

# 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 Walthersia.

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## RICO DRILLING CO.

\*\*\*\* JOHN E. (DICK) PETTICORN, widely known drilling expert, Linn Roberts (son-in-law) and Claude Walters, associates in Rico Drilling Co., 2455 28th St., take a bow among our golden rule folks because they're part of the real back bone industry of this community. Mr. Petticorn got his first training at Coalinga under Harvey Anderson, a pioneer in California oil fields (dad of Neal Anderson, widely known here at home). Was in first oil boom in Torrance in 1918; has his own wells at Yorba Linda; remembers when it took him six months to drill top zone wells 3700 feet down—whereas today he goes down 5000 feet, same field, in 14 days. He ascribes this almost unbelievable change to mud, the handling of it, development of steel, precision tools and drilling technique; and when the industry can now take 210 by-products out of one barrel of oil—knows it is only in its infancy. "Dick" first met Santa Claus in Cherry Valley, Calif., on his own since he has a bell hop, cook on cattle ranch and railroading to make first dollars; Adelaide is his life's best pal and daughter Mary is their family treasure; clear thinking, understanding and genuineness are all indelibly marked on his nature. Likeable Linn, Native Son, Pasadena school, is fast learning the business from the ground up. Claude Walters, one of the most favorably known men in the oil business has drilled all over California and in Mexico. Their standards are high; friends are countless and there's a 3-cher welcome for them today among our People You Should Know.

Subtract 19 from 1941 and tell us the year "Dick" started his own drilling business?

## TOM BAILEY

\*\*\*\* HERE'S a service station owner at 1660 W. Anaheim, who is just as good natured and accommodating as his name sounds—Tom Bailey, the place to stop for Operators Gas, Operators Gas, as you ought to know, is made right here at Long Beach out of Signal Hill crude, and the progressive owners and refiners of it believe this home crowd is entitled to the best they can get—so they turn out satisfaction, quality and economy that make friends with every user. Mr. Bailey also saves you money on used tires, and supplies you with new tires as well. Melvin, Ark., the "Big Book" tells us, is where "Tom" got into his first scrum; thinned corn for first thin dime; roots for great American game, baseball, every chance he gets; formerly mechanic for Frisco R.R. 23 years; resident of Tulsa, Okla. 22 years; nothing odd about him—but an Odd fellow just the same; Martha is his happiness promoter and daughter "Mabel" his all-time joy; good natured "Tom" likes our climate, our people, our friendly ways; wouldn't swap his pipe for all the cigarettes manufactured; can't turn down a good steak dinner; owns his own properties here and knows this is the right place to call it "home" from here on down life's highway.

Reverse spelling on "sraey evit" and tell how long he's had this station.

## 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 correct 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 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.

## C. F. KING

\*\*\*\* WELCOME, C. F. King to the home circle of Harbor City pioneers who have made good. Many of the finest homes in Harbor City-Lomita areas are furnished with quality furniture and the 1,001 things required in a modern, comfortable home from our King's Hardware and Furniture Store, 25202 Belleport ave., Harbor City. He carries all kinds of hardware; new and used furniture; if he hasn't what you want, he'll get it for you, save you time and money and his word is as good as a Government Bond. Mr. King also does all kinds of repairing and built many of the lovely homes in this section. Our sky scouts tell us that it was in London, England that "C. F." played with his first building blocks; naturalized citizen many years back; his station wagon, mountains, desert and panning a little gold bring happier hours than would 100 horse races tied into one; chaplain of Canadian Legion, Palos Verdes No. 77— with Canadian Mounted Rifles in First World War; (sorely misses his wife Elizabeth who helped build the business and has now crossed life's Great Divide); proud of daughter Lillian, Narbonne graduate; former president and secretary of Harbor City Chamber of Commerce—now vice-president; moves as fast as an airplane propeller—and you'll always find him among the crowd who tell the world Harbor City is a good place to call "Home".  
Phone 233 and inquire:—How long ago did he establish this business?

