# 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, Harbor City and Walteria.**

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**CHANDLER'S PALOS VERDES SAND & GRAVEL**

★★★★ THE spirit of today is everlastingly on the job at Chandler's Palos Verdes Sand and Gravel — where heavy duty trucks keep the road warm comand going. This A-1 pit started operating in 1937 on 60-ton an hour schedule; increased to 225 tons an hour, and new equipment in process of installation will make it 250 tons an hour by February, 1942. It's wholesale business dealing direct with producers for building material all over South Bay area, much of it going into defense projects. This practically newly opened deposit has at least 20 years to go, and genuine co-operation permeates the plant, office, men and chief-in-command, understanding Linden Chandler. Silver Plume, Colo., and the farm high up in the world were "Linden's" first stamping ground; home folks in Lomita since the highways were cornfields back in 1911; fine saddle horses are really the family hobby (almost family members — and so beautiful); Irene first captured Linden's heart in their Lomita school days and daughters Vivian Chandler Robertson (chief business accountant) and Muriel (Compton Jr. College) are the family jewels. Compton Plaster Company, established in 1938, also pays tribute to its chief-in-command, this same whole-hearted Linden, whom no one ever wants to forget; who's behind every local movement, and who never needs a "wake-up" program to start his day square and right . . .

Ph. Lom. 95 and make known: How many are on his pay-roll?

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**BILL WICKER**

★★★★ THE light effects in your home or business place keep fast stepping Bill Wicker, 2257 Pacific Coast (101) Highway, cutting corners on his sleep these days. He's the electric contractor who's never behind the times; people of Lomita-Torrance sector keep him so busy he hasn't a chance to do jobs elsewhere (rather work for home crowd anyhow), and he'll install a perfect lighting system in your home or do an A-1 repair job, or install your electric range at the drop of the hat and satisfy you. "Bill" first introduced his contagious grin to the family among the longhorns at Childers, Tex.; cotton fields helped him pick first nickles; fishing ranks first on play time — hunting a close second; his All-American girl, Jessie, grew up among the Texas bluebonnets; so did son Eugene, while Donald and Geraldine are native Californians; Bill inherited much of his natural knack from his Dad — a construction man; carries a good line of supplies and fixtures at his convenient store and shop; nearly six ft. tall and every inch a friendly one; black curly hair won't stay put; did first job at Artesia, New Mexico in 1926; giver of gladness—never grouchy and Bill has the knack of doing the right thing at the right time . . .

Ph. Lom. 636 and reveal: How long in present location?

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**CATHERINE HASWELL**

★★★★ SAVE your time, energy, money — and do your shopping at The Haswell Dress Shop 1812 Pacific Coast (101) Highway, when you want dresses, coats, hats, slacks, lingerie and hosiery. If Catherine Haswell hasn't what you want, she will take you to the big wholesale houses which she visits in Los Angeles twice a week, and help you make your selections. That's why there's never any old stock on hand. Other special reason is — this quality natured owner is up-to-the-minute herself and loves togs new and classy. This is one good place to start your Christmas shopping—just think of the time and effort it will save you! Clear-eyed "Catherine," first flew down the hill on her little sled at La Crosse, Wisc.; lived in Aberdeen, South Dakota; made California home for keeps 12 years ago; people who enjoyed her "Old Time Kitchen" meals on Anaheim are today her valued customers at her dress shop; travel is her heaven word; Eastern Star 35 years; appreciates nice treatment always received from home crowd; optimist on future growth of this community; favorite color blue, best day Thursday, lucky number 7; filled with sunshine — and the better you know her, the luckier and happier you'll be . . .

Unravel "seenv earsy" and tell how long ago this became first shop on the boulevard?

**CARL FARRAR**

★★★★ WE like to find people who click with home folks on things modern and up-to-the-minute, and here's our salute to Carl Farrar and the Lomita Drug Store, 24603 Narbonne. It's true, he's a "new comer" (only been here four months), but "home towners" who have dropped into get acquainted retrace their steps time and time again to visit his fountain (where best lunches are served), purchase miscellaneous items from his large well stocked shelves or take their prescriptions to the drug department, feeling confident they will be compounded properly. We especially liked the sincerity with which he met each patron, making them feel right at home. In all cities "Rexall" is "King of All," and this is Rexall headquarters. "Carl" stood alone the first time in Lynn, Mass.; first job was carrying papers — but didn't make enough to take his girl friend out for a soda; back and forth to California since 1913; an Elk —(not an American deer, but still a dear to us all); V. F. W.; checks in also with Masons; not a cup winner but a golf bug just the same; dances — and can he hoof over the floors — he can!; has fun treking cross country in his car; connoisseur of fine foods from lobster down; 20 years in drug business; best bands he enjoys are bands on cigars; born to lead — not follow; never expects too much of anyone and our column would have a big hole in it if Carl Farrar were left out . . .

