

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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HOWARD H. COWAN

**** YOU never have to explain the name "Cowan" in oil fields—because when it comes to oil well pumps, sucker rods and fittings, plus service... gladly. 24 hours a day, Howard H. Cowan ("Bud" to you), of D & B Pump & Supply, 1719 Carson, just naturally "belongs." He's manager of Torrance branch, a division of Emcoo Derrick Equipment Co., known throughout the fields in every oil producing state in the Union and every major oil field in the world, with homebase on Alameda in Los Angeles. "Bud's" territory hustles him all over Redondo, Rosemead, El Segundo, and Torrance fields, and he'll answer a 2 a.m. service call just as cheerfully as at 2 p.m.—and wants oil men to know nothing is too much trouble. Gotta be a special buttonhole boutonnet for cocktail Harry Farnestock, accommodating branch right-hand man, who keeps everything so spotless and ship-shape. The sun was shining bright when young "Bud" took his first look at the sky at Fayetteville, Tenn.; California was his playground when six months old; answered school bells at Dallas, Texas where his well known dad, Jack Cowan, opened the Company's Texas branch in 1923; D & B Bowling team just tied for first place which keynotes his favorite sport; his delightful Mary Peckham, Santa Ana born, Torrance schooled, and precious little 4 1/2 months-old Mary Lee add extra lustre to the sunshine in his home-west-home, and there's a special ring of the chimes today for Bud's class-A cooperation on everything worth while for Torrance. Ph. 435 and reveal: When did he become district branch manager?

MRS. M. O. ARMITAGE

**** WELCOME to our People You Should Know Circle, Mrs. M. O. Armitage, and Elite Cleaners, 2168 Torrance Blvd., where spic, span and spotless is the condition of clothing when returned to you. The very word "Elite" is not an idle one—because it truly describes the quality of work done here... even little rips, breaks and mends are taken care of without extra cost. Right now drapes, rugs, blankets are being worked over until they look like new... and the fall wardrobe is getting its share of brightening up and fading on a new lease of life. When two big blue eyes opened early one morning in London, England, folks knew "Olive" had arrived; first pocket coins made teaching music at age of 4; graduated from London College of Music; studied for concert pianist; her home and family—"Dick" head-of-the-house, and ambitious daughter Doris are her grandest hobby on earth birds belong in that hobby picture too; she's like a whiff of smelling salts; would be a help to the Angel Gabriel with her kindly ways; whoever lives near her will always have a good neighbor and it's a pleasure to pin a gardenia on her today... Ph. 1562 and make known: What was her opening date?

EVA SAMUELSON

**** EVERY woman wants to look her best. That's only natural—and here is a Torrance girl, who was born for achieving just that purpose. She's Eva Samuelson, builder of beauty and friendship at Coquette Beauty Shoppe, 2227 Torrance Blvd., who surrounds herself with cheerfulness, brightness, restfulness, modern equipment and an atmosphere every patron enjoys. Her customers are "regulars"—with weekly appointments for every requirement in modern beauty and hair-styling, and she can make you glamorous—sending you out to take your place with the smartest in appearance. Mrs. Stork discovered "Eva" among the flowers and birds in Santa Ana, and promptly classified her as a Native Daughter; swimming, bowling, dancing always intrigue her playtime hours; learned beauty culture at a prominent Long Beach Beauty College, opened her Torrance shop a year ago August first; likes to make strangers feel at home; she has that certain something; starts the day as fresh as a daisy; thinks the finest people in the world live right here in Torrance—and "Eva" never has to wonder about the Golden Rule... she lives by it... Ph. 200 and ask: How long has she been a Beautician?

