

South Bay Merchants Told They Lose High Percentage of Sales

Many South Bay merchants are amazed to learn recently that as much as 84 per cent of the money spent on some items by South Bay residents was spent in shopping areas away from home.

Reporting on a survey made in Redondo, Manhattan and Hermosa plus part of Hollywood, John B. Knight said that the South Bay businessmen are not getting their share of the money spent by residents in the area.

Only 82 per cent of the money spent for food was spent outside the area, he told a meeting of Redondo businessmen last week, but more than 50 per cent of the money spent on such items as appliances, men's shoes, men's sportswear, jewelry, television, outdoor furniture, dresses, skirts, blouses and women's hats were spent in other shopping districts—especially in downtown Los Angeles.

Knight credited the liquor, food and drug business with "holding their own."

The survey was ordered by the retail merchants division of the Chambers of Commerce of the cities, to find out where residents did their shopping and why they did their shopping elsewhere.

Many of the persons interviewed by members of Knight's organization told interviewers that shopping in Redondo was difficult because of the parking situation.

Others made reference to the poor selection of merchandise, the prices and the condition of the stores and displays.

Knight's report did not include Torrance businesses.

Total South Bay area families number 18,629. There are 3.1 persons per family. By percentages in South Bay cities they are: Redondo Beach, 46.7; Manhattan Beach, 29.9; Hermosa Beach, 20.3; Hollywood Riviera, 3.1; 65.7 per cent of the permanent families in this area have children; only 56.9 per cent of families in the Los Angeles Metropolitan area have families.

The median family income: \$301-\$350 monthly.

The median family income: \$3900 annually.

Total income of South Bay families: \$85,528,248.

Total spent for rent, house payment, utilities: \$14,946,180.

The total annual expendable income is: \$70,582,068.

Total retail sales for the following categories:

Food	28.8%	\$24,665,800.00
Drugs	1.6%	1,369,968.00
Clothing	18.2%	15,573,828.00
Furnishings, hardware and lumber	7.6%	6,521,860.00
Furniture, home furnishings and appliances	12.8%	10,987,872.00
Savings, other expenditures		11,435,720.00
		\$70,582,068.00

Percentage of families who say they usually purchase these categories of merchandise outside the South Bay area:

Liquor	5.3%
Food	8.2%
Drugs	8.4%
Hardware, etc.	13.1%
Infants' Clothing	42.6%
Household Yardage	43.8%
Dress Yardage	45.2%
Cooking Utensils	45.3%
China and Glassware	48.2%
Boys and Girls' Clothing	50.8%
Appliances	51.8%
Women's Beach and Sportswear	53.7%
Women's House Dresses	55.0%
Men's Shoes	56.5%
Women's Lingerie	57.7%
Men's Sportswear	57.9%
Jewelry	60.4%
Television	62.2%
Indoor Furniture	62.6%
Bags, Gloves, Accessories	62.6%
Men's Clothing	64.9%
Women's Shoes	66.1%
Outdoor Furniture	69.4%
Dresses, Skirts, Blouses, Suits and Coats	70.0%
Women's Hats	72.9%
Evening Gowns	84.1%

Letters To The Editor

Army Chaplain Urges Stateside 'Lift' On Engineer's Church Project in Yamoto

POST CHAPEL
CAMP MATSUSHIMA, JAPAN
578th Engr. (c) Bn.
APO 6, c/o Postmaster
San Francisco, Calif.
August 30, 1951

Dear Sir:

To other day one of the men here in the 578th Engineers of the 40th Division gave me a copy of Part Two of the Torrance Herald, dated Thursday, July 19, 1951.

I wish to thank you for the splendid write-up you gave the "Church for Yamoto" project.

May I assure you these men are still working at the job of trying to get the Yamoto Japanese a church. Among other advancements during the month of August has been the procurement of a Japanese pastor—Rev. Nagamatsu. He's doing a fine job; the people greatly appreciate him.

You're probably interested in knowing whether any stateside financial aid has been forthcoming. As yet no one has responded. It really would mean a lot to the fellows if they could feel there were some of the home folk who were willing to give a lift on this job.

Thanks again for your help.

Sincerely,
CHESTER O. MULDER
Chaplain, U. S. Army

Optometrist Suggests Parents Read Special Edition Health Articles

September 6, 1951

The Editor
Torrance Herald

Dear Sir:

I have just finished reading the "Back to School" supplement in last week's Herald. You and your staff have done a fine job, and are to be complimented for your choice and presentation of material. Much of the information pertaining to health and welfare of school children contained in today's paper is not readily available through other sources. This issue should be read thoroughly by all parents and others interested in the welfare of our younger generation.

Sincerely,
DR. ALLEN L. PYEATT,
Optometrist

PRESSURE PROOF
A 133 pound tank is used to ship 17 pounds of compressed oxygen, used in oxyacetylene welding.

DRIEST STATE
Nevada has the least rainfall of any state, averaging 8.81 inches a year, according to the U.S. weather bureau.