Ph. Lom. 113 and find out;—How many years experience has he had in drug stores?

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**HENRY G. MATHEWS**

★★★★ HERE'S your individual genuine welcome from Henry G. Mathews, at his beautiful Union Oil Station, Pacific Coast (101) Highway and Narbonne which opens the last of this coming week. Mr. Mathews is an old-timer in this home town; graduate of Harbor City Grammar School; delivered Daily Pilot for first coppers and has a warm spot in his heart for this home base where he's come back to stay. Started out with Union in 1928; truck salesman, then assistant sales agent at Wilmington. Far thinking nature impelled him to want comparative competitive cross section knowledge, so another line carried him through Los Angeles. West Los Angeles, Alhambra — but Union and Lomita won the battle, and he's gloriously confident of clear speed ahead here among home folks. He wants you to know that Union has everything — travel maps that even show churches and sports fields; "high speed but no high pressure," even most amazing battery service at your home you ever heard of. When 2-months-old, "Hank" became a Native Son; parents were California pioneers— grandad drove a 20-mule team across the Sierra mountains; just back with his buck (one guess on his hobby); former 20-30ian indicates strong civic nature; his delightful Mary has been making San Pedro friends 28 years and their treasures are Susan and Carol; make a date with this hundred percenter and his opening date — you'll love it, and we guarantee his personal welcome is worth going out of your way to remember . . .

Ph. Lom. 437 and inquire: — When is official opening date?

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**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 neatest 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 employes 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.

CONTINUED IN NEXT ISSUE
YOU MAY BE NEXT!

**HUGO F. SCHMIDT**

★★★★ WHEN blue ribbons and loving cups are awarded in the show ring, final judgment is decided by the sum total of points. Hugo F. Schmidt, well known butcher of the Lomita Meat Market, on points of superiority has won his laurels in the show ring of "People You Should Know." He knows how to select and cut any kind of meat; handles the best to be wished for in quality; add to these features that he always gives correct weight, fast service — and last but not least — is one of the squarest butchers you'll ever want to meet, and you see now why he wins on points. "Hugo" got his first buggy ride in Germany; first life's job was in a meat market in Europe; when he came to America in 1907 first work was washing dishes (glad he did fine job and remained in U.S.A.); to date—woman-proof; has tuneful ear for classical music; has excellent voice with exceptional range; grand opera makes him merry; amiable Odd Fellow; can't look a cigar, pipe or cigarette in the face; smooth at all dances except waltz, and on the turns his knees squeak; plays excellent game of "500," but his pinochle we won't mention; opened his market here in 1919; likes smell of crisp bacon in the woods with his gun hands —buts kills nothing; oldest subscriber of Torrance Herald; biggest hobby is raising avocados; he and his car turn many a corner on 2 wheels; anyway, his friends can be counted like bees at swarming time . . .

Ph. Lom. 101 and ask: How many years spent in meat markets?

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**ELIZABETH SWATON**

★★★★ A long felt need has been filled in our home area by far-thinking, lovable Elizabeth Swaton, who wants you to know all about her Guest Home for Elderly Folks, which has just moved into its modern, cheerful new location, 1874 261st street. In no time at all it outgrew her former place down the street at No. 1866. Now she has built just the right accommodations into this home-owned property —cheery, comfortable reception room with its lounges, lights, music; personal rooms promote feeling of hominess; patio urges more out-of-doors — and her "boys and girls" — all young at heart regardless of the years; love their special tray service of real home cooking and the genuine atmosphere of true comfort. "Edward," Cleveland, O., born, connected with oil activities is a tower of action and good humor in lending a right hand everywhere; daughters, Barbara and Dorothy constantly weld bonds of family joy stronger; happy "Elizabeth" found her first bird's nest at Pocahontas, Ark.; gets a thrill from every new automobile jaunt to somewhere; PTA enthusiast; feels like a Native Daughter (started feeling that way 30 years ago); treats her guests as if they were her own family; wouldn't swap this home sector for all the rest of California; has given us a hospitality home to be proud of and she has that merry, magical something that makes her a genuine favorite with all . . .

