

### Bids Due Jan. 5

#### Combined PWA Allocation for New Administration Bldg. Anticipated

Confident that Public Works Administration authorities will approve the combination of the PWA allocation for a new central fire station, a project which has been shelved for the time being, with the granted PWA fund for a new Civic Administration building, the city council issued a call for bids on the latter structure at an adjourned meeting Tuesday afternoon.

The bids are to be opened at 8 o'clock on the night of Jan. 5, according to present plans. The new building is estimated to cost approximately \$23,482, of which the PWA combined allocation would be \$10,567. However, members of the council point out that the total estimated cost includes the value of the land adjoining the civic auditorium where the administration building is to rise.

This, and other provisions included in the estimated expense to safeguard the continuance of the project once it is under way, will materially lower the cost of the project to the city, they said.

Plans and specifications for the administration structure, which will be somewhat larger than originally planned in order to provide more storage room for auditorium equipment, have been prepared by Walker and Eisen, architects, and are now available to contractors for figuring their bids.

### OIL ACTIVITY CONTINUING

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Flint No. 1 is already started drilling to deep sands and the C. C. M. O. well is near spudding on its No. 18 rig. All three are within a short distance of Hunt No. 1.

#### Drilling in North

Flint No. 1, which was completed on Nov. 29, is now producing its 375 barrels daily of 28.0 gravity, 12.0 cut, 150 pounds tubing pressure and 750 pounds of casing pressure.

C. D. Cather, of Long Beach, is rigging up 2500 feet westerly from the Flint producer. Farther north at Alondra Park, Standard Oil's Bodger No. 1 is around 7800 feet. At Moneta, Universal Consolidated Oil's wildcat is below 5000 feet.

"I think it's safe to say we can look for unexpected developments in the field," Collier said in sounding the views of most oil men in the Torrance area who have looked over the deep sand situation in the past few days.

On the other end of the proven producing zone around the harbor is General Petroleum's Terminal No. 1 off Ford avenue near the drawbridge. The latest report is that 1200 barrels of 20.4 gravity oil is coming from the hole daily.

### Advertising Chief



ROGER W. BIRDSEYE  
Appointed general advertising manager of Santa Fe Railway.

Announcement was made today by W. J. Black, passenger traffic manager of the Santa Fe Railway, of the appointment of Roger W. Birdseye as general advertising manager.

Born in Brooklyn, N. Y., he attended Amherst College, received his early business training in New York City. His advertising ability was then employed by the American Real Estate Company. Birdseye enlisted in the Canadian Expeditionary Force in 1914, went to France, was wounded in the battle of the Somme, and was invalided home. He was awarded the British Distinguished Conduct medal.

The Santa Fe first employed him as special representative of the advertising department at Santa Fe, N. M., in 1925, to develop general publicity for the Indian detours inaugurated at that time by Fred Harvey and the Santa Fe. His work was gradually broadened to include the preparation of all Santa Fe advertising material and he created a direct-by-mail department that achieved excellent results.

### NURSE IS PATIENT AT MEMORIAL HOSPITAL

Being confined in Jared Sidney Torrance Memorial hospital is nothing new to Mrs. Hazel Haworth, 1107 Portola avenue. But being confined there as a patient is new to her. She is a nurse at the institution and began undergoing medical attention Tuesday.

## SHOP TALK

By RAY BROOKS

George Morton, big razor and lather man of the American Barber and Beauty Shop, is justifiably proud of the back end of his tonsorial parlor since the place has undergone a most thorough renovation. You see, the back end is a beauty establishment wherein ladies are put through a series of grotesquely medieval machines and weird appearing gadgets, to emerge with the bloom of adolescence on their cheeks and the glory and radiance that was naturally theirs in days gone by. Had Ponce de Leon lived today he could certainly have found his fabulous Fountain of Youth right in the back room of the American Barber and Beauty shop.

Solving many what-shall-I-give-her puzzles for perspiring males this Christmas is Bea Christensen's Permanent Wave Certificate... a top-notch gift to any woman who has hair and to any woman who needs it "permanent waved" which they all have and which they all do.

These certificates you buy, give to the lady, and she can use it anytime... no so bad! not so bad!

