

SHOP TALK

By
RAY BROOKS

PROMOTION

By dint of much profound brain cudgeling out of which came a new make-up for this page, Shop Talk takes its place this week (albeit, in location only) along with Winchell of Broadway and Durling of the Times. But where these gentlemen ask and get a fancy fee for their pillars, which are read from coast to coast, Shop Talk asks a pittance but does not get . . . and is read clear from Cravens away over to Sartori.

But there's a principle to consider. Shop Talk exists for the sheer (sheer means "thin," "transparent") fun of it while the above thieves (all columnists are thieves to all other columnists) debase their literary brain children with vulgar and extremely unethical requests for cash. Far be it from Shop Talk to beg for cash. (We would take a basket of groceries or a pair of half soles on account, however.)

But enuf's enuf!
On with the pillar!
Let the typographical mistakes fall where they may!

MYSTIC SICKNESS

The ravages of the influenza that is going about are really mystifying. It acts like a professional magician as he whisks out of sight a bowl of gold fish right before your eyes. You see a man hard at work one day and the next day he vanishes, only to turn up in the folds of six or eight blankets, a fever on his brow and an aspirin in his bed.

Either exceptionally strong or almost inhuman is he who so far has withstood the bloomin' thing.

SMUDGED OUT

Comes to town this week the Lenae Dress Shoppe with Mr. and Mrs. Grinspan at the wheel. They plan to install one of the finest establishments of its kind in their location at 1279 Sartori. They will stock many women's needs including suits, coats, dresses, sports wear, sweaters and lingerie.

The Grinspans moved out of San Bernardino only last week, where, they said, the smudge was so bad they were afraid to show any merchandise. The minute they opened the cases white dresses turned grey and grey dresses became that new shade, "midnight blue." Too, Mrs. Grinspan disliked the long, hot summers so they started looking for another promising city and finally decided on Torrance.

As the self-appointed official welcomer and hand shaker, I hereby extend to you, the Grinspans, a hearty welcome to Torrance and long life and success to your store.

GADGETS FROM MARS

With all the appearances of a grotesque Martian super-gadget, the Perm-ette permanent wave machine, recently installed by George Morton of the American Beauty Shop, gives forth claims as being the newest and most efficient machine yet devised to put a kink in your scalp and a wave in your hair.

The Perm-ette looks like a radio to some extent, but out of it like an octopus emerge divers and sundry wires which wrap around the cerebral portion of the body. These wires are then heated and, lo and behold, the lady leaves the shop more beautiful than ever before.

I am advised that the Perm-ette has it all over the overhead models, as there is no weight on your dome; and also, the Perm-ette has an automatic control that dumps a pail of ice water on the operator when the hair has cooked sufficiently.

FRIZ OUT

Woe are the poor flower shops. About the only thing they have to sell are the store fixtures. The flower market is in the worst condition it has ever been.

Not only did the Pasadena Rose parade take almost every possie from Santa Barbara to San Diego, but the blasted sub-zero climate froze the flowers faster than the Japs could pick them. Result: Almost no flowers to sell and what they have are sky-high.

TO MR. FAXMAN

Shop Talk sincerely wishes C. A. Faxman a speedy recovery from his late sickness and hopes he'll be back at the old stand soon.

Tree Towers 301 Feet
VICTORIA, Australia. (U. P.)
—Australia's tallest tree in the British Empire is still growing. It is a eucalyptus, 301 feet high.

Hit-Runner's Friend Jailed

Aids Escape So He's Given
Same Penalty

By being too much of a friend to Ponciano Sanchez, 37-year-old local Mexican who was involved in a hit-and-run accident last Friday, Ralph Ascencio, 21, also of Torrance, found himself charged with aiding Sanchez' escape.

As result of his giving Sanchez a lift away from the accident, Ascencio was charged by police with aiding an escape and when taken before City Judge Robert Lessing he received the identical sentence passed on his friend—180 days in the county jail of which 150 days were suspended two years. Both Sanchez and Ascencio were taken to the county jail Friday to begin serving 30 days each.

Sanchez was accused of striking J. R. Carson's (1313 Portola avenue) parked with his machine on Emerald street near Army street and failing to stop. Ascencio was following him and when Sanchez' car was damaged so that it could not be moved from the scene of the impact, he sped the driver away in his machine. Police investigation resulted in both men being arrested a few hours later.

LACK OF GAUGE SPOILS WINTER READINGS HERE

Add to things "Torrance needs most": An accurate government weather recording unit—particularly a thermometer whose readings would be correct.