J. H. PINE CONSTRUCTION Co.

**** PEOPLE like Jack H. Pine and Samuel J. Katz of J. H. Pine Construction Co., imbued with the spirit of growth and home development, have a rightful place in our Golden Rule circle. They are transforming a bare field, next to the baseball park, into Park Knoll Tract, a beautiful little residential city as part of Torrance Water lights, sewage, sidewalks and curbs are in and paid for; centrally located not far from grade school and high school; adjacent to beautiful park; within walking distance from the heart of the city—and a grand place for a real home (all houses will come under title two and title six construction). J. H. Pine with 31 years building in Los Angeles area, is widely known throughout Westwood and Beverly Hills sectors; thrills to a symphony or reeling in a good catch on his line; gracious Susie and their Arnold and Doris keep life "in high" for him. "Sam" grew up in New Orleans; was turning out high class construction in this same territory of distinction past 20 years; another fisherman who never returns empty handed and loves the excitement of travel; May, Rosaline and Celia are the blessings that bring joy to him and cheerful Freda and both Jack and Sam are Masons. They're happy over new relationship with Torrance; have arranged with J. C. Smith of Torrance Investment, 1409 Sartori to give all possible information; believe in the spirit of fair play—and every night they can go to bed happy because of the good deeds they pass along from sunrise to sunset... Ph. 176 and discover: How many fine homes will be built here?

MARY WICKLE

**** WEIRD folks get into the habit of eating at Mick's Cafe, 29 Border ave., they can't eat anywhere else. The cooking is done by Mrs. Mary Wickle, the owner, and the food is as pure as it can be; it is flavored, seasoned, rich and wholesome. "Mary" is a congenial host and was ushered into this world at Irving, Cobbs town, Paducah, Ky.; lived in California 22 years; smoothie on the dance floor; should have been a preacher, likes chicken so well; top notch radio program with her Kay Kyser; constant picture goer; drives car as efficiently and expertly as she does cooking; wears her voice out rooting at baseball and football games; one of the "watch 'em go" horse fans; not one to quibble; life's delight is her daughter, Kathleen; everyone feels happy when she's around and distributes good will as the sun distributes warmth... Ph. 782 and learn: How many years she's had Mick's Cafe here?

WES C. GRAHAM

**** A tonsorial artist, Wes Graham, of the Union Barber Shop, 815 Border ave., enjoys his life's work and for this reason has made a success of it. "Wes" birth certificate was signed at Elk City, Okla.; first money making adventure was when 7 years old became janitor of the telephone co.; started as barber when 14; twin to Harvey; always has a story to tell after a fishing trip; likes to see his favorite team registering touch-downs; played guard on his hi-school and tackle in college; knows all the smooth dance floors and hot orchestras in this district; goes hunting but never killed a deer, prefers shooting 'em with camera; terrible bridge player; married delightful Gueda Walker of Elk City, Okla; has won bit fine son William, 8 months old and pretty Anna Lee almost 3; wants no frills with his T-bone steaks; Mickey Mouse is his favorite movie star; has a sunbeam in his eye; one who can listen as well as talk; can laugh and make others laugh and travels the road of hustlers... Add 4, 1, 3, 2 and 6 and write number of years he has been a barber.

Band Faces Picket Line at County Fair

It will be up to members of the Torrance Municipal band to decide whether or not they will appear on the opening day (September 13) of the Los Angeles County Fair in Pomona with expenses paid by the city. Fair authorities informed the city council Tuesday night that they expected a picket line at the exposition.

CAPTAIN GEO. F. BORDER

**** THE story of Capt. G. F. Border, 1437 216th st., is the kind this column hopes to print over and over. Whenever and wherever a man has the cold, steel-like nerve to ask no help from fortune but to plug along the road to profit without asking odds from anybody, the inspiration of his example is worth more than all the knowledge taught in schools since time began. "Captain" ran away from the bird with the long legs and found his first cradle in San Augustine, Texas; first pin money made at fishing; likes cruising for swordfish; has a boat the public can charter at Watchorn Landing at San Pedro for deep sea fishing; knows where to take you for boat and Bait hunting; lived in California since 1900; married tidy Julia Davis of Indianapolis and they have fine jewels in their three children Bettie, George Jr., and Jean; smokes cigars at home, doesn't strike matches on back of furniture but on sole of his left shoe, and is always putting rain-bows around someone's shoulders. Ph. 822 and learn: What is the name of his fine charter boat?