## RICHARD D. SEDEN

\*\*\*\* HIS mind is always "on the beam" in civic affairs around Harbor City-Lomita sector. His mind functions keenly on harmony, contrasts, cheerful home surroundings. He knows color and brightness are more important in these hectic days than ever before, so go into a huddle with Richard D. Seden, president in Colgr. Schemes, 1530 261st st., Harbor City, when you want A-1 work done in Tiffany blending, texturing, painting, papering, plus newest of the new in home loveliness. Mr. Seden is 3rd generation in his family to follow this business. He's a "natural" at it—no wonder he's good! Toledo, O. started hustling young "Dick" out with his first bundle of papers under his arm to make his fortune; one guess on his hobby—played football with 11th Field Artillery in World War No. 1 days; with Punitive Expedition in old Mexico in 6th Field Artillery before that; always has a few home folks and home welfare at heart; he's president of Citizens Committee of Harbor City; Vice Com. American Legion Post 352; loyal to Masonry; lovable baby Wayne, Ronnie, Jack and Richard Jr., (4th generation in this work) and Beatrice, who answers to the beautiful name of "Mother," complete the family circle—and you'll never go wrong when you call genial "Dick" your friend...  
Ph. Lomita 50 and reveal:—What year did he start contract work in Harbor City?

## R. M. COIL

\*\*\*\* "THE quitter never wins and the winner never quits," reminds me of R. M. Coil, manager of Safeway, 2800 Pacific Coast (and) Highway, as it applies to him to a nicety. He has never been known to quit working for the interests of Safeway or a customer who needed his help. His favorite letter in the alphabet is "H." It stands for Helpfulness, Honesty and Humanness, which he uses daily; that's why he is a winner with the public—and these three words have helped Mr. Coil give the way to his goal. "Ron" first dropped his plate at Springville, Utah; first shouted his newspaper headlines for cash in mining camp; manager here since opening—previously four years on the Highway; crazy over fishing—catches very few and can tell tall fish stories (they actually leap right into his boat); good shot in the country—a big shot in this section; doesn't play golf for the score but for the fun; married alluring Mary Kern of Oklahoma; good judge of broiled steak; knows the songs Kiwanis Club sings and sings with them; unites with Presbyterian church in reverent observance; likes dancing—but not check-o-check; favorite pastime is bridge—and is he good! (Culbertson better look out); easiest daily dozen is lighting a cig; has car and

hopes some day to "See America First"; wouldn't annoy his conscience deceiving anyone; never tries to make friends he doesn't have to—every one he meets becomes his friend...  
Phone 401 and ask:—How long has he been with Safeway?

## HUGH LANG

\*\*\*\* GLADLY we pay tribute where tribute is due, so Hugh Lang "Where Anaheim and Western Meet" take a seat up front where you belong among our go-ahead pioneers. Mr. Lang is one of the longest established Union Oil men in this entire Harbor district—and "Union" holds its own top bracket special glory on every requirement that spells quality and performance. There were only two gas stations between Wilmington and Redondo Beach when Lang's Service made its bow; not more than half dozen houses in sight when he started growing roots of genuine service and his name is always been one to be proud of in this community. Scotland claims "Hugh's" first happy chuckle; paid first respects to Lady Liberty in New York harbor in 1902; gives Isabel "The Little Lady" in his home, credit for his world of family happiness through five upstanding sons, Peter in Vallejo Navy Yards, James with Union Oil since school days; John, in lumber business, and Hugh and Warren, Douglas Aircraft men. Hugh's first big coins were made helping Dad's contract work on one of the famous J. P. Coate's stables (more like a castle); shipyard apprentice at age of 14 (28 years in ship yards); never overstates; no use for big talk or splash; likable as the day is long; without knowing it, he has always worked like a gang of tractors literally turning out acres of friends...  
Phone 192 and release:—What year did he start on this same spot?

## MILTON S. WILKERSON

\*\*\*\* SOME unusually good looking buildings and homes were noticed by the writer in this vicinity. Made inquiries as to who the builder was, and learned it was M. S. Wilkerson, 25200 Frampton ave., Harbor City. It's amazing to know how many people come to him for information, but to our way of thinking, it isn't surprising, owing to the many fine, cozy homes he has erected, showing the latest conceptions in architectural ideas, and he has done more than he realizes for the development of this community. "Milton" learned his A B C's at Kansas City, Kans.; started his first bank roll on his party delivering Kansas City Stars; best fun is catching fish—all well anyway, fishing; it's all built about him being a good hunter; formerly one of the star pitchers in Oregon league; lived in Harbor City 12 years; followed building 35 years; once was a dandy sax-tooter; never finds it a hindship to eat chicken and dumplings, with a 1 cense bureau collected \$2.00 from him after he met charming Frances Baker of Grand Rapids, Mich.; proud papa of Bernard, Vivian, Donald and Barbara; member PTA and Boys Scout Daddy; has youthful heart; shakes hands as if he really meant it; mind works as fast as an electric fan; doesn't do any grandstanding; always carries a good stock of loads of hearty laughs and you can't help liking Milton Wilkerson...  
Phone 1066-J and learn:—How many homes at this second has he under construction?