Writing the story of the past seven days' weather without a flock of numerals indicating mercury points is like eating tomatoes without salt. But a survey of available thermometers early Friday morning read like a stock market report—the readings of seven mercury gauges in one hour ranged from 19 degrees up to 27 degrees.

—And anyone going to work around 6 a. m. would tell you it wasn't that cold and it could not have been that warm.

Frozen water pipes were common—but a frozen drinking fountain was not. The one at Cravens avenue and El Prado park was a mute witness to the frigid weather. It was shattered around its nozzle.

Sunday night's "warm-up" was a welcome relief to all residents. For the first time in 'steen days they could turn gas heaters down to a minimum and enjoy the slower ticking (or does it?) of the gas meter.

Wool sox sold like hotcakes in local stores and many is the citizen—male and female—who drew on a pair to complete his or her night attire.

Housewives are bemoaning the appearance of their curtains and other home furnishings. Spring cleaning will be advised.

"I will study NOW, so that when
my chance comes, I will be ready . . ."

—Abraham Lincoln.

Torrance Evening High School

offers exceptional opportunities to ambitious men and women. Tuition is Free, and Courses Include:

- Commercial—Bookkeeping, Typing, Shorthand and Comptometry M W Th
- Shops—Wood and Machine M W Th
- Beauty Culture M W Th
- Clothing M Th
- Women's Gym M W
- Orchestra W
- English M W
- Arts and Crafts M Th
- Mechanical Drawing W

NEW SEMESTER STARTS FEB. 1st

Enroll Now—For Better Living—
Through Lifetime Learning

Rival Longshoremen in Maritime Strike Riots



At left is Walter Grey, member of the insurgent longshoremen's union whose members rioted this week with members of the union headed by Harry Bridges. Grey, held under \$2500 bond on charges of assault with a deadly weapon and violation of the California gun law, is seen vociferously claiming his innocence. At right is Ben Leary, I. L. A. member, who identified Grey as his assailant.

Nearby School Buildings Said Ready for Use

A new classroom building at Narbonne high school and a new gymnasium at Gardena high school were completed and practically ready for acceptance this week by the board of education, according to H. E. Griffin, secretary.

Acceptance of the buildings and their occupancy will make unnecessary the further use of tents, particularly at Gardena high school, it was stated. Physical education classes will be accommodated in the new Narbonne building in addition to classes.

A new drafting room also is under construction at Gardena high school, and this structure is scheduled for completion about Feb. 15. Work on all three projects has been delayed due to the strike at the harbor that has tied up the delivery of certain materials needed by the contractors to complete the final details of the buildings, it was explained.

Welder Suffers Severe Burns

While firing a boiler at an oil well in the Redondo field last Friday morning, James W. Ely, 28-year-old resident at Spurlin Court this city, suffered severe burns about the upper part of his face when the burning gas blew out on him. Ely is a welder by trade. At first it was believed that his eyes were badly affected but medical attention removed any danger during the week.

vanced several months to eliminate smudge soot. And all residents surveyed, nostrils ringed with black as they arose mornings. Physicians' statements that smudge is not dangerous were read with real interest.

Protection for Desert Tortoise Sought By Prof.

The desert tortoise, found nowhere else in the world, is in serious danger of extermination, the board of supervisors was told this week by Prof. Bennett M. Allen, chairman of the zoology department at the University of California at Westwood.

Allen stated that hundreds of them are killed on the highway between Baker and Victorville, and that the tortoise needed "legal protection." The supervisors will consider his plea at their next meeting.

LOT PURCHASE SIGNIFIED

Council Adopts Resolution
Desired By FEA

At the request of G. J. Rambo, city auditor, the city council passed a resolution Tuesday night that authorized the purchase of land for the proposed Civic Auditorium building adjoining the Civic Auditorium on El Prado.

Rambo, according to City Attorney C. T. Rippey, had reported that the Federal Emergency administration desired such a formal action in order to request the Public Works administration's approval of the Federal grant toward the building funds.

New bids on the structure are to be opened by the council Feb. 15, previous quotations having been rejected when their totals proved considerably higher than the city expected to spend on the building.

Charlie Says:

"A customer came in yesterday and asked that a service man be sent to his home. Says the weather has been so cold lately the only station he can get on his radio is Nome, Alaska.

"(You know it was NOT an RCA-Victor.) "And speaking of Alaska . . . a friend came through Southern California on his way to Sitka, but when he reached Torrance . . . well, he didn't see any reason to go on.