FOUR ***** FOLKS

Winners and Answers
First \$2 Prize—Mrs. O. Owens
Second \$1 Prize—Anna D. Knox
Mrs. J. M. CARSON friend worth having, tells us the original grant of the Dominick Ranch, about whose summer home stands on what was formerly the center of the ranch, covered 48,000 acres. FRANK TISCARONE, live wire, and his associates at meat department in Ideal Market, served 101 delicatessen customers Sunday, the 17th.
HENRY BAYS, builder of friends, 1405 1/2 Sartori, has been painting and decorating 12 years.
MYLA DARLIN E. real as the weather, 1238 Post ave., has been 11 years making women prettier.
FELIX H. W. Candidate, man of citizen, expects to open his ultra modern new manufacturing plant, 125 Border in Torrance, in a few days.
WILLIAM H. TOLSON, genuine homemaker, 2108 Arlington City home. Candidate, has been a Torrance business man 29 years.
MINNIE L. TERRY, sunshine person, has "cabinets" under her management at well known Western-Avenue Coast (Just off Carson).
W. O. LIPP, person we must thank, 1301 Sartori, has spent 12 years as a barber.

CONTEST RULES

We Will Pay You FOR BEST ANSWERS \$500—Free Merchandise Prizes—\$500 GRAND PRIZE—\$500
FIRST WEEKLY PRIZE—\$200
SECOND WEEKLY PRIZE—\$100
WHEAT 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.
VULVO WINS? The person sending in the most nearly correct, prompt and neatest answers will be given merchandise awards from your own home. Prizes 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不可 contestable. Anyone, anywhere, may contest, 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.
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, CONTINUED IN NEXT ISSUE YOU MAY BE NEXT!

Local Ordinance Makes Law-Breakers Out of Shoppers, Levy Says

Pointing out that under city ordinance No. 275, any person carrying a package out of a local store and placing it in his or her car would be liable for arrest, Sam Levy, veteran local business man, appealed to the city council Tuesday night to amend the law to make it "a little more reasonable." Levy was given a court citation recently for violation of that law which ostensibly prohibits obstruction of sidewalks but actually makes violators out of every local shopper. The law is 12 years old, according to Police Chief John Stroh. The council referred Levy's request to the city attorney with instructions that if the ordinance is that silly it be corrected immediately. Krenlin, in Russian, means outside.

STORKatorials

New arrivals-of-the-week at the Torrance Memorial hospital were: LOUIS BAKER COCHRAN... was born to Mr. and Mrs. Louis O. Cochran of 2121 Arlington ave., August 22 at 5:58 p.m. Their first child, he weighed 7 pounds 15 ounces. His father is employed at the Columbia Steel plant and his mother is the former Irma O'Neal.

SHERRY DELIGHT LINDLEY

... arrived to Mr. and Mrs. J. D. Lindley of 2359-B Carson st., August 25 at 8:20 p.m. Their first child, she weighed 7 pounds 14 ounces. Her father is a sergeant in the Marine air corps at Pensacola, Florida, and her mother is the former Adahar Marsh. The grandparents are Mr. and Mrs. Jesse Marsh of 2259-B Carson st. and Mr. and Mrs. C. R. Lindley of Camarillo, California.

PATRICK McLAUGHLIN

... was greeted by Mr. and Mrs. John P. McLaughlin of Redondo Beach August 27 at 6:10 a.m. Their first child, he weighed 6 pounds. His father is employed by the Texaco Co. and his mother is the former Faye Thornton. The grandparents are Mr. and Mrs. John J. McLaughlin, all of Redondo Beach.

BABY SHIOYAZONO

... a son was born to Mr. and Mrs. John Shioyazono of Gardena August 20 at 8:15 p.m. He weighed 6 pounds 15 ounces and has a three-year-old sister, Dawn Akemi. His father is proprietor of Japanese bakery in Gardena and his mother is the former Kiyoko Kay Samishima. Samishima is his maternal grandmother.