Ph. Lom. 939 and ask: When did she move into her new Guest Home?

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**NITA SULLIVAN**

★★★★ "BEAUTY is as beauty does" — that's a fact — and to prove it to yourself, put your beauty problems in the hands of delightful Nita Sullivan, at her cozy little Nita's Beauty Box, 1834 Pacific Coast (101) Highway. She's a graduate of the Premier Beauty College of Long Beach; knows what to do; why it should be done — and how to do it, and that covers the whole schedule of beauty work, with a special vote on permanent waving. Been doing beauty work in this home section 2½ years, and she actually gets a thrill herself everytime she sends a customer out beautifully groomed and more personally attractive. Too wide, mischievious brown eyes first opened at Hot Springs, Arkansas, and the family warmly welcomed little "Nita" to the home circle; loves speed in her sports—roller skating, bowling, horseback riding; radiates sparkles of sunshine wherever you find her; if you come in once—sure as shootin' you'll become a regular customer; has ripples of fun in her laugh; could wear calico and look elegant and Nita is one of our "go-ahead" folks who would star in anything she tackled . . .

Ph. Lom. 429 and make known: When did she open Nita's Beauty Box?

# Navy Signal Men Training At Chavez Ravine Armory

From the time of John Paul Jones, who himself designed a set of crude flag signals for his tiny squadron, to the recent pursuit of the Bismarck by the avenging British Fleet, sea communications have been a paramount importance to naval operations.

When you see an enlisted man of the United States Navy whose left sleeve bears a radioman's triple-headed lightning bolt or a signalman's crossed semaphore flags, these are the men upon whom even the ablest commander-in-chief must depend to rapidly transmit and clearly understand his orders.

At the new $2,000,000 Naval and Marine Corps Reserve Armory in Los Angeles' picturesque Chavez Ravine, hundreds of these rated men are being trained — and trained well. This Naval Training School, directed by Lieut. Comdr. Martin Dickinson, USN, (Ret.), is the first ever established in the Los Angeles area, and one of four in the nation.

**Is A Ship Ashore**

From every State in the west come young men—regular and reserve enlistments — all of them "boots" — the Navy's equivalent of "rookie."

They're not "boots" long. For the Armory is operated strictly as a ship ashore. When you walk in the door, you "come aboard." The spotless cafeteria isn't in the basement, its "below," and you don't eat there, you "mess." The spacious indoor drill floor is the "deck." Daily routine is definitely shipshape. The first few weeks of training are general drill and indoctrination.

The remainder of the four-months course is hard and technical. Radiomen study electricity, radio, code. Signalmen labor with flag hoists and hand semaphores, blinkers, and other means of visual communication. Only the fast and accurate succeed.

**En Route to Ratings**

As each class graduates, with a dance, dress parade, and award of certificates of completion, they go forth to ships and shore stations wherever the blue of the United States Navy is found. They're well on their way to petty-officer's ratings, with added pay and privileges.

In addition, approximately 25 officers are given advanced communication instruction at the School every two months.

## Patrol Office Offered As Municipal Bus Station in Lomita

Offering the use of the Donald K. Lucas police patrol house at 24516 Narbonne ave. to the city as a bus station, Donald A. Cheek, manager informed the Torrance city council by letter Tuesday night that the headquarters is open 24 hours a day and the firm expects to become a station for another bus line in the near future.

Cheek also offered to provide emergency transportation service in the Lomita area in event of a bus breakdown. His offer was referred to the council as a whole for study.

## Walterian's Trial Set for Saturday

William Donald Richardson, 24 of Walteria, was arraigned before Judge John Shidler in Torrance city court last Friday on a charge of driving while intoxicated. His trial has been tentatively set for Saturday morning, Nov. 1. Richardson was arrested on the night of Oct. 18 after assertedly colliding with with two other cars, according to police reports.

**YOU'RE AS OLD AS YOU FEEL** — As for feeling old, that's as relative as the universe. Once I saw an 83-year-old jump up and rush down the stairs to greet a friend. "She can't walk up," she called in her flight, "she's an old lady." — Edith M. Stern.

**FOUR ★★★★ FOLKS**
**Winners and Answers**
**Geneva York ($2) First Prize**

**Ida Thompson ($1) Second Prize**

**MR. and MRS. HARRY SCHROCK** two new splendid business folks, owners of Lomita Hotel, have been connected with cafes and hotels 12 years.

