

SHOP TALK

By
RAY BROOKS

SOUL SAVER

Gaston Aree, up and coming chair and mattress tycoon from the Miller Furniture Co., displayed rare heroism last Monday morn, the first working morning, you'll remember, after the Big Storm.

Gaston slushed into the P. E. station here in his new Ford delivery wagon with his sister-in-law, whom he usually brings to the carline. Woe was he and her when they found that the rumbling, ricketing, swaying contraptions known as the Pacific Electric trains were flooded out, quit.

Nothing daunted, Gaston determined to reach Gardena, there to make a connection with the Redondo car.

However, huddled pitifully around the local depot were divers men, women and children. "Much rain, no train," they all wailed.

So Gallant Gaston, giving preference to women and children, loaded the crowd into his Flivver, lowered the pontoons, and sloshed away to Gardena.

The return trip was much the same. A group of Mexican-born American-living Mexican-speaking Mechenos, employed at the P. E. shops here were piped aboard and brought to high and dry Torrance.

Such valor! Vive le Gaston!!

OLD GOLD—OLD GAG

No doubt you have noticed the terrific increase in the number of Old Gold cigarette packages flashed here and there since the ciggie company broke with their \$200,000 prize contest. Merchants and dealers say they cannot supply the demand. Old Gold sits back and chuckles, knows full well that there will be many more dollars in cigarettes sold than they put out in prizes.

But Americans are like that. You could get them to smoke long lengths of Manila rope if the prize money was sufficient.

SPRING CLEAN UP

Alcorn's, the Torrance Blvd. drug emporium, sports this week a brand new coat of paint both inside and out. Light gray trimmed in black is the motif (cut?) and the place really looks spic and span.

Mr. and Mrs. Harry Alcorn, props, have always maintained an exceptionally high standard of cleanliness, and with the new paint, their store is aces with state inspectors and customers alike.

NOT YET!

Doc Stevenson strode into the J. J. Newberry store here the other day and congratulated smiling, young Manager Boyd on the arrival of twins. Manager Boyd's red hair stood on end as he gasped a denial, flatly refused to acknowledge any paternal connection with any twins anywhere, admitted blushing that he had no wife, even had no girl.

Now why do you suppose the Doc did that? Was it intentional or just mistaken identity? Ask Mr. Boyd!

NEW G.E. DEALER

Sam Levy, patriarch of Torrance merchants, losing none of the old zipper and enterprise that brought him from a pants presser to leading merchant in 18 years, blossoms out this week with the Torrance distributorship for General Electric appliances. The G. E. line, one of the finest available, is coveted by dealers everywhere, and to Sam goes much credit for snagging it.

The present line consists of: Electric ranges, electric refrigerators, washers and ironers, X-ray and infra-red lamps, and a full line of smaller appliances.

THEY WIN CHINA

To bachelor Adrian T. Stevenson, 1229 Portola, long-time Torrance resident and former operator of the now extinct Torrance Flower Shop, went the first 76-piece ensemble set of china, silver and glassware given away by Les Prince, of the Beacon Drug as a feature of his Rexall Birthday Sale now in progress. Mrs. C. H. Daly, 2718 Andree, won the second set and both winners are thankful and enthusiastic about their luck.

Two more similar sets are to be given away, one next Saturday, Feb. 20, and the final set on Saturday, Feb. 27.

Les Prince invites all Torrance to have a hand in the winning. The prizes are tops and besides, Les has hundreds of money-saving drug items on sale.

Your rent money will buy a home.

Torrance Herald

TWENTY-THIRD YEAR—No. 7.

TORRANCE, CALIFORNIA, THURSDAY, FEBRUARY 18, 1937

\$2.00 PER YEAR—SINGLE COPY 5c

SECTION B

Society Sports-Theatres

'GRANDPA' MENDELSSOHN, 102, SUCCUMBS

Hospital Ball Next Monday Night at Surf and Sand Club Impressive Rites Held Today for Beloved Lomita Veteran

The harbor district's—and perhaps the state's—oldest Civil war veteran, beloved "Grandpa" Mendelssohn, was given a soldier's funeral here today. He passed away Tuesday morning at the age of 102 years, four months and eight days, at the national military hospital in Sawtelle, among his comrades of '61-'65.

