

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 Waverly.

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THOS. J. KING
 **** "GET THERE" is a national American characteristic, and there are but few red-blooded Americans who are not naturally imbued with that spirit. This is especially true of T. J. King, ("Tommy") to folks all over this sector) who smiles his way right inside where you live when he sells you that good Cuddy's Baby Beef and Fruit Ham at his up-to-the-minute Meat Market in the popular S. & K. Market, Pacific Coast (101) Highway, corner of Oak. He made plenty of good customers, too, when he had his market in Torrance on Sartori Ave. Right now he's so busy with your special Thanksgiving orders he hardly has time to eat. Good old historic Boston, Mass., started "Tommy" on his first little boy newspaper route; loves to swing a golf club (isn't asking for any challengers); almost a Native Son—lived in the Harbor District since 1922; knows first name of every home member of Kiwanis (they all know his, too) couldn't get along without his happy-natured Mildred, and son Jack, Narbonne High student gives Dad some good pointers now and then; Tommy King knows every customer by name; they all belong to one big family of friends; a good pal; never rests his ears on what his ancestors did; never will be a lost cause and our column would have a big hole in it if he were left out...
 Ph. Lom. 488 and make known: What year did he open this market?

BEULAH C. KNOX
 **** STEP right in. Folks, and order your De Luxe Hamburger and cup of he-man coffee at The Mountain View Malt Shop, 1670 Pacific Coast (101) Highway. If it's a malt you prefer, or delicious Mountain View Ice Cream — this is just the spot you'll enjoy. You see blue-eyed Beulah C. Knox, believes in quality, and that's the only kind of food she serves. That's why blue upholstered furnishings; the hominess in the atmosphere; the good natured greetings — all win your approval, and this business is growing faster day by day in every way. "Beulah" and the headman in her happy family, Jesse, decided Lomita was "the spot" for their home sweet home 18 years ago (we are very glad they did); Chetopa, Kans., is where she answered her first school bell; rather hit the high spots along the wide open highway, seeing and learning, than any other pleasure; daughters Betty and Patsy, Narbonne graduates, keep the sun shining all over the place; Jesse, gives a good account of himself among the hustlers at the water front; she does kind things for people; naturally hospitable; her circle of friends is always growing wider and any hour of the day you'll find her with a song in her heart.
 Ph. Lom. 201-W and make known: How many De Luxe Hamburgers does she serve in a month?

CONTEST RULES
 We Will Pay You
FDR BEST ANSWERS
 \$500—Free Merchandise Prizes—\$500
GRAND PRIZE—\$1500
FIRST WEEKLY PRIZE—\$200
SECOND WEEKLY PRIZE—\$100
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 rest answers will be given merchandise awards for his own home merchants each week after story and questions appear.
OFFICES: Duplicate awards will be given each trying contest. The Judge's decision will be final and incontestable. Anyone anywhere, may compete, except employees of The Herald and News Company and the staff.
GRAND PRIZE will be awarded at the end of the contest to the person sending in the most correct and timely 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 answer was copied from another contestant.
ADDRESS: Herald Contest Editor
CONTINUED IN NEXT ISSUE
YOU MAY BE NEXT!

TOPSIDE ARMOR
 "Splinter protection," a new advance in the form of topside armor, is being installed on many of the ships of the U.S. Navy to protect gun crews, observers and signalmen.

EARL CHRISTENSEN
 **** Welcome Earl Christensen the service man patrons like to tell their friends about, because when they drive into his 1-stop headquarters on Normandie at 1133 W. Lomita in Harbor City, they go away satisfied. There's Texaco, Century and Sunland for your car; lubricating job that can't be bettered; repairs, tires, batteries. His service station is one of the best known, longest established in Harbor City area, and never is anything too much trouble. Records tell us that it was in Marshall, Minn., that friendly "Earl" first had to stay after school, learned about the good earth on his Dad's farm, when making first pocket money; horse racing is his tops in sports (used to race his own horses); Californian since 1921; director and treasurer of Harbor City Chamber of Commerce —and everlastingly pulling for his hospitable home town; lovely "Rose" mothers their wide-awake Fran and Leona; he never seeks the limelight, but any time he can make strangers appreciate the friendliness and good will that exists in Harbor City, he forgets about himself and goes to bat; believes in doing—not talking—and genial Earl belongs among the front rank fellows who fit into the progress program like a key in a lock...
 Ph. Lom. 446 and discover: When did he celebrate his 10th business birthday here?

