

SHOP TALK

By
RAY BROOKS

FRIENDLY FLOOD

The inundating of the Ohio and Mississippi river valleys certainly has brought out the "friendly neighbor" spirit of our citizens. Most of the large industries passed the hat and several collected goodly sums. Individuals, too, responded generously and the Columbia Steel employees' play proceeds went to the cause and now the 20-30 Club is having a benefit dance.

Roland Blakeman, of the RB Cut Rate Drug Store, who efficiently gave 10% of last Saturday's sales to the unfortunate victims, remarked that after the deluge on the day he was to take out the 10%, he thought maybe it would be in order to donate the dough to the aid of Torrance sufferers.

... which in most cases would be the merchants themselves, because necessity certainly folded up last Saturday.

SHE FIXES FACES

New to Ray's Beauty Salon, but no stranger to Torrance, is Annie Morgan, fine fixer-upper of fallen faces, who recently donned a beauty smock and is helping Pauline Ray with lady's beauty troubles. And business must be good, for it seems that no matter how beautiful a lady may be she still needs divers and sundry beauty services, upon which the beauty operators grow fat and plutocratic. (Or am I wrong?)

PROFESSIONAL PLENTY

Like a flock of ducks settling on a pond, three professional men have opened their offices to Torrance patrons within the past two weeks.

First to come this way was Kenneth Hughes, a young and upstanding attorney at law, who furnished an office in the Sam Levy building with shining new furniture, and who could get officially opened until three days ago simply because of excessive business.

I haven't decided yet whether his many clients are due to his being a good lawyer or whether the many customers shows Torrance citizens to be forever getting into trouble.

Second to hang out his shingle was Dr. W. I. Laughon (pronounced Lawn) who came here direct from the Golden State hospital in Los Angeles. Dr. Laughon has very nice quarters at 1337 El Prado, across the entrance from home-towler Doc Mitts.

Last to arrive was Dr. Louis I. Melnick who has been in the doctoring business for 18 years, 15 of which were spent in private practice in Los Angeles and Hollywood. Dr. Melnick has a ground floor location at 1509 Cabrillo.

A great and profound Professional Plenty now exists in our fair city and of the three newcomers... Here's How!

WATCH OUT, MR. POST!

With the present popularity of theatre bank nights, one bank on Hollywood boulevard was reported to be giving away several reels of film with every bank deposit. A theatre uptown quit showing pictures entirely and now just has a nightly raffle.

FIRESTONE FIND

Now with the Firestone Auto Supply and Service Stores (ah, that a long name!) under the guidance of new Manager Don Miller, is Bill Turner who comes as an expert brake repair man who promises to mend any and all faulty brakes. With so many fatal accidents which can be attributed to bad brakes, Mr. Turner should certainly have his hands full. But then... there's plenty of saps who will drive about the streets with brakes so bad that other auto drivers are in danger and pedestrians run for their lives.

CHICKEN FEED

No longer is the old expression "chicken feed," meaning small change, applicable. T. S. Lovelady, prop. of the Torrance Feed and Poultry Market, goes about with a long face as prices of grain, bran, and hay steadily mount each day with no hope for an early drop. Chicken and rabbit raisers are selling their stock and giving their ranches back to the Indians, while farmers who keep cows and goats find feed bills ever harder to pay.

Lovelady has a tough time finding enough to keep him busy, prays for the time when corn, oats, etc., get back to normal.

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Torrance Herald

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TORRANCE, CALIFORNIA, THURSDAY, FEBRUARY 11, 1937

SECTION B

Society
Sports-Theatres

\$2.00 PER YEAR — SINGLE COPY 5c

BENEFIT PLAY SCORES HIT AS REVIVAL

Millions Spent Yet State Highways Said Inadequate
MULTI-LANE ROADS NEEDED TO HANDLE TRAFFIC

"Auto Population" Increasing Faster Than Road Funds

Despite the millions spent each year and the praise given California's system of highways, the state is "far behind where it should be" in highway construction activities, in the opinion of Earl Lee Kelly, director of public works.

Construction of multi-lane highways will provide the logical solution to the problem concerning traffic jams and highway accidents, Kelly said, pointing out that California, with only half the population, has as many automobiles as New York and probably will have more at the end of this year.

