical notes on the authors, an index of the best books of short stories, an index of articles published on the subject, and many other things of infinite value to the reader and the writer of the small but precious gems of modern literature.

## County Giving Work To Half of Former SRA Relief Clients

Los Angeles county has been able, since July, to provide employment for approximately one-half of the number of former State Relief Administration clients applying for employment following the shut down last month of the SRA.

To date approximately 4,200 persons have been given work on various county sponsored projects. The great majority of them are men, the county having found difficulty in finding suitable projects for the employment of women.

When the SRA collapsed the latter part of last month there were approximately 13,000 persons in this county on its rolls, according to County Manager Wayne Allen. To date, some 3,000 of them have not filed applications with the county for employment, although applications are still being filed at the rate of nearly 100 per day.

All Classified Ads are payable in advance.

## Navy Mothers to Complete Club Organization

In order to accommodate the working mothers, the Navy Mothers club will hereafter hold one evening meeting a month and one afternoon meeting. The evening meetings will be held on the first Monday and in the afternoon on the third Thursday.

The next meeting will be held Monday, August 4, at the home of Mrs. Sarah Rowell, 1348 Carson St., Torrance at 8 p. m. There will be election of officers, the club having been conducted so far by temporary officers. With the arrival of the charter, expected soon, the club will be a full-fledged organization. More officers will be elected Monday as well as permanent officers for the temporary positions filled to complete the organizing.

All mothers of men in the Navy, Coast Guard or Marines are cordially invited to visit these meetings and to join. Clubs are in operation in many quarters of the globe and besides materially helping families when necessary, the organization can bring to mothers a much better understanding of the service in which their sons are engaged.

As the local club comprises members from Harbor City,

Seven of the last 15 chiefs of staff of the U. S. Army have not been graduates of West Point.

Largest steel mill in Canada is at Sault Ste. Marie, Ontario, near the famous locks of the St. Mary's river.

Walteria, Torrance and Lomita, it was decided to name the club "The Little Hills Navy Mothers Club."



## IT TAKES SKILL... professional skill!

With so much dependent on accuracy and knowledge, you can be glad your prescriptions are in professional hands when you send them to Discount Drug. Years of study and experience behind us insure the proper filling of your doctor's prescription. You can depend on Discount.

DISCOUNT CUT RATE DRUG  
1225 El Prado — Torrance  
Phone 562



## Before you go, convert your funds into BANK OF AMERICA TRAVELERS CHEQUES

You can buy them locally at nominal cost. Yet they are backed by the vast resources of this entire statewide bank. Acceptable as cash anywhere.

TORRANCE

## Bank of America

NATIONAL TRAVELERS ASSOCIATION  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION  
MEMBER FEDERAL RESERVE SYSTEM

495 Branches united for strength and service



Lynchburg Kentucky STRAIGHT BOURBON 4 Years Old Full Pint . . . 89¢  
CLOSEOUT!

IMPERIAL EXTRA DRY PALE BEER 12-oz. bottles 3 FOR 27¢ (Plus Deposit)

Finer Flavor BEER 3 FOR 27¢ CAN FULL QUARTS 16¢ (Plus Deposit)

ROYAL GOLD 6 year old Bonded BOURBON WHISKEY Quart \$1.89; 97¢ Pint . . . . .

EMPIRE DRY GIN FIFTH . . . . . 85¢

ROBERTS FAMOUS Northern Calif. Bulk Wines  
PORT, SHERRY, MUSATEL, TOKAY, ANGELICA  
CLARET, BURGUNDY, ZINFANDEL  
QUART GAL. 25¢ 90¢  
QUART GAL. 20¢ 79¢  
SPECIAL FRIDAY AND SATURDAY AUGUST 1 and 2

## More Street Lights On 249th Ordered by County Board

Approval of a petition of Lomita residents asking for installation of an additional streetlight on 249th st., between Cypress and Pennsylvania ave., was given this week by the board of supervisors.

Signatures on the petition were checked by the county engineer and found to be sufficient. The light is to be of the overhead type, of 1600 candlepower.

Canada has at least two army divisions (80,000 men) stationed in Britain.

Russia has been sending prisoners to exile in Siberia since 1948.

## P.-T. A. Council Aides Named

Mrs. John Marriott, president of the Lomita-San Pedro Council and former president of Orange St., P.-T. A. has announced her chairmen for her second term in office.

Mrs. S. C. Murray of Walteria heads the organization-association standards committee; Mrs. R. E. Moffitt of Lomita Elementary P.-T. A. is magazine chairman; Mrs. Kenneth Swartz, Orange Street P.-T. A., motion pictures and radio; Mrs. Joe Bader, Orange Street music, art and drama; Mrs. George Plummer, Fern Avenue, health-supper round-up; Mrs. B. Shatz, Harbor City, parent education; Mrs. Irene Davis, Fern Avenue, registration.



## Notice—New Location Moose Hall, 1931 Carson St.

## INTRODUCTORY OFFER Of the

## GARRI-BRANT STUDIO OF DANCE

Bring this Advertisement to our Studio on Saturday between the Hours of 9:00 to 12:00 A.M. and You Will Be Entitled to

## ONE FREE TRIAL LESSON

In Any Type of Dancing

TAP — BALLET — ACROBATIC — BALLROOM  
LADIES' PHYSICAL CULTURE — TOE — SPANISH

"YOU ARE NEVER TOO YOUNG OR TOO OLD TO LEARN AND ENJOY DANCING"

GARRI-BRANT STUDIO OF DANCE  
1931 Carson St. Moose Hall  
TORRANCE