**IDA MAY, JOHN and FRANK GORBET,** friend winners, welcome you to Dad's Service Station, 1940 Pacific Coast Highway, serving motorists 10 years.

**ALBERTA K. and JOE BOULDIN,** good folks to know, have had Good Luck Cafe, 25896 So. Western, two months.

**KAY NAKAHARA,** alive to her finger tips, 25030 Narbonne, has 600 customers for her dressmaking and School of Designing and Drafting.

**NELLIE FOSTER and FRANK GRAPER,** obliging to all, have owned the Candy and Popcorn Store one month.

**HARRY HEINRICH,** happy retread-tire man, 24303 Narbonne, has spent 14 years at his business.

## Patriotic Revival In Large Tent At San Pedro Location

REV. R. T. RICHEY

Sounding a call to prayer, while declaring the first line of America's defense should be the spiritual life of the people, Raymond T. Richey, widely-known evangelist and prayer crusader of Houston, Tex., is attracting large audiences to his county-wide revival campaign at San Pedro in a large red, white and blue tent on South Gaffey st., at 13th st. Richey, a camp pastor in the first World War, is making a special bid for the interest of all service men, and emphasizes the patriotic theme in all his meetings.

The Houston minister came into wide public notice 25 years ago because of his large revivals. He usually speaks to overflow audiences. He claims more than 700,000 persons have "hit the sawdust trail" under his ministry — a unique ministry, his friends say, which has led him to every section of the United States, Canada, Cuba and the Bahama Islands.

## P.T.A. Council At Lomita Hears Discussions

With Lomita Elementary P. T. A. as hostess, members of the Lomita-San Pedro P. T. A. council met at Lomita school last Thursday for a well attended and interesting meeting. The council now consists of 1,433 members with Leland school of San Pedro leading and Cabrillo of San Pedro second.

Mrs. Clinton Rechtwig was elected second vice-president and will serve as health and association goals chairman. Mrs. R. Thompson was nominated as a member of the Tenth District nominating committee with Mrs. W. J. Donaher as alternative.

Mrs. J. Marriott, president, asked that Mrs. J. Bader be retained as membership chairman, which was granted and two persons in each district were appointed to take care of the Christmas party for the development schools. Mrs. H. R. Lee and Mrs. John Garner of Torrance were appointed for this district.

Mrs. Bessie Schatz, spoke of the parent education classes of which she is chairman. There are now classes at Narbonne, Leland and Cabrillo. Mrs. Charles Edmundson spoke on public welfare and stressed the importance of teaching children to use crossings. Mrs. Kenneth Swartz spoke on radio programs and motion pictures.

Mrs. Frances Robinson spoke on home service and Mrs. John Garner on history books. Mrs. Joseph Bader spoke on Founders' Day and Americanization programs. Mrs. C. B. Airey, president of Lomita P. T. A. presented Miss Harriett Michaelis, principal, who spoke briefly on service.

Reservations for the Tenth District meeting, to be held at Narbonne Thursday, Nov. 6, are requested before Nov. 3. Gateway Council and the Lomita-San Pedro Council will be hostess councils for the meeting and luncheon, and the meeting will be the most important held in this section this year. Music is to be furnished by the Narbonne orchestra before the meeting which starts at 9:30 a.m.

## Military "Guards" Denied Recognition And Use of Uniform

The Military Order of Guards is an irregular organization and is not recognized by the War Department, it was learned today at Fort MacArthur, by word from the headquarters of Brigadier General Arthur W. Lane, Commanding General of the Ninth Corps Area, at the Presidio of San Francisco, California.

It is the War Department's belief that there are ample opportunities for all patriotic citizens to integrate their activities into organizations sponsored by Federal, State, or local authorities. Organizations attempting to parallel or simulate the activities of the military or civil defense program, however well intentioned, must inevitably result in unnecessary and unjustifiable duplication of effort, the announcement continued.

The Secretary of War, as of January 17, 1941, rescinded the authorization previously given Military Order of Guards to wear the uniform.

## L. A. Seeks Land For Western Ave. Opening

Authorization to pay a total of $1,600 for a parcel of right-of-way needed for the opening of Western ave., between 259th Place and the east Los Angeles city boundary, about 100 feet southerly of 261st st. was requested from the Los Angeles city council this week.

The council's state and county affairs committee was expected to ask the county for additional funds to acquire the right-of-way needed.

## Episcopal Men to See Flight Movies

A trip from Los Angeles to New York by air, via a color and sound movie, is promised those who attend the dinner-meeting of the Episcopal Men's Club next Tuesday night, Nov. 4, starting at 6:30 o'clock in the Guild hall adjoining St. Andrew's Episcopal church.