"When we began preparing the 1937-38 highway budget and asked various localities to submit the projects they wanted included," Kelly said, "we received applications for highway projects that would cost \$120,000,000. We will have only \$28,000,000 to spend in actual construction."

"I would say that 98 percent of the applications were worthy. We simply do not have the funds to keep up with the demand for improved highway facilities."

"We are coming to the multi-lane highway. That will be the major development of the future. Two-lane highways are the most dangerous of any, with one exception—the four-lane Bayshore highway south of San Francisco. The danger of a four-lane highway lies in the fact that motorists sometimes swing over into the third lane, meeting oncoming high-speed traffic. To counteract that, we will try a divided four-lane highway, with a division in the center, on the extension of the Bayshore into San Jose."

In view of the growing demands for better highways throughout the state, Kelly said he did not see how gasoline tax funds could be used to reduce tolls on bridges or to purchase private bridges and make them toll free.

Would Reduce Crashes
"At the present rate of growth," he said, "in eight years there will be more automobiles in Los Angeles county alone than there are in the entire state right now."

"That will mean further widening of highways; further expenditure of funds to improve motor vehicle transportation facilities."

Kelly said a check of accidents in 1936 revealed that 24 percent were caused by improper passing, 21 percent by intoxication, and 15 percent by excessive speed. He believed widening of highways would tend to reduce accidents, provided motorists cooperated by using more care and not trying to "mix liquor with gasoline."

Well Folks,

Just now we are more interested in the Cost of Paints for your Spring Clean-up, up both outside and inside.

So far there has been no advance in prices:
White Lead and Zinc Paste, per cwt. \$8.50
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Must Rearrange Electric Conduits in New HS Gym

Extension of time for two days to complete the details in construction of the new boys' physical education building at Torrance high school was approved this week by the Los Angeles board of education, upon recommendation of engineers.

Electric conduits in the gymnasium, are to be rearranged to conform to requirements of the school board, and construction joints are to be revised, to conform to requirements of the state division of architecture.

Cost of the changes will be \$128. Brunzell and Jacobson are the contractors on the job.

Workmen began stripping forms from the concrete structure this week. Principal Thomas Elson said that the school board will receive bids for lighting fixtures and complete the equipment list in a week or so.

The contractors, he understands, have about 30 days to complete the work on the gym structure.

Modernize Now!

How did that roof stand up during the last rains? Could you have used a few extra improvements to make your home more comfortable? It is possible to secure the money to have this work done now through your local lending institutions, under the terms and conditions of Title I of the National Housing Act.

Why don't you investigate the possibilities now and get started with these improvements while the loans are still available? You may now secure free information and pamphlets at the local office of the Better Housing Program at the Chamber of Commerce from 9 a. m. to 4 p. m. daily except Saturday.

West Steel Pay Up 55 Percent

Payrolls of the 16 iron and steel plants in Rocky Mountain and Pacific coast states during 1936 rose 55 percent over the total in the preceding year, according to reports received by the American Iron and Steel Institute. More than \$17,000,000 went into the pay envelopes of far western steel workers last year, which compares with payrolls of \$11,000,000 in 1935.

The 16 iron and steel plants in the far West are located in five states, California containing ten and Washington three. The states of Colorado, Oregon and Utah each contain one plant. More than 12,000 were employed in western plants during 1936.

Western steel plants are equipped to produce 1,776,000 tons of raw steel annually, about two and one-half percent of the total capacity of the country. Finished products which can be made by the plants range from heavy steel rails to fine wire products.

Your rent money will buy a home.

Kenneth B. Hughes

Attorney at Law

Announces the opening of offices
for the general practice of law

at

1313 Sartori Avenue

Sam Levy Building Torrance, California

Phone, Torrance 899
Los Angeles Phone, TRinity 0011

Men, Cargo and Ships



The above pictorial series was taken this week as longshoremen and seamen returned to work after the Pacific Coast maritime strike had tied up water-borne traffic for three months, paralyzed many businesses and kept 40,000 men out of work. Upper photo shows seamen carrying their duffel bags back aboard a Matson liner. The second picture is of longshoremen loading cargo aboard the M. S. Hovanger in San Pedro. Lower photo shows the S. S. President Hoover of the Dollar Line, first liner to resume American-flag travel over the sea lanes and first to pass out the Golden Gate from San Francisco Bay.