Evangelist To Open Series Here

Recognized as one of the outstanding evangelists of today, Dr. J. Bunyon Smith will conduct the "Crusade for Christ" series of evangelistic meetings to be held nightly and Sundays, beginning September 23, and continuing through October 7. The services will be held at the First Baptist Church.

A resident of San Diego, where he has been pastor for the past 25 years, he is the present acting president of the California Baptist Seminary in Covina.

Services will be held at the Baptist Church every evening except Saturday, and the programs will include special vocal and instrumental talent.

Rev. J. Russell Killman will lead the singing and will be the program with his trumpet each evening.

The Harbor Baptist Association's simultaneous evangelistic Crusade for Christ is being sponsored by the Southern California Baptist Convention.

MARRIED WORKERS

About half of the nation's women workers are married.

PROPHETIC CRUSADE ENTERS SECOND WEEK

The prophetic crusade series on Bible predictions that are being fulfilled today, opened last Sunday night in the Grand Theatre, 1522 Cravens avenue, with several hundred in attendance at the kickoff meeting.

A dual organ and piano team assisted Gerry Hardy, the singing evangelist, in audience participation singing. D. R. Guild, the lecturer of the evening, presented evidence for the "Doom of Communism from Bible Prediction." The entire lecture was illustrated with charts and cutouts in life size.

The meetings will continue each Sunday and Friday evening at 7:30 for the duration of the crusade. The lecture this Friday evening, September 21, will be "Did a Good God Make a Bad Devil?"

Evangelist Guild stated that he will demonstrate from the Bible "Who the devil is, where the devil came from, just what

Formal Organizational Meeting Set at WALTERIA

The dream of a number of citizens of WALTERIA will come true on next Sunday evening when the new WALTERIA Community Methodist Church will be formally organized, with Rev. Clarence E. Miller, pastor of the First Methodist Church of Torrance, in charge. The new church began holding Sunday school and church services on Easter Sunday of this year, and has grown to the extent that a permanent church can now be established to serve the people of the WALTERIA and Pacific Hills area.

According to J. A. Beasley, lay leader and chairman of the committee on organization, between 30 and 40 people have expressed their desire of becoming charter members. Besides these, a class of approximately 25 youths will be enrolled in preparatory membership and given instruction in churchmanship and received into full membership at a later date.

The pre-organizational service will be held on Sunday morning beginning at 10:30 following the Sunday school which begins at 9:45. At this service a number of adults will be baptized, as well as infants and children. The first baptismal service was held last Sunday morning when thirteen youths and four infants were baptized.

According to Beasley, the



COMPLETE BASIC . . . Pvt. Raymond J. Deurloo, 21, son of Mr. and Mrs. R. J. Deurloo, 24424 Park street, WALTERIA, has completed his Air Force basic airman indoctrination course at Lackland Air Force Base, Texas.

COLLEGE, SEMINARY DAY TO BE OBSERVED

Central Evangelical United Brethren Church announced this week the observance of College and Seminary Day next Sunday. The observance will serve as a means of better acquainting our people and friends with the many nation-wide colleges and seminaries of this denomination.

Morning worship service will begin at 11 and is to be preceded by Sunday school at 9:30. Youth Fellowship meets at 6:30 p.m. and is followed by the evening worship service at 7:30.

Last Sunday's evening service marked the first of such meetings to be held at the Central Church this season, while that

service was well received and enjoyed, it is the hope of the pastor that next Sunday evening's service will be likewise well attended and equally enjoyed. Rev. Homer Miller will deliver the messages for both services and will show pictures in the evening in observance with the College and Seminary program.

TANKCAR CAPACITY
Railway tankcars carry from 8,000 to 12,000 gallons.

WORLD RICE CROP
World rice production is approximately 7.6 billion bushels.

FREE PARKING DAY and NIGHT OPPOSITE POST OFFICE



Here is the GOOD NEWS

...the following Torrance Merchants

ARE NOW OPEN

BOTH

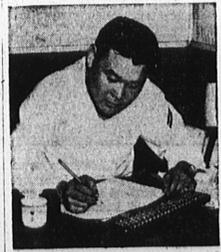
FRIDAY & SATURDAY NIGHTS

TIL 9 P.M.

—from now on!

J. J. NEWBERRY CO,
LAWSON'S JEWELERS
TRESKES MENS SHOP
MAYFLOWER DRESS SHOP
KALE'S CHILDREN SHOP
TORRANCE BARGAIN SPOT
BENSON'S

Corner of
Sartori & El Prado
1317 El Prado
1319 El Prado
1323 El Prado
1321 El Prado
1343 El Prado
1271 Sartori



RADAR INSTALLED
American shipping has spent an estimated \$6,000,000 on radar equipment since the end of the war as an aid to navigation of commercial ships.

BIG BUSINESS
The U.S. foundation garment industry did a \$432 million business in 1950.

