

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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JAMES J. O'TOOLE

MARGARET O'TOOLE
**** YOU can't keep a good man down! That's probably what Franklin Delano Roosevelt thought of the official crowd that greeted him on his trip to Los Angeles — of which James J. O'Toole was a member. "Jimmie" O'Toole is never idling along on the edge, but always in the thick of things, fighting on the side of right. Been in the milk business 35 years; got his start selling for Gall Borden & Co. in Chicago — knows dairy end and sales end, too, and every customer to whom he and his right hand bow, Margaret, deliver milk, cream, butter, buttermilk and eggs from their 1225 Madrid headquarters around this home territory, is a friend. A little hustler named "Jimmie" won his first snow ball fight in Chicago; sold first Hearst newspaper ever to come into Chicago at 71st and Cottage ave., in 1902, smallest life guard around Lake Michigan ever to pass the exams when 17; so interested in politics he forgets his meals; in 11th Field Artillery overseas selected because it was number 11th) to fire the last official shot on the American Front, on the 11th hour of the 11th day of the 11th month of 1918; swims like a fish; Past Com. D. A. V.; Past State Commander-at-large of United Veterans of the Republic and twice candidate for State Assembly. His Margaret, (Denver U. graduate) assists in milk business — and is joy enough for any man and Robert, James and Joseph walk closely the circle of family happiness. "Jimmie's" faith is deeds — not words and he'd find friends — even on a desert island . . .
Ph. 128 and ask: How long has he had his milk business here?

luck through her own good nature. . .
Ph. 291 and reveal. How long has she had this shop?

MATILDA WINTER

**** HOSPITALITY House, is the best name we know for Erwin Hotel, 1210 E. Prado, and it couldn't be anything else with whole hearted, happy natured Matilda Winters at the helm. She is our longest established hotel owner and operator in Torrance and it's as natural for her to send out good will and praise for Torrance as it is for the blue birds to sing. Born in Pittsburgh, Pa., "Matilda" grew up in her parents' music store, the T. H. Rothler House of Music there for 48 years. She personally owned the first and only music store at Barnsville, Ohio (well recalls her pleasure in selling a mouth organ there in 1905 to our former Fire Chief Stevenson—36 years ago); her joy in music has been a life long pleasure; son Roy, Pittsburgh University graduate, (now Captain of Torrance Fire Dept.) his all-time happiness, Rosemary (Secretary Eastern Star) and grandson George, pride of the family, are her sun, moon and stars, while sister Rose and brother Carl round out the circle of folks she couldn't get along without; Central Church, Eastern Star and W. B. A. get her unstinted loyalty; (hush — a secret, she loves to brighten things up with a new car paint); she gives so gladly that life is bound to bring back gladness to her and if she lives to be a million — she'll never have time to grow old . . .
Reverse "ruof-ytnewt" and tell us how long she has had a hotel in Torrance.

his teens that he sold his first two cows to get passage money to America and he has made a good citizen; he's a fair dealer and there's a wide streak of friendly co-operation in his nature . . .
Ph. 92-W and discover: How long has his dairy been on this spot?

CARL PAGAC—MARY PAGAC

**** YOU couldn't help but like Carl Pagac and Mary Pagac, of the National Paint and Wallpaper Store, 1405 1/2 Sartori Ave. We mean by that they have the spirit of helpfulness to every person entering their place of business. We learned "Carl" ate his first ice cream cone at Leeburg, Pa., earned his first "two bits" setting up pins in a bowling alley; gets unbelievable distance with his golf drives; worships at Catholic Church; breaks into a broad smile when he sees cottage cheese on the table; cigars are his pet vice; has discriminating ear for classical music — and he's worth knowing well. "Mary" was presented to her Mother and Daddy at Hyde Park, Pa.; first thing she was looking after a neighbor's baby; lived here eight years; for a number of years put on stage plays in many cities; on big time vaudeville stage and closed at Paramount to live in California; loves the water—swell swimmer, and if she could have had her choice she'd have been a fish; can dance like a butterfly; proud mother of two charming children, Edwina and Jacqueline and she's a bundle of concentrated sunshine. Like good wine—Carl and Mary Pagac improve with age . . .
Ph. 846 and learn: How long have they conducted this reliable business?