CHARLES L. SIVILS
 **** HERE'S your warm handshake in our widely read column from Charles L. Sivils, who since nature, turn patrons into friends every time he completes a real estate transaction at his 25316 Belle Porte Ave. office in Harbor City, where he represents the well-known firm of O. C. Boyce Realty Co. He has a nice listing of 2- and 3-bedroom houses to be sold on easy terms to those fellows who just quite a heavy listing of lots and acreage. You'll like doing business with Charles Sivils, because in his understanding way, he never misrepresents one iota. Likes to serve the public; done so all his life; Superintendent with Western Union nearly 10 years; knows San Diego like you know your own back; makes good friends the only way—by being a real one himself. It was near Knoxville, Tenn., that a little lad named "Charles" started out to be a trader; traded 2 pencils for a pocket knife; traded the knife for a banjo; traded banjo for a pig and finally cleaned up \$35 from those two pencils; Chamber of Commerce booster; Sarah J. is his first lady of the land; daughter Dorothy, office assistant (and singer of note) and grandchildren Patricia Ann and Horace Mann Pullen round out this happy family; he wants you to know that people who have moved away from Harbor City are now coming back because of its fine home opportunities; is never too busy to be helpful and courteous and it's a pleasure to include him among our Golden Rule folks every one should know...
 Ph. Lom. 1188 and learn: When did he become affiliated with this Harbor City real estate business?

FOUR ** FOLKS**
 Winners and Answers
 First Prize (\$2) — Ida Thompson
 Second Prize (\$1) — Maurice Farman and Lucille Stroh (tie)
 WRS. K. V. HINCKLEY, one who never falters, has the change in logan wording at her market, 1020 Narbonne—"Rain or Shine—Shop til' Nite."
 L. K. (SMITTY) SMITH, an A-1 cometweaver, contacts 17 to 52 oils and uses 11 to 14 different lubricants in lubricating your car at his Shell Station, 101 Highway S. W. Western.
 DONALD K. LUCAS, alive from dead-to-be, employs 17 people in his Detective and Police Patrol business, 2418 Narbonne Ave.
 ORREST McHENRY, good friend of yours, has been at his 100% Associated Service station, 23213 Narbonne, nearly four years.
 MR. AND MRS. A. SONNICH-HEM, in leadership class, 2112 W. Lomita, have had their meat market 7 years.
 CHARLES F. FOLK, hospitality man, an accommodate 30 factory-made trailers in his beautiful new Trailer Park, 139 Hillside Coast Hwy.
 CHARLES F. STEIGH, community ne-hundred-percentor, 2411 Narbonne, has had his feed store in the same block since 1927.
 MR. AND MRS. RAY HUDSON, we good luck makers of Cozy diner, 2312 Narbonne, inform us Grace has been connected with safes 10 years.

HOLD A MAJORITY
 Germans arrest 150,000 Czechs says a news story. That leaves the short end to watch the long one.
 Better is death than life in the chains of tyranny.

OWEN L. RIDENOUR
 **** THE welcoming committee is always on the job to greet our pioneer folks among Lomita citizens, so shake hands with Owen L. Ridenour, 2000 Lomita Blvd., Rio Grande Service and Garage, who has "be-longed" for 22 years; came here when there was one little grocery store in Lomita and two houses between here and Harbor City, so he's really, watched the community grow, and always gladly pulled his car in the growing. Rio Grande products are good to your car and good to your pocket. He does a dandy grease job. Has new tires, retreads, and will repair your tires, in addition to ironing out your battery troubles. Friendly "Ridle" first refused to eat his spinach in Hillsboro, Illinois; shoveled snow off the walk for first thin dime; rather see a good baseball game than go to grand opera; formerly in the Wilmington Cannery 11 years; then partner in a cannery two years at Hueneme; "Technocracy" is one of the finest words he knows and he deeply appreciates the scientific method of government it represents; cheerful Catherine, Boston born, and Mary, Clyde, Jeanie, Carl (now in Aviation Service) and Leona build family happiness; "Ridle" is never behind the times; you can't help liking him; frank and above-board and you'll always find his door ajar for neighbors and friends...
 Ph. Lom. 199-R and ask: What's the date of his 10th business birthday?