VISITS RELATIVES... While on a tour of duty with the U. S. Navy in Japan, Seaman John S. Sugita, son of Mrs. Ise Sugita of 21030 Walters street, spent a 10-day leave visiting a number of relatives in Tokyo and Hiroshima. It was the first time he had seen many of his relatives. He is stationed at the U. S. Naval Air Station, Atsugi. (Navy photo).

Public Notices

Torrance Herald
CERTIFICATE OF BUSINESS UNDER FICTITIOUS NAME
The undersigned do hereby certify that they are conducting a machine shop business as Co-Fabrics at 658 West Gardner Boulevard, Gardena, California, under the fictitious firm name of U. S. AVIATION & ENGINEERING COMPANY and that said firm is composed of the following persons, whose names and places of residence are as follows, to-wit:
SEYMOUR UNTERBERGER, 149 South Spaulding, Beverly Hills, California.
GENE A. WRIGHT 1015 South St. Andrews Place, Los Angeles 19, Calif.
D. L. MAHONEY, 1204 South Spring Street, Los Angeles 19, Calif.
Witness our hands this day of 1951.
SEYMOUR UNTERBERGER
GENE A. WRIGHT
D. L. MAHONEY
STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
On this 13th day of September A.D. 1951, before me, a Notary Public in and for the said County and State, personally appeared SEYMOUR UNTERBERGER, GENE A. WRIGHT and D. L. MAHONEY, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same. In Witness Whereof, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
IRVING M. LESSIN
Notary Public in and for said County and State.

Public Notices

TORRANCE HERALD NOTICE OF APPLICATION FOR PERMIT TO CONDUCT PUBLIC DANCING (CAFE)
Notice is hereby given that application has been made to the Los Angeles County Public Welfare Commission in accordance with Section 38 (a), Ordinance 3787 N. S. Los Angeles County for a permit to conduct public dancing (cafe) at 1708 East Carson Street, Torrance, California and that the name of the applicant is Dorothy Peterson.
Date of hearing on application, Oct. 10, 1951, at 10:00 A.M.
Protests may be filed in writing or by personal appearance at hearing, at the offices of the Commission, Room 526, 205 So. Broadway, Los Angeles.
LOS ANGELES COUNTY PUBLIC WELFARE COMMISSION
Thelma Shanks
Secretary
Sept. 20, 27, Oct. 4, 1951

TORRANCE HERALD CERTIFICATE OF DOING BUSINESS UNDER FICTITIOUS FIRM NAME
The undersigned do hereby certify that they are conducting a general engineering, architectural and construction business at 20700 South Figueroa Street, Torrance, California, under the fictitious firm name of "CLARK & GOSSELIN," and that said firm is composed of the following persons whose names and places of residence are as follows, to-wit:
Lincoln Clark, 320 Anade, Balboa, California.
Charles J. Gosseil, 2054 Genevieve San Bernardino, Calif.
Witness our hands this day of August, 1951.
LINCOLN CLARK
CHARLES J. GOSSELIN
STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
On this 22nd day of August, 1951, before me, the undersigned, a Notary Public in and for said County and State, personally appeared LINCOLN CLARK and CHARLES J. GOSSELIN, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same. In WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
(SEAL) MERLIN W. COLE
Notary Public in and for the said County and State.
My Commission Expires July 23, 1955
Aug 30, Sept. 6, 13, 20, 1951

TORRANCE HERALD NOTICE TO BIDDERS
Sealed proposals will be received at the office of the City Clerk, City Hall, Torrance, California, until 5:00 P.M. on Tuesday, Sept. 25, 1951, at which time they will be publicly opened and read for furnishing equipment as follows:
Item 1. One, 18 to 20 passenger, transit or adult type bus, equipped with six-cylinder, gasoline motor, to be delivered without tires.
Item 2. One 18,000 lb. V.W. truck, 17 1/2" W.B., 102" C.A., overload springs, two-speed axle, frame reinforcement, 8.25 x 20, ten-ply tires. Dump body to be furnished by bidder.
Item 3. One combustion compressor and emulsion spray unit for mounting on truck. Bomulac tank 30" x 60". Engine, two-cylinder, in develop 12 h.p. at least. Compressor, 1 cu. ft. Air tank 10" x 20", complete with emulsion spray gun.
Item 4. One, 10,000 gallon, Underwriter's labeled, storage tank for Diesel fuel, completely insulated with one model Tokheim high-speed 25 GPM commercial pump, or equal.
Item 5. One heavy duty, lift-bed draw-bar type, tandem axle trailer with a capacity of 12 tons.
Bidders may bid on one or more items.
State date and time of delivery.
For further information call at the office of the City Manager, City Hall.
The City Council reserves the right to reject any and all bids.
At bid to be sealed and marked to indicate the item on which the bid is being submitted.
This notice is given by order of the City Council of the City of Torrance, California.
Dated this 11th day of September, 1951.
GEO. W. STEVENS
City Manager
City of Torrance
Sept. 13, 20, 1951