"SEPTEMBER EVE" . . . In getting good beach pictures, choosing a model is half the battle. The photographer, Norris Ewing, of Ventura, California, did justice to his fine subject in this picture by posing her against an evening sky background, using synchronized flash to light her figure. Appearing in the September issue of Popular Photography magazine as the "Picture of the Month," the shot was made with a 3 1/2x4 1/2 Speed Graphic with a 6 1/2" Kodak Anastigmat f4.5 lens. The exposure was 1/200 second at f.8 on Agfa Isopan film, with a medium yellow filter to darken the sky and emphasize the roundness of the model's figure.

Gold Mines Facing Curtailed Operations

Bruce McDonnell, secretary of the state mining board, today declared that California gold mines are faced with the prospect of greatly curtailing operations as a result of the national defense program.
McDonnell said that mining companies so far have been unable to obtain priority numbers on steel and other necessary materials from the office of production management.

"Blue Danube" Called Best Loved of Waltzes

ONLY a few pieces of music are popular from top to bottom — pieces that are favorites of the whistling delivery boys as well as of the score-reading scholar.
How many musical compositions, asks George Marek in the August issue of Good Housekeeping magazine, can be tinkled by upright young ladies, or set forth by full orchestras or blared by brass bands and still emerge unharmed? Certainly *The Beautiful Blue Danube* is one. Wagner loved it, and Brahms used to play it superbly. Marek says. Millions of people who care nothing about music know it. Millions have danced to it, and it has given such fame to the river that tourists used to complain when they found the Danube green or muddy, but never blue. Over a period of years it has been the best selling phonograph record, and its popularity has not waned.
Yet at its first performance seventy-four years ago, the reception it received hardly indicated the destiny of the *Blue Danube*. As Marek explains it, it was a case of music mixed up with politics. Austria was depressed when the piece was composed because she had suffered defeat the year before at the hands of Prussia. The waltz, composed by Johann Strauss, Jr., for a carnival to dispell the gloom, contained this lyric, "Vienna be gay! And what for pray, and it may have been only applauded politely.
Three months later, however when it was heard at the World's Fair in Paris it met with frenzied success, Marek discloses, and was soon whistled all over the continent. America took it to its heart too, and was successful, five years later, in getting Strauss to come to these shores. A tremendous celebration was held in Boston with a platform built to hold twenty thousand musicians and singers. But once it was over Strauss himself wrote "I found a slight relief when I breathed myself in fresh air again and felt the firm ground beneath my feet."

SALES GAINS NOTED

Independent retailers in California reported sales gains of 23 per cent during June over June of last year, the U. S. department of commerce disclosed today.

REMEMBER DREAMS

Children are able to remember their dreams more vividly than adults.

CONTEST 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 interesting answers will be given merchandise awards from your own home merchants each issue. Winners and answers published weekly after story and question appears.

CASE OF TIES: Duplicate awards will be given each tying contestant.

The judges' decision will be final and incontestable. Anywhere, may compete, except employees of The Herald and News or members of their families.
GRAND PRIZES 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.

OTHER PRIZES besides those mentioned here, may be added from week to week as further reward for your efforts.
CONTESTANT SHOULD designate the firm upon which you desire an order in case you win.
NOT ELIGIBLE if your answers are copied from another contestant.
ADDRESS: Herald Contest Editor.

ART SULLIVAN

**** THERE'S always a smile in the air around Art Sullivan's Shell Service Station, 1800 Carson Ave., one of the very busiest corners around town — but never is the owner too busy to be prompt and courteous. He just goes looking for trouble, checking up on the little unexpected things and helping the motorist in such an easy, friendly, unobtrusive way. Let him check your tires for wear (this is the right time to attend to that) and give the car a complete lubrication. Tune in KMX this evening at 9:15 and get aboard the fun train with Shell — something new in crashing parties, and if you don't believe Shell has a grand sense of humor, watch their bill boards along the highways. Oklahoma City, Okla., put honesty in that smile of Art's and developed goodwill in the timbre of his voice; Oklahoma News brought first trophies; baseball gets his sports page every time; California since 1922, served Uncle Sam's Coast Guard from 1929 to 1935; can manage very well with two cigars a day and never turns down pickled pigs feet for a midnight snack; "Neita," his first lady of the land and 3-year-old Timothy (known to resemble Uncle Sam) are his joy springs — and no matter what comes friendly Art can take it and make good . . .
Subtract 7 plus 5 times 3 from 38 and tell us how long this has been his station.