"Well, here's smudge in your eye,
"Yours for Stewart-Warner,
"Charlie LeBoeuf."

Modern Appliances



1427
MARCELINA
PHONE 888

West Torrance Oil Field Busy; 4 New Rigs Up

Hunt No. 1 Ready to Drill
Out; New Well Being
Spudded In

An initial test well a block south of the Hunt No. 1 re-drill hole at Hawthorne and Sepulveda boulevards was spudded in yesterday by the Eyer-Schwartz Oil company upon completion of the derrick. Meanwhile, activity in that west Torrance field continued this week to attract attention from oil operators and indications are that the erection of new derricks will approximate the boom years of early 20's here.

The Hunt No. 1 has been pierced through a reported 200 feet of oil sand and shale and was near 4,800 feet. According to P. V. Collier, vice-president of the Hunt concern, the well has been cemented off and pipe is set ready to drill out the last of the week.

In the same area, along Hawthorne boulevard, Walter Hughes is throwing up a rig on a five-acre lease and Walter H. Miller is making ready to drill. The C. C. M. O. re-drill venture opposite the Hunt No. 1, is below 4,300 feet. Franch and Dandy are reported to have leased a 10-acre parcel and will drill when the Hunt is completed.

Dearborn Holding Up

Tom Clark No. 1, will be re-conditioned, it was learned this week, by the new owners, Anchor Petroleum, which has taken over the Clark holdings here, including Standard's old Kettler lease and a number of other holes. Having drilled about 4,750 feet, Killingsworth No. 5 is expected to drill out soon. A good showing is reported on this project.

The working that launched re-drill and deeper sand explorations in the west Torrance field, the Dearborn No. 1 is pulling an average of 150 barrels a day, it was learned. Because of 1,000 pounds pressure on the pipe this well has not been cleaned out since it was brought in. Cleaning will be started as soon as pressure can be diminished, according to Collier, who is also interested in this well.

City Fireman at WALTERIA Wins Herald's FDR Ball Contest

Serving as judges for this newspaper's President's Ball contest, published last Thursday, members of The Herald staff put in several busy hours yesterday afternoon reading, checking and comparing the replies received during the week. They found it difficult to arrive at a decision concerning the first award, \$5 in cash, but Fireman W. R. West's entry from 3712 Walnut street was finally held the closest re-construction of the correct paragraph. His paragraph and the original are as follows:

THE HERALD'S

"You can make the year 1937 the happiest of all for thousands of crippled children who need your help by attending the Birthday Ball for the President, Saturday night, Jan. 30, at the Hollywood Riviera. Out of every dollar collected, seventy cents will be used to aid local sufferers of the disease while the balance goes to the Georgia Warm Springs Foundation. Do your part to combat infantile paralysis! Buy your tickets now! Bring your friends! Attend the dance!"

WEST'S PARAGRAPH:

"You can make the year 1937 the happiest of all for thousands of crippled children who need your help. Do your part to combat infantile paralysis by attending the Birthday Ball for the President at the Hollywood Riviera, Saturday night, Jan. 30. Buy your tickets now. Seventy cents out of every dollar collected will be used to aid local sufferers of the dread disease, while the balance goes to the Georgia Warm Springs Foundation. Bring your friends, attend the dance!"

For his excellent compilation, Fireman West, who is stationed at Engine house No. 2 in WALTERIA, will be awarded the \$5 prize when he calls for it at The Herald office.

Winners of the 10 free tickets to the President's Ball at the Hollywood Riviera—and they may claim their tickets by calling at this newspaper's office—are as follows:

Mrs. Emma Quaggin, 1609 Amapola; Mrs. J. J. O'Toole, 1225 Madrid; Ruth Woodcock, 1218 Amapola; Robert Steadman, 1020 Portola; Dorothy Webber, 2032 Gramercy; Mrs. Thomas Jackson, 25136 Eshelman, Lomita; A. H. Koheler, 1732 Martin; Ruby E. Brown, 2117 Cabrillo, and C. P. McGuire, 1618 Cravens.

Jail Callisthenes Tried

LISBON, O. (U.P.)—Prisoners in the Columbiana county jail now have a daily program of callisthenics.

GRAND OPENING

TODAY! Thursday! January 28!

Lenae Dress Shoppe

1279 SARTORI TORRANCE

Featuring . . .

Newest, Smartest Lines of
Women's Better Ready-to-Wear

Including:

- DRESSES
- MILLINERY
- LINGERIE
- SWEATERS
- SPORTS WEAR
- COATS
- SUITS

Priced from \$3.95 to \$14.95

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