High Notes on P.V. Symphony
 By JIM HOWE

I'll spare you the pain of my amateur efforts at composition this week and pass on, verbatim, those words, plus quite a little music critic about that last concert by Palos Verdes Symphony.
 Hear Isabel Morse Jones, eminent critic of Los Angeles Times, in a recent article in the P.V. Bulletin who says in part: "The Star Spangled Banner was played with more spirit than Stravinsky arrangement is played by the government sponsored WPA orchestra of Los Angeles. Beethoven's Fifth Symphony, represented by the first movement, was not beyond the powers of this orchestra in any way. The tempo was right, the intonation better than anyone has a right to expect of a volunteer group. I regret not hearing the March written by James F. Howe, because programming the work of your own people is positively the only way to develop community interest."
 "The balance of the program, the Saint-Saens Septette, the Rimsky-Korsakoff Caprice Espagnole, and most of all, the tribute of his adopted country by Mr. Piastra, surely completed an evening of music that marks a milestone, an achievement, a dream realized. The orchestra part to the Bruch violin concerto was especially fine."
 A "center spread" in the "Standard Oiler" for the month, with nine fine photographs of the players in action is a tribute to the orchestra from this San Francisco publication. I'll try and tell you something about that next week if space will permit.

OUT ON BAIL
 Arrested on a driving while intoxicated charge Sunday, Peter Herman, 47, 1907 Cabrillo ave., was released on \$150 bail later. He is scheduled to appear before Judge John Shidler Nov. 22 for trial.

Last year's marriage rate in England was the highest in its history.

For Breakfast
VITAMIZED RUSKETS
 OVEN-SWEET
 FLAKED WHOLE WHEAT CEREAL
 1 C SERVING CONTAINS 100% B, 100% G
 A LOMA LINDA FOOD

HEAR YE! HEAR YE!

THANKSGIVING IS HERE AGAIN... on the 20th. Come One, Come All, and Pick Out Your Feathered Friend! Whether It's Big Tom, Little Tom, Big Hen, Little Hen, Big Goose, Little Goose, Big Duck, Little Duck, Big Chicken or Little Chick... We Have Hundreds to Choose From.
 (Signed) MR. TURKEY

TURKEYS	SWIFT'S FANCY GRADED FANCY TURKEYS! GUARANTEED FRESH KILLED. FROM OREGON!	27 [¢] lb
100% PURE PORK SAUSAGE	FANCY EASTERN OYSTERS	25 [¢] lb doz 20 [¢]
GEESE	FANCY IOWA CORN FED YOUNG GEES!	25 [¢] lb
FRYING RABBITS	EASTERN SKINNED HAMS	27 ^½ lb
DUCKS	WARD'S GENUINE LONG ISLAND DUCK OR DUCKLINGS! ALL SIZES!	24 ^½ lb
SMOKED PICNIC HAMS	BABY LAMB LEGS	23 [¢] lb 27 [¢] lb
CHICKENS	WILSON'S OR SWIFT'S FANCY MILK FED YOUNG HENS!	24 ^½ lb
WHOLE PORK SHOULDERS	WHOLE PORK LEGS	21 [¢] lb 25 [¢] lb
RABBITS	FANCY YOUNG ROASTING RABBITS! 4 to 6 lbs. FINE FOR STUFFING!	19 [¢] lb
YEARLING LAMB LEGS	100% PURE LARD	17 ^½ lb 12 ^½ lb
STEAKS	GENUINE FANCY STEER! P-HOUSE T-BONE CLUB AND RIB!	23 [¢] lb
EASTERN PIECE BACON	PORK LOIN CHOPS	24 [¢] lb 27 [¢] lb
HAMS	GENUINE EASTERN SKINNED TENDER CURED HAMS! BAKE 15 MINUTES TO THE POUND!	27 ^½ lb 27 [¢] lb
IDEAL DELICATESSEN		
MINCE MEAT 2 lbs.	ARMOUR'S 15 [¢]	Cottage Cheese CREAMERY 2 lbs. 19 [¢]
SWEET RELISH PINT	10 [¢]	RIPE OLIVES PINT 18 [¢]

2067
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 RI
 SA
 CINCH CAKE
 SPANISH OLIVE
 K. C. BAKING POW
 SEEDLE PU
 SUNMARR
 14-oz. DATE
 FRUIT CAKE
 LINDSAYTT
 OLIVES
 DAISY SWEET
 CALE
 ASPARUS
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 HIGH
 GEL
 PEA
 BEA
 WAL
 18