TOM HEWITT

**** WITH experience at the helm, plus good judgment, you can't go wrong in brick building, and if ever a man was "a brick" in his business career, that man is Tom Hewitt (417 Pearl Ave., Redondo) known all through this home sector for his reliability and satisfaction in brick construction. He's giving a good account of himself at the present time contracting the brick work on Memorial Hospital's fine new addition; is widely known for his artistic fireplaces and you'll never be sorry if you depend on him to do your retiling and brick work. The General also gave blue-eyed "Tom" his first look at the world; when only 9-months-old he moved to England where he spent his school days; fought in the Boer War of South Africa; served with Princess Pat Regt., from Canada in the Great War No. 1 — taken on command to the Canadian Engineers, in which regiment he finished his service of over three years and in seven major battles; was champion trap pigeon shot of England in 1908 and if you want to find Tom week ends you'll have to search the woods because he's a hunter of nature; belonged in United States since 1923; keen on helping folks to know each other better and belongs among the doers of things morning, noon and night . . .
Take 1923 from 1941 and tell us how long he has been doing A-1 brick contract work in this sector.

GREEN SPOT NURSERY

**** WHEN you're thinking of shrubs, flowers, plants — start thinking of our new Green Spot Nursery, which is just opening its doors to welcome you at Carson and Figueroa. Slat house is modern and new; there will be a general stock of needs for beautifying your grounds and home; S. Kageyama, owner, or George Watanabe, manager, will gladly co-operate with you in selecting the plants that will grow best in the sun or in the shade, and their knowledge of the right kind of soil for different kinds of plants will be a great help to you in making your surroundings beautiful. S. Kageyama, loyal native born citizen, got his first look at the world in Los Angeles; he had the distinction of drawing the first number in the first draft in Los Angeles county to serve Uncle Sam's army; had 10 years nursery experience; believes in the golden rule and gets along with everyone. George Watanabe, his brother-in-law, with 20 years of practical nursery experience, has a ring in his voice you like to remember; each one operates his own smile factory and they are extending you a special invitation to come in and let them serve you . . .
Reverse the spelling "tsrif rehtseps" and give official opening date.

BETTY MAURER

**** AT 2205 Torrance blvd., we discovered a great big chunk of sunshine. It penetrates the atmosphere in every nook and corner. Doing a little "Sherlock Holmes" on it, we traced it to its source and found Betty Maurer in her up-to-date Betty's Beauty Shop, whose business it is to make women beautiful. She loves her job; succeeds in less hair in soft, alluring permanent waves, gives shampoos, manicures, the best looking "off the face coiffures" and she specializes in individual attention and the study of what is best for hair texture with every one of her patrons. Folks around Tacoma, Washington, were made very happy the first morning a certain little Betty girl arrived; the water, a sail boat, the companionship of her "head-man" Fred (whose real hobby is the building of boats) and adorable 5-month-old Susan make her feel as carefree as the winds; loves to lose herself at an art display — majored in art herself at L. A. Junior College; loves to meet old time friends; her smile has the life of springtime in it; she never slights responsibility and she's like a four-leaf clover — bringing you good

SEBASTIAN FAILLA

**** SOME people make good through sheer hard work and perseverance, and Sebastian Failla, owner of Torrance Family Dairy, 22215 Figueroa, has proven that if you try hard enough you will succeed. His milk customers appreciate the pure, rich milk and cream he delivers them daily throughout Torrance and Redondo areas. He complies strictly with every pure food law on sanitation; has been making the same customers satisfied for 16 years. Starting with 10 cows on his farm on Moneta 20 years ago, he worked and planned and is entitled to much credit for the 100 head of Guernsey, Jersey and Holsteins and his dairy business to which he has given every ounce of determination and energy. "Sebastian" drew his first breath on his father's dairy farm in Italy; milked cows for first pocket change; hunting is the sport he enjoys most; Lucia, his cheerful helpmate, Sophie, Paulina, Louise, Annie, Louis and Frank spread happiness around the family table; Annie and Frankie were born on this dairy and now Frankie shoulders responsibility of being Dairy Manager; Sebastian gladly remembers when in