### NECKTIE CATASTROPHE

In conversation with Jess Shippe of the Torrance Investment Co. the other day I learned that at his wedding he plunked himself up before the minister with his necktie on WRONG SIDE OUT! Which shows to go ya... I mean goes to show ya... well, what does it show? That he had his necktie on wrong side out, I guess.

### HAY! HAY!

Monsieur Lovelady of the Torrance Feed and Poultry Market, broke out this week with a new Chevrolet truck in which he carts about sundry and divers bales of hay, sacks of grain and squawking chickens. Lovelady reversed things and got one for two... he traded in his old Cheve and an ancient Pontiac for the new buggy.

### EVEN SANTA GETS THEM!

A certain Santa Claus in a big store uptown takes time out to gripe about the type of woman who lugs little Johnnie up before him and yells in a loud voice, "Are you the same Santa Claus who was here last year?" Ain't it awful?

### THIEF!

Harvel Guttenfelder frantically shouted through the phone one morning last week that his Christmas Treasure Hunt deposit box AND all the stubs had been stolen, got lost or had wandered off; asked my advice as to what to do about it.

While I was floundering about for an answer he suddenly broke through the deep dark funk that had gripped us both and announced that from where he was standing at the phone he could see the stub box over in the corner atop a can of oil.

And to think that I wilted down a nice fresh collar all for naught.

### KEEN OBSERVER

In the midst of the recent British crisis involving "I Would Be Queen" Wallis Simpson and "I Don't Want To Be King" Edward the Eighth, a small and boggled newsboy stood on a corner in Los Angeles and with his newspaper out before him, bellowed "Look what love has done! King Edward abdicates!"

### HAPPY DAYS!

Scarcely a merchant do I talk with these Christmas days who doesn't feel pretty good about the way gift dollars are pouring into his cash register. Almost every one exclaims that so far this month his business is far ahead of the same period last year and by Christmas eve a very satisfactory mark will be reached. Last year, you know, was far ahead of 1934. Some even expect this holiday trade to exceed that of 1929, the peak year.

### OPEN GARAGE RANSACKED LAST NIGHT; \$40 LOOT

The open garage door at Mrs. Mark A. Wright's home, 1728 Andree avenue, was an invitation to burglars last night and they responded by taking garden tools, valued at \$10, and smashing a glass window to Mrs. McDonald's auto parked inside and making off with two blankets and removing the spare tire. This loss was estimated at \$30.

## A Gift Suggestion in Glass ...

A Glorious Selection of ...

SALAD BOWLS - PLATTERS - DISHES  
CONSOLE SETS - VASES

Priced to fit any gift budget

### PYREX Glassware



FOR COOKING DIRECTLY ON THE FLAME

Never before were dishes like these:  
• VISIBLE COOKING—in clear, transparent glass dishes that do not discolor or grow old.  
• BOIL—BAKE—SERVE—STORE—all in same heat-resisting glass dish.  
• REMOVABLE HANDLE—On, in the kitchen—Snaps off, at the table.

BETTER FOOD—Food looks and tastes better, stays hot longer, and keeps better in glass.  
"PYREX" TOP OF STOVE WARE

Special Top-of-the-stove 2 \$2.65  
Pyrex 3-piece set..... 2  
PYREX GIFT SET  
10 pieces..... 2 \$2.95  
Special..... 2

### VACUUM Cleaners

The Gift Ideal!

APEX  
EUREKA  
ROYAL



Brand New 1937 Models and Rebuilds

Prices Start at \$19.95 EASY TERMS

### Toaster Special!

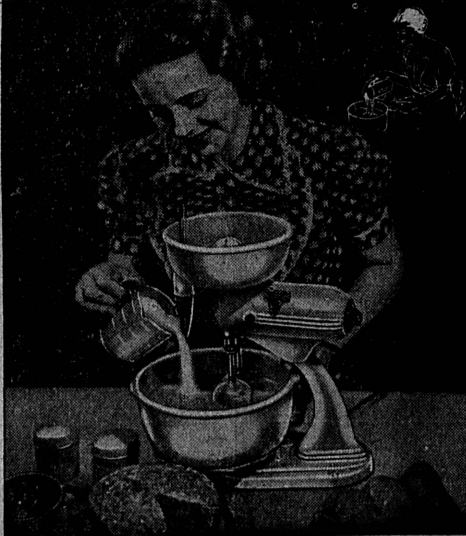
Take advantage of this special in making up your gift list. All chrome... \$3.29  
Reg. \$3.95—Special  
Chrome with Black trim... \$2.79  
Reg. \$3.50—Special