One More Lot Auctioned Off

One more tax-deeded lot was sold by the city council at the third auction held at a council session Tuesday night but there was no profit to the city on the deal. E. T. Ewaschka submitted a sealed bid of \$350 on Lot 16, Block 89 located on Cedar st. and it was accepted. The city's minimum price for the property was \$250.

Sixteen lots were offered for sale at the auction but only one bid was made from the audience. Robert Trezise offered \$300 on a lot that the city wanted \$15 for and his bid was rejected. Another auction, the fourth, will be conducted at the council session of September 11.

No Manager For City Buses

After the city council had terminated L. J. Gilmeister's services (without pay) as bus manager as of August 31, Mayor Tom McGuire announced on Tuesday night that the municipal bus system would function without a regular manager for the "next two or three months." He said one of his bus drivers will direct the system during that period. McGuire said that Gilmeister was "not regularly employed by the city. His services were loaned by the Chamber of Commerce and since he was let out as secretary of the chamber, the city did not feel it could afford to pay for a manager of a system that only has three buses."

LOST YOUR LAUNDRY?

A large bundle of soiled linen was found yesterday at 190th and Western. It was brought to The Herald office and the owner may claim it there.



RECREATION

You can convert your unused cellar or attic space into an attractive playroom at surprisingly low cost. Why not inquire about this today? No obligation, of course.

FREE

Fuller Paint Company and Torrance Lumber Co. are offering a set of six lithographed drawings chosen by Frank Fuller, Bendix trophy winner and drawn by famed airplane artist Ted Grohis.

TORRANCE LUMBER CO. 1752 BORDER Phone 61.



By AILEEN MOSHER

SO TO SPEAK

By Elizabeth von Hesse
Many of you, especially those interested in speech, have heard of the excellent training of Elisabeth Ferguson von Hesse. Now we are all fortunate to have available her new book, "So To Speak." She offers a practical training in personality development and leadership through effective speech. "So To Speak" is not an English book, or grammar text. It deals with the ways we affect others by manner, appearance, emphasizing posture and speech. We all know that effective speech is the gateway to broader and richer fields. Now we are presented an opportunity to gain that gateway.

How many of us know how to stand properly, giving our lungs a fair chance, thusly improving voice control and appearance? Do we know the value and the use of our voice or speech "tools"? Do we know the fundamentals of a good speech? If we are poor conversationalists, we can train ourselves to be better. We can cover many miles of the road by learning to listen creatively. Whatever particular field or fields that we are in, Mrs. von Hesse offers us drills and exercises for improvement. She has not written a "how to speak in ten easy lessons" book. She has devised a training program that is based on sound principles, physical and psychological. If we feel inefficient, uneasy, and bored, it is our own fault and easily remedied. The opposites of these can be gained by faithful study of the suggestions of Mrs. von Hesse. Though this book is not directly a winning friends and influencing people set-up, it can serve us in such a capacity. I personally believe "So To Speak" is the best there is in this type book. It is not only invaluable in material, but it is written in a wholly enjoyable style, sensible, practical, simple and witty.

There is no comparison between this and the "influencing" number of a while back. This one is written for adults with adult minds.

POST BOUNDARY SIGNS

Signs have been posted on the boundaries of the backyard in North Torrance warning of no encroachment on other property. City Engineer Glenn Jain informed the city council Tuesday night. He reported the brick-making firm had already taken in property it did not own.



Actress Penny Singleton congratulates R. D. McKee, general manager of Wilson & Co.'s West Coast operations, on his company's 25th birthday. Miss Singleton, a user of Wilson's products, left the set of "Go West, Young Lady," in which she's starred, to visit with her Wilson friends. Wilson executives visited the Columbia Studios as part of their anniversary celebration.