The motion picture travelogue, showing all the aerial sights of interest on a trans-continental flight, is a production for T.W.A., and will be screened here by Martin McAllen, Long Beach representative of the line.

All former members are invited to attend and bring guests.

Read our Want-Ads.

**"My Family Likes--"**
**Vitamin Fritters, says**
Mrs. Carol Brown, 1008 Cedar Ave., Torrance


"USED AS A MAIN dish, as well as dessert at the end of the meal—if served with honey —Vitamin Fritters' make a perfect and inexpensive dinner when served with a big bowl of home-made soup, a small salad and a cup of tea or coffee Mrs. Carol Brown tells us. And it makes a real winter dinner for the whole family, too—just try it!

**INGREDIENTS** are as follows:
1 cup canned corn
1 cup milk
1 red pimento, diced small
1 green pepper, diced small
1 grated carrot
1 grated med. sized onion
½ cup corn flakes
1 teaspoon salt
1 beaten egg
1 tablespoon melted butter or salad oil
1 teaspoon baking powder to sufficient amount of flour to make batter.
Kettle of hot frying Crisco, or Spry for deep frying.

**HOW TO PREPARE:** Place all ingredients in mixing bowl (except flour and baking powder.) Stir well, then add enough of the sifted flour and baking powder to make a medium batter, thick enough to cling like soft biscuit dough to spoon. Drop in hot frying fat. When brown on one side, flop over with fork until browned on the other side. Lift with open wire spatula to drain off excess grease. Then place on brown wrapping paper or paper toweling that you have ready on wire rack, setting on drip pan or tray. Place in warm oven until all the fritters are done.

**THANK YOU,** Mrs. Brown! Now . . . are there some more real good things to eat these winter days? There must be! Will you send or bring your "bestest" recipe to the Torrance Herald or the Lomita News at once for early publication in "My Family Likes—"?

**WHAT IS INFLATION?** —Inflation is a relative term; inflations can be big, medium, or small. Whatever the size, they have in common this basic condition: a disproportion of the total supply of goods people want and their total demand for them. The key word to remember is "disproportion." — Melchior Palyi, research economist.


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ORDER EARLY
Robert McDowell
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Phone 1375

biscuits-muffins-cakes are sure to be just what you want—light, delicious and of fine texture.
use Double Tested-Double Action KC BAKING POWDER
Economical-Efficient
Use only one level teaspoonful to a cup of sifted flour for most recipes.
SAME PRICE FOR OVER 50 YEARS 25 OUNCES FOR 25¢
MILLIONS OF POUNDS HAVE BEEN USED BY OUR GOVERNMENT

CHANGE ONLY YOUR SHORTENING . . . DISCOVER
CRISCO CAKES ARE LIGHTER!

CARAMEL WALNUT CAKE

½ cup Crisco
1 cup sugar 2 eggs
½ teaspoon salt
1 teaspoon vanilla
⅔ cup milk
2 cups cake flour
2½ teaspoons baking powder

Cream together Crisco, sugar, eggs, salt and vanilla. Sift flour with baking powder twice. Add flour mixture alternately with milk (about ½ of each at a time). Pour into two "Crisco"- and-floured layer pans (8-inch size). Bake in moderately hot oven (375° F.) 35 minutes. When cool, ice with—

CARAMEL ICING: Combine 1½ cups brown sugar, 1½ cups granulated sugar and 1½ cups milk. Cook, stirring constantly until mixture forms a very soft ball in cold water (232° F.). Add 1 tablespoon Crisco and 1 tablespoon butter. Remove from stove. Cool until lukewarm. Beat until thick and creamy. After cake is iced, decorate with halved or chopped walnuts.

All Measurements Level

You can't buy another shortening that gives such light cakes as "Sure-Mix" CRISCO!

Yes—just change to Crisco and you'll get lighter cakes than with any other household shortening we know of—even the most expensive!

A special process makes Crisco the only shortening you can buy that gives "active" blending. Crisco cake batters are s-m-o-o-t-h-e-r. All the ingredients seem to draw together. They're more completely blended!

What a thrill to discover that Crisco's "active"-blended batters give you lighter, higher cakes than ever before! What fun to have the family smack their lips and declare you're the best cake-maker ever!

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CRISCO
AMERICA'S BIGGEST-SELLING ALL-VEGETABLE SHORTENING

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