### SHE'LL LOVE YOU FOREVER IF YOU GIVE HER A ...

## Sunbeam Automatic MIXMASTER

THE BEST FOOD MIXER MADE



### ...PREFERRED BY WOMEN FOR ITS 10 EVEN, FULL POWER BEATER-SPEEDS

Set it at its special low "folding in" speed for cakes like Angel Food and that speed never varies as you add the flour making the batter heavier. Mixmaster mixes and beats more evenly with Automatic FULL POWER on all of its 10 speeds. And even mixing is the "success secret" of most every recipe. Also has new-type FULL-MIX beaters that aerate more thoroughly—11 additional practical, labor-saving attachments. Sunbeam Automatic Mixmaster complete with juice extractor, only \$23.25.

Pay Only \$1.00 Down 75c a Week

## National Home Appliance Co.

1318 Sartori, Torrance

# IT'S HERE!

the NEW ...

## 1937 ELECTROLUX



NEXT YEAR'S  
FINEST  
REFRIGERATOR  
READY NOW  
FOR THIS  
CHRISTMAS  
SEASON!

Give her a  
NEW 1937  
SERVEL ELECTROLUX  
THE Gas REFRIGERATOR

Here's a gift whose joys will outlast many happy Christmas seasons. The new 1937 Servel Electrolux will delight any woman with its matchless beauty and convenience, its extra roominess and time- and labor-saving features. And because this modern gas refrigerator has no moving parts, it is permanently silent (not just "relatively quiet" when new)—assures longer, more satisfactory service—actually pays for itself with its big savings on food bills, running cost and upkeep. Come in today and choose one for HER!

Ask about our easy Purchase Plan



Why not give Her ...

BOTH an ELECTROLUX and a New 1937

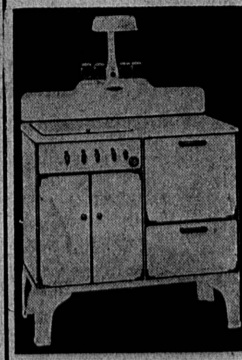
### GAFFERS & SATTLER GAS RANGE

Exceptionally Attractive Terms When You Buy Both!

How surprised... how thrilled she will be when she sees BOTH an Electrolux and a new Gaffers & Sattler Gas Range in her kitchen on Christmas morn. You can buy both for as little as... \$4.70 Per Month

Left is a new Gaffers & Sattler Model which sells for only... \$69.50

(Lamp \$5 Extra)



## Attractive NEW LONG DISTANCE TELEPHONE RATES



New features of this speedy, dependable service

### 1. MANY DAYTIME REDUCTIONS

The new rates offer many important reductions over former DAY rates, either station-to-station or person-to-person. The reductions are especially pronounced over the greater distances.

### 2. SAVE AFTER SEVEN

NIGHT rates for long distance, both station-to-station and person-to-person, now start at seven o'clock in the evening and continue until 4:30 A. M. The former night period, midnight to 4:30 A. M., is discontinued. The rates heretofore in effect for that period have been withdrawn and the new night period now begins at 7:30 P. M. and continues until 4:30 A. M.—attractive discount rates at more convenient hours and over a much broader period are now in effect.

### 3. SAVE ON SUNDAYS

The new night rates, both station-to-station and person-to-person, now also apply all day SUNDAYS... giving a discount rate from 7 P. M. Saturday to 4:30 A. M. Monday.

Our constant endeavor is to make your telephone service more and more valuable to you. For the day or night rate to any point, just ask Long Distance operator.

SOUTHERN CALIFORNIA TELEPHONE COMPANY  
1266 Sartori Avenue Telephone Torrance 4600

HARRY M. ABRAMSON  
"FRIENDLY CREDIT"

Phone 78