Charlie Says:

"Valentine's Day recalls to us old timers the Valentines we used to send and receive... large, crudely drawn affairs meant to ridicule the receiver. To a fat man you always sent an exaggerated picture of a bulbous fellow; to a skinny Miss you sent a cartoon of a bony old hag. Etc., Etc."

"But Valentines, like washers, refrigerators and radios, have changed and we just don't know of a better Valentine to send the wife than a new appliance for the home."

And don't forget! The 5 bucks allowance given free for a year that is published here is still in force and may be transferred to a friend, or used anytime.

"Yours for Stewart-Warner,
"Charlie LeBoeuf."

Modern Appliances



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"Harum Scarum" Has Old-Time "Meller" Appeal

It will be a long time before Torrance forgets "The Harum Scarum." The purpose for which that excellently-produced melodrama was staged at the civic auditorium for four performances beginning last Friday night under the auspices of the Columbia Steel Company employees,

Fund Report Still Incomplete On Play

Every effort is being made by the committee of Columbia Steel workers in charge of the benefit performances of "The Harum Scarum" to wind up the collection from ticket sales, according to Fred Fleet, chairman.

No complete report was available at a late hour today but he said that between \$800 and \$1,000 would be cleared for transmission to the flood sufferers of the Ohio and Mississippi valleys. Expenses of the four-show production will be around \$500.

The attendance at the play was estimated as follows: Friday night, 650; Saturday night, 850; Monday matinee, 200, and Monday evening, 550. The following expression of appreciation was prepared yesterday by the committee:

"The employees of the Columbia Steel Company, thru their representatives, wish to thank the people of Torrance, mayor and city council, churches, merchants, lodges, clubs, The Herald and all others who helped, for the cooperation they gave them in making the play 'The Harum Scarum' produced for the benefit of flood sufferers, a success. Signed: Fred Fleet, chairman; Neil McDonough, William E. Parker, Carl D. Steele and Boyd M. McDonald."

Pittsburg Plant Subscribes
Another group of Columbia Steel workers, those at the Pittsburg, Cal., plant also wholeheartedly supported the Red Cross drive to raise funds for flood sufferers of the 11 eastern and mid-western states.

Reports here late last week of the Pittsburg workers subscribing \$1,600 to relieve distress in the Ohio and Mississippi valleys. John Evans, chairman of the Employees' Representatives association of the Northern California plant, who conducted the drive, presented the sum to Rev. Arthur Brohm, Jr., chairman of the Pittsburg chapter of the Red Cross.

will remain as a highlight in civic enterprise. But the play itself, a revival of old-time comedy-drama of the "ten-twenty-third" days, deserves a niche in the memory of all who braved rain and cold to enjoy its lusty lines.

Presented as a benefit with all net proceeds being donated to the relief of the mid-continent flood sufferers, "The Harum Scarum" served a splendid humanitarian end. A full report of the attendance and fund raised is given in the adjoining column. This shows that the four-act play received excellent recognition and as result, this city's total contribution to the national disaster relief fund may be considered outstanding.

Oldsters who remember their "St. Elmo," "Under Two Flags," "The Old Homestead" and other stage attractions of bygone years looked upon Harry N. Showalter's melodrama of rural Quaker life as a revival of stage days when villains were deep-eyed, heroines were always brave and sweet and heroes were manly, self-sacrificing and never clay-footed.

"Asides" are Revived
To Author-Director-Actor Showalter goes the credit for a major share of the work entailed in presenting such a home-talent attraction. His years in the theatre equipped him with the evident talent he displayed in training the fine cast and staging the production.

His stage ability was revealed in every practitioner gesture of his right hand, the rich-

(Continued on page 6B)

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"The WINNAH"



The Chevrolet Master 6 Sedan, winner of Class "B", is shown above with its driver, Roy H. Woods (left) as he received a trophy from H. Alber, Jr., Asst. Manager of Refined Oil Sales of the Gilmore Oil Company. The Chevrolet averaged 19.45 actual miles per gallon or 41.8 ton miles per gallon of Red Lion Gasoline in the 352-mile drive over icy grades and through driving blizzards in the recent Gilmore-Yosemite Economy Run.

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