In 1916, just a quarter of a century ago, Wilson & Co. was a brand new name in the packing industry of America and the firm was just a healthy youngster with big ideas. Today, 25 years later, Wilson & Co. is one of the dominant names in the industry and a recognized leader in new developments in meat products. Although the processing, selling and distributing pace became faster as time marched on from this start 25 years ago, Wilson & Co., under the leadership of its founder, Thos. E. Wilson, has kept pace. In fact, Wilson has led the field in certain of these phases of the packing business.

Today, through the vast facilities of their Los Angeles plant which is one of the most modern, scientific packing plants in the West—a plant under rigid U. S. Government Inspection—Wilson & Co., supplies hundreds of high quality meat products to thousands of dealers throughout Southern California. No packer has, during the last 25 years, made such spectacular progress in the processing of meats for modern taste. Foremost of Wilson's products is the amazing Tender Made Ham and their "Sliced on the Rind" O' Fasthand Bacon.

The most dangerous combination in the world is a car in dense traffic operated by a denser intellect.

City Purchases Total \$1,350

Appropriations approved by the city council Tuesday night totalled \$1,350.18 plus sales tax on several items. The expenditures were for:

Paving repairs on Cravens and Border aves., \$49.83; repair materials for Cabrillo from Plaza del Amo to Lincoln st., \$368; repair materials for Gramercy from Plaza del Amo to Lincoln st., \$370; repairs and installation of water well pump on property in North Torrance deeded to the city by the former Crown Mutual Water Co., \$275 plus tax; thirty 1500-watt lamps for ball park, \$17.65; conduit and fittings for electrical department stock, \$95 plus tax, and bed, mattress and accessories for fire department, \$65 plus tax.

Mathias F. Correa, new United States district attorney for the Southern District of New York, is but 31 years old. He is the youngest man ever to hold the post.

Police To Get 2-Way Radio

Ending a four-year campaign by Police Chief John Stroh to obtain a two-way radio system for his police department, the city council Tuesday night authorized the city clerk to call for bids on a 50-watt transmitter two-way station and units for four cars. The central transmitter will be housed in the police squad room and apparatus placed in three police cars and the fire department's scout truck. The equipment will be similar to that now in use at Hermosa; Manhattan, El Segundo and other South Bay cities. Facing alternative of either passing the federal examination to obtain a second class radio operator's credentials or be transferred to a beat, a majority of officers are preparing for the test, Stroh said.

Thieves Raid Two Chicken Yards Here; Get Nearly 70 Fowls

Chicken thieves were active in Torrance Monday night, getting away with nearly 70 fowls, according to police reports. Mrs. Gus H. Neuman of 2148 237th st., lost between 40 and 50 Rhode Island red hens when the thieves entered her yard by cutting a wire fence in the rear. The same method was used to gain entry to Mrs. G. C. Moore's chicken yard at 2340 230th st., and she reported the loss of 14 Rhode Island red hens and about a dozen fryers.

Par value of foreign dollar bonds held in the United States at end of 1940 was \$8,140,000, the department of commerce says.

POLITICAL ADVERTISING

VOTE FOR

KENNETH H. KAIL

CITY COUNCIL SHORT TERM

Member Oil Workers' Union

Square dealing for the benefit of all my fellow citizens.

Labor Day

MONDAY, SEPT. 1 1941

A Salute to the Key Cog In National Defense

Say, you know Joe — everybody does — he's a machinist or mill worker, he's the man who runs an open hearth, a lathe operator, or helper. Sure, you know him, and he probably lives near you.

Well, Joe's in the army now... has been for more than a year! He's not shouldering a gun and he doesn't wear a uniform, but he's a soldier nevertheless. Because he's the man who puts the gun in the hands of the soldiers off in camp, helps make the planes, the ships, tanks, other equipment that men in the army and navy must have. He's defending democracy just as surely as if he did the shooting.

This Labor Day is a historic one, a significant one. The thousands of Joes in this country can point with pride to real accomplishments. Defense machinery is working at high speed, with Labor supplying the power. And with this achievement, this honor, comes responsibility, too, a type of responsibility that Labor accepts proudly. America can be proud of this, too.

Torrance National Bank

"YOUR COMMUNITY BANK"