

Jim Dandy Stores Celebrating 17th Anniversary in Southland

The Jim Dandy Markets yesterday started a three-week celebration of their "17th Anniversary" with a stupendous sale that will enable homemakers to make huge savings in their food shopping.

Today the Jim Dandy Market organization is recognized as one of the largest regional chains.

H. Dyer Jr., who has been on the staff since high school days with the Dollar Markets, assumed the title of vice president and general manager of Western Industries, Inc., — the company that manages both the Dollar Markets and Jim Dandy Markets.

The 10 stores now cover an area of more than 80 miles. There are four Dollar Markets in Long Beach plus the six Jim Dandy Markets. The Jim Dandy Markets are located in Redondo Beach, Torrance, Bell, Los Angeles, Inglewood and Westchester.

Stores Keep Pace
Bill Dyer, vice president of the chain, said: "Our amazing expansion has kept pace with the rapid growth of Southern California. We plan to continue

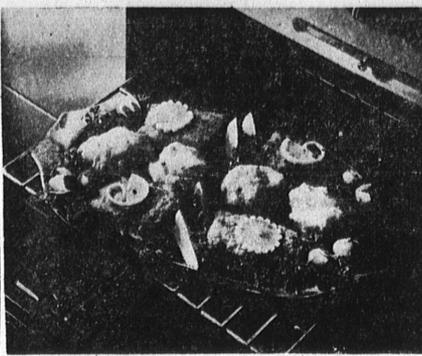
our development. And as we do, our employees, the majority of whom have been with the company since it began, will have an opportunity for promotion." Dyer, himself, went to work for Dollar Markets when 18 years of age. The war came along, and after serving his country in the Navy, he returned to live as a civilian in 1946, and assumed the position of general manager of Dollar Markets. Since then his prestige has increased until today he is vice president and general manager of the entire chain.

Other Veterans
Other top men who have been with the organization for years are: L. K. Coil, buyer for the

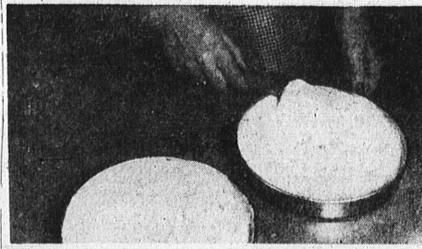
Time Tested Strawberry Jam Recipe Offered to Homemakers

FROZEN STRAWBERRY JAM
2 12-oz packages frozen strawberries
1/2 cup lemon juice
1/3 cup liquid pectin
5 cups sugar

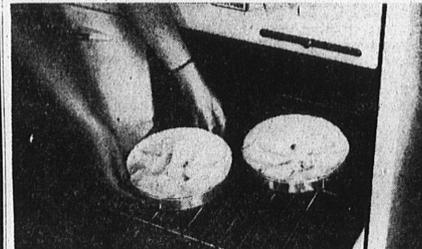
Place strawberries in large kettle and allow to partly thaw. Add sugar and lemon juice, mix in well. Bring mixture to full rolling boil over a high flame. Stir constantly while mixture is coming to the boil and while it is boiling. Boil hard for 1 minute, turn off flame and stir in liquid pectin. Stir and skim for 5 minutes. The stirring helps to prevent the fruit from floating. Pour into sterilized glasses and cover with a thin coating of paraffin at once.



QUICK OVEN DINNER . . . A quick oven dinner that makes fine company fare consists of oven-fried fish, potato puffs, savory green bean casserole, molded salad, hot rolls with butter, sliced pineapple, and tea.



SPREADING BATTER . . . Pour batter into well-oiled cake pans. Smooth batter from center to sides of pan with an upsweep motion that will leave a slight hollow in center.



STAGGER ON RACK . . . Cake pans are staggered on the oven rack to permit full circulation of hot air for baking. Because care has been taken in spreading batter, these cake layers will be smooth and flat, easy to stack, and easy to frost.