## JOE AND MINNIE PESARI

\*\*\*\* STRANGERS, as well as old timers in this home area, never hesitate to drive right in to Pine View Service Station, 1502 W. Anaheim, Harbor City. Joe Pesari, and Minnie, cheerful help-mate in life and in business, have a welcome for you; 7 pumps to supply you with Texaco, Wilshire Economy, Veltex Aviation, Golden Eagle Aviation and regular and Whippet—and remember this they give you those good "Green Stamps" with all accepting the Whippet. Sell and repair tires; sell and recharge batteries and do a fine "lube" job. Same valued customers have been coming back since the late 'twenties and you'll go back, too, once you get acquainted. Curly-haired "Minnie" and kind natured "Joe" came here a long time back from Imperial Valley where they did their growing up; little brown-eyed baby "Rita" is family princess; Joe will pass up 100 sandwiches for one good

# County Clerk, To Retire Dec. 1

County Clerk L. E. Lampton who celebrated his 70th birthday last Thursday, will retire Monday, Dec. 1, after 33 years in county government service, 23 of them as county clerk. Seventy is the legal retirement age for county employees. Lampton will be succeeded by Deputy County Council J. F. Maroney who was first on the list in a recent county civil service examination. Attorney Maroney will resign Nov. 30 as deputy county counsel. Lampton entered the county service Jan. 1, 1908, and was appointed county clerk on Oct. 11, 1919. He lives at 5356 Lemon Grove ave., Los Angeles.

# Music Students Present Recital Sunday Afternoon

Pupils of Gladys Hanna, violin teacher, and Laura Short, piano teacher, were presented in recital Sunday afternoon at the home of the latter, 1828 Andree ave. Pupils taking part were: Donald Snow, Mark Kjelland, Tommy Boyd, Joan Henderson, Dick Falkner, Gary Hall, Robert Rollicheck, Shirley Davis, Jean Mince, Lydia Miretti, Virginia DeVries, Jerrie Mince, Kenny Mack Schwartz, Winifred DeVries, Wilma Baker, Gene Finch, Al Lambrieger and Jerry Hanna of Lomita; Janet McClure, Donna Weber, Nellie Gray, Norma Hammond, and Joan Short of Torrance; Gail and Audrey Slusher of Manhattan Beach. Neal Mince entertained with a vocal selection. He is a pupil of Mirana Richards Coon of Long Beach. The next meeting of the Torrance-Lomita Music club will be Friday, Nov. 28 at 7 p.m. at Mrs. Hanna's home, 25854 Walnut, Lomita.

When a republic degenerates to the point where there is so little of liberty that the people do not feel it worth while to sacrifice to maintain it, they are ready for a dictator and a totalitarian government.

## FOG LIGHTS MISSING

When Charles Daly of 2742 227th st. returned to a Walthersia service station Monday to get his car after a repair job, he found some one had removed the fog lights, he told police Tuesday.

plate of home cooked rabbit or chicken, or amateur at shooting ducks in Salton sea or riding horseback (on stock and dairy ranches 14 years in the Valley); former American Legionnaire; Minnie loves 4-lane highways and the fun of travel, plus a 4-star show; they own their own property; love little folks; best this home community every chance they get; go to extremes to please and are as reliable as the old country doctor...  
Phone 415 and make known:—What year did they start this business?