Native of Austria, Civil War veteran and resident of Lomita for 27 years, "Grandpa" Mendelssohn succumbed from an attack of influenza, heart trouble and old age. He suffered a slight cold some three or four weeks ago. If he had lived, he would have been 103 years of age on Oct. 7. He was born at Hoenems, Austria, in 1834.

Wounded in Battle
Impressive funeral services were conducted at Stone and Myers chapel this afternoon at 2 o'clock in the presence of a host of friends and acquaintances of many years. The chapel was decorated in a multitude of flowers, silent witnesses to the affection and esteem in which Mr. Mendelssohn was held.

Stanton Post, Grand Army of the Republic, of Los Angeles, presented its last tribute to a former comrade and Rev. Fred

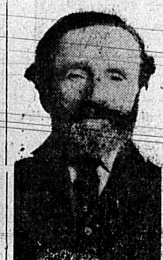
H. Ross, of San Pedro, officiated. Interment followed in the family plot at Wilmington cemetery.

The beloved Lomitan came to America when he was a boy of 17. He enlisted with the 29th Regiment, Ohio Volunteers, and served throughout the Civil War. At the battle of Port Republic, Va., he received a bullet in the leg and promptly dug it out with a jack-knife and dressed the wound himself.

He was a distinguished member of Christine Whiteman Tent No. 27, D. U. V., of San Pedro. He was also an honorary member of the V. F. W. post at Lomita, and of the Spanish War Veterans post at San Pedro.

"Just Enjoy Living"
For the past 27 years he lived in Lomita, going to his son's home in Culver City about a year and a half ago. He was

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Wm. Mendelssohn

CRANE EXTRICATES COW Mired TO EARS IN ABANDONED HOLE

It took a crane late last week to save the life of a cow, mired to the head and shoulders in an abandoned cesspool in the middle of a field south of Carson street near Vermont avenue. The animal, a large Holstein owned by Mr. and Mrs. Frank Briggall, was nearly under the water in the hole which was only about a yard across but was 40 feet deep.

A towing truck from a local garage was called to the scene where a number of passersby witnessed the rescue. It required considerable effort to hoist the cow from the hole. The owner said that the animal had probably suffered internal injuries and summoned a veterinarian for treatment to the animal this week.

Samaritan Role Proves Costly to Torrance Steel Worker

The next time Phil Bowman, first helper at the Columbia Steel open hearth, thinks of offering a "lift" to a total stranger he'll remember the night of Feb. 11.

Bowman will recall that he played a Good Samaritan role that night and, as result, had his car stolen right under his nose. He made the offer to a young fellow about 20 years old on emerging from a Los Angeles café. Enroute to Torrance, Bowman became confused as to his location and got out of his car to read the highway sign near the KFI radio station.

The "lift" then drove off in the car, leaving the owner standing in the rain. Bowman finally got home and reported the theft of his machine to police. Sunday afternoon the Van Nuys police department notified local officers they had found Bowman's car parked in the San Fernando valley community—one tire was missing. Bowman went after it vowing he would give no more "lifts" to anyone.

LOCAL LAD WORKING WAY HOME ON YACHT FROM HONOLULU

Unless he changed his mode of transportation at the last minute, Guy Rowell, son of Mr. and Mrs. E. R. Rowell, 1348 Carson street, is sailing home from Honolulu on the 40-foot sailing yacht Argus, bound for San Francisco and thence south to San Pedro. Young Rowell, who held the world's glider record for duration flying when he was 12 or 13 years old, had been working in Hawaii during the past six months for a company serving the U. S. army engineers.

The Argus sailed from the Ala Moana Yacht club in Honolulu on Feb. 7 and is expected to make the crossing in three or four weeks if weather is favorable. After three days in San Francisco it will come down the coast to San Pedro. Guy is working as an able seaman aboard the vessel in exchange for his passage, having answered an advertisement in a Honolulu paper and being accepted. He will be 21 years old in April.

PERMANENT WAVES OF Glamorous Beauty!!

You'll be thrilled by the soft, alluring sheen and the gloriously beautiful, long-lasting Vitron permanent waves we are now giving to so many of our patrons.

For a flattering, completely natural-looking permanent, that will add new glamour to your personality—make an appointment now for a FREDERICKS VITRON Permanent Wave. The reasonable price will