Cooking Expert Offers Hints For Bride's Company Dinners

Get ready for those company dinners, which you'll have to prepare sooner or later, by study of recipes and menus, lots of practice cooking and by using the many tricks that save wear and tear on the nerves, says Helen Bickford, home economist. Here are some entertaining-at-home ideas she suggests:

1. Plan for expected, or unexpected entertaining occasions. This is the most important trick to learn. The planner is never caught short; is seldom the victim of entertaining stage-fright. Practice cookery as earnestly and as painstakingly as you would any other art.
2. Keep a card file record of menus, recipes, and the favorite foods of guests.
3. Always give a new dish a try out. Think of this as a dress rehearsal. Get your husband's approval, before serving it to guests.
4. Develop two or three specialties — dishes you can serve time and again. They should be easy to prepare and serve, and so tasty everyone will demand second helpings.
5. Regardless of the season every good meal has at least one hot dish.
6. Serve hot food hot, on heated dishes; serve cold food cold, on chilled dishes.
7. Vary the color, texture, flavor and shape of foods. Don't repeat a food in a menu.
8. Choice dishes have that look of minimum manipulation. Trick: Handle foods as little as possible.
9. Hostess, be seated! How can guests enjoy a meal if the hostess jumps up every few minutes to bring this, or take that, to the kitchen? Try these tricks for reducing kitchen trips to the minimum: Serve the first course in the living room and place main course on the table before seating guests; or place chilled juice for the first course to the right of water glass and have main course on table before seating guests. A buffet or tea wagon may be used to excellent advantage.
10. When you are invited out, keep your eyes open. Observe the achievements of other hostesses.
11. Keep an emergency shelf well stocked with just-in-case extras: soups, canned juices, canned fruits, vegetables, fish, meats, mush rooms; also, pimientos, relishes, sauces, jellies, jams, marshmallow cherries, commercial packaged mixes for biscuits, pies, cakes, ginger and corn bread, etc.
12. Study foods sections of women's magazines. They will keep you up to date on new foods, new utensils, new cooking appliances.
13. Know all about your cooking appliance: how to make best use of top burners, built-in fiddle, automatic clock and timer, oven heat control; how to keep it clean.

Planners Study Waleria Lake Restrictions

(Reprinted from Sunday's Torrance Herald)
A proposal to prohibit the construction of any new dwellings below the elevation of 75 feet above mean sea level in the Waleria lake area was discussed Wednesday evening at a hearing conducted by the Planning Commission.

Members of the audience were told of the problems facing the city in solving the flooded conditions in the area and maps, overlay sketches, and aerial photographs were used to illustrate the condition.

Western Auto Net Sales In Moderate Increases

Gamble-Skogmo, Inc., operators of the Western Auto stores, reports consolidated net sales for the eight months period ending August 31 were \$80,390,410, an increase of 4 per cent over sales of \$80,049,136 in the first eight months of last year.

Sales for August were \$11,341,084, down 7.8 per cent from sales of \$12,304,772 in August 1951.



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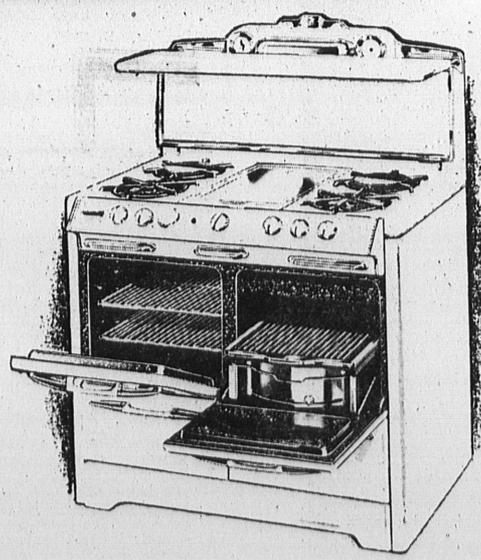
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