## FOUR STAR FOLKS

Winners and Answers  
First Prize (\$2)..... Lucille Stroh  
Second Prize (\$1)..... Ida Thompson  
THOS. J. KIRK scored all around the clock, opened his fine meat market in S. & K. Market, Palms, on 102 1/2 Highway at Oak, in 1938.  
BEULAH C. KNOX, hospitable by nature, opened the delicious DeLuxe Hamburgers a month at her Mt. View Malt Shop, 1670 Pacific Coast Highway, in Harbor City, Nov. 1st.  
OWEN L. RIDENOUR, genuine as the sunshine, will celebrate 10th business birthday of his Rio Grande Service Sta., 2000 Lomita Blvd., March 25th.  
CHARLES L. SIVILLS, worthy person to know, became affiliated with the real estate at his office 25316 Belleport Ave., Harbor City office, Feb. 15th.

## RECORDS 2 FOR 1 SAVE \$1.

On these Two fine recordings Buy one—get the other FREE!  
Offer Ends Nov. 29, 1941  
No. 19831 Hungarian Rhapsody No. 2 (Liszt) Jesus Maria Sanromana  
No. 18222 Impromptu (Dvorak) The Rosary (Nevin) William Primrose, viola  
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# United for 60 Years



MR. AND MRS. JOHN WESLEY CRAIG combine Thanksgiving with anniversary

The modest home of Mr. and Mrs. John Wesley Craig at 1465 West 218th st., was the scene of a gala double celebration last Thursday when as many of their children, grandchildren and great-grandchildren who could come to join them in observing their 60th wedding anniversary and feast on Thanksgiving turkey. It was open house at the Craig residence and many others came to extend congratulations to the couple who have been Torrance residents for the past 12 years.

Mr. Craig, who was 28 when he married Eliza A. Davis, is now 88 and Mrs. Craig is 80 years of age. He was a carpenter 60 years ago and was born on a farm in Jefferson county, Illinois, near Mt. Vernon. Mrs. Craig, another farm girl, was born near Camden in Arkansas. Her father moved to Texas after the Civil War and it was in that state that she met and married Mr. Craig. He was working for the Texas and Pacific railroad at the time. Mr. Craig preceded his wife to California by a year in 1919 and they lived on Terminal Island for two years before coming to Torrance. Mr. Craig retired about 12 years ago. They have two sons, John L. of Oklahoma City and Albert B. of Van Nuys; a daughter, Mrs. Minnie M. Foreman of the home

—Torrance Herald Photo.

address, seven grandchildren and seven great-grandchildren.

# Local Red Cross Drive in Spring

In answer to a flood of requests in this vicinity, regarding the American Red Cross Roll Call now being held throughout the country, local chairmen of the Torrance and Lomita branches today announced that the Roll Call Drive for the Red Cross will not be held in the Los Angeles Chapter territory until spring. Many people have offered donations to the local branch office during the past weeks, feeling that we are now holding our annual membership campaign for the Red Cross, they said. This territory under the jurisdiction of the Los Angeles Chapter, will not hold its drive until spring. The reason for this is that the Los Angeles Chapter in the past years has been an agency of the Community Chest. Upon withdrawal from the Community Chest, a few months ago, it was agreed between that agency and the Red Cross that the Red Cross would withhold any fund raising campaign until after the Community Chest campaign had been completed.

# U. C. Homecoming at Berkeley Tomorrow

Several thousand alumni are expected to return to the Berkeley campus of the University of California November 28 for the annual Homecoming celebration to be held in conjunction with the California-Stanford football game November 28.

the favorite of well-known demonstrators and millions of housewives who know from experience they can depend upon the high-quality and efficiency of

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This is the finest improved property in all Southwest Los Angeles... All improvements are in and paid for... Sixty foot Paved Streets... Sidewalks and Curbs... Twenty foot paved alleys... Large lots... Water... Electricity... Gas... Los Angeles City phones... Bus Service through the property... Grade Schools... Your Choice of Two Junior and Senior High Schools... Rich Garden Soil... Unexcelled Climate... A few miles from the Beaches... with Boulevards leading in every direction... And the Entire Village is within the twelve radius from Seventh and Broadway in Downtown Los Angeles...

### IN THE HEART OF THE AVIATION INDUSTRY

NORTHROP AIRCRAFT	3 MILES
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DOUGLAS AIRCRAFT	5 MILES
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WILMINGTON PLANTS	10 MILES

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### 5 and 6 ROOMS COMPLETE

Living Room... Dining Room... or Dining Nook... Two or 3 Bedrooms... Tile Bath and Kitchen... Service Porch... Double Garage... Large Cement Porch... Ready to Move Into...

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