FOUR STAR FOLKS WINNERS AND ANSWERS

- First Prize, \$2 — Mrs. L. P. Hays
- Second Prize, \$1 — Mrs. D. L. Hays
- HARRY T. GREEN, alive from head to foot, has been in charge of CHICAGO BRIDGE & IRON Co. Warehouse, 1319 Carson ave., since it opened 4 years ago.
- ALBIE DOWLING, one of America's Most Famous Visitors, 1610 Cedar, gives away free approximately 1,000 useful Fuller Brushes a month.
- WINIFRED STUEBE, credit to anyone's auditing list, became owner of "Tender-Rite Steaks" wholesale business, 1871 Cravens, June 10th.
- JOHNNIE WENER, who makes life happier, has been superintendent for world-wide known Wright's Greenhouses, 1903 W. 100th St., 21 years.
- WM. F. MEDLOCK, happy hustler, W. 21st St. has been handling his own decorating contracts 4 years.
- RUDOLPH BERNASCONI, builder of true friends, calls his service station "Car-Ver" because it's on the corner of Carson and Vermont avenues.
- MRS. EDNA WEIS, today's inspiration No. 1, has been conducting the "Hou-Mat Beauty Salon, (1331 El Prado) for past four years.
- LILLIAN GOSSIAUX, happiness giver, has conducted Lillian's Cafe, 1219 El Prado, 3 years.

CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

CONTEST RULES We will pay YOU FOR BEST ANSWERS \$500—Free Merchandise Prizes—\$300 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 ques-

Hair, Eyes, Skin Reveal Character And Personality

"BY their hair ye shall know them" is a male motto which has been followed faithfully ever since Homer immortalized the golden tresses of Helen of Troy.
Is there anything in this remarkable belief that hair color indicates personality types? Definitely yes, says William Moulton Marston, famous psychologist, in the September issue of Cosmopolitan magazine. Dr. Marston reached this conclusion only after extensive research at Columbia University, interviewing hundreds of men and women of different color types, who came to him about their emotional problems.
For differences in personality, Dr. Marston explains that the secret lies in the endocrine glands are responsible. These subtle chemicals which influence your personality so profoundly reveal their presence in the colors they produce in your hair, eyes, and skin. As a general rule Dr. Marston found that blondes are naturally shy, but at the same time powerful and self-confident. A brunette is bothered by his or her maternal position in the world and reveals this underlying worry constantly. A redhead can't admit defeat, yet has a fear of this quality.
In Dr. Marston's research he found that in dealing with girls it was not a question of "which type of girl had the greatest charm, but of which girl most ardently desires to be charming. If a girl wants to capture a man she must be acquainted with the characteristics of her color type, and be able to employ her strong points and curb her bad ones. And this problem resolves itself into the question of submitting to, or dominating a man. It's easy to submit, writes Dr. Marston, but a girl should not forget that while man likes to pretend that he is the lord of creation, he secretly wants the girl to excite him, to deny him his demands and make him her "love slave". And, warns Dr. Marston, if a girl fails to call this masculine bluff, she loses just as in poker.
Dr. Marston recalls the Greek slogan for living which he says is just as useful now as then: "Know thyself". But he adds to that "Know other people", if you want a formula for solving life's queerest riddles. Nature set us a tough task in understanding our complicated human mechanics. But she furnished a key to her own mysteries by creating a color code of personality, which he who runs may read.

This Month's STAR RECIPE

By BETTY BARCLAY

Ridiculous bread pudding as much as you please but here is a bread pudding recipe that is entitled to "star" rating for the month. Try it once and you'll have an entirely new viewpoint on bread pudding as a dessert. Today is an excellent time to make this pudding, for the market is well supplied with those juicy Valencia summer oranges.

- Sunny Bread Pudding
- 5 eggs, beaten
- 1/2 cup sugar
- 1/2 teaspoon salt
- 1 1/2 cups orange juice
- 4 cups cubes from day-old bread
- 1/2 cup grated coconut
- 2 tablespoons raisins
- Combine eggs, sugar, salt and orange juice. Pour over bread. Stir in raisins and coconut. Bake in buttered baking dish (8x8" F.) about 30 minutes, or until set. Increase heat (450° F.) to brown peaks. Serve with orange sauce. (Serves 6.)

- Orange Pudding Sauce
- 1 tablespoon cornstarch
- 3/4 cup sugar
- 1 teaspoon grated orange peel
- 1 cup orange juice
- 1 tablespoon lemon juice
- 2 tablespoons butter
- Mix cornstarch, sugar, peel and orange juice. Boil 5 minutes. Remove from fire. Add lemon juice and butter. Serve hot. (Serves 4-6.)

WHITE LINES COSTLY

Those white lines down the middle of the street and highway account for 5,000,000 gallons of paint a year in the United States. The average cost is \$1.25 a gallon, a total of \$6,250,000. The average life of a center line is about 15 months.

Jacqueline Cochran, the woman flyer, has established at least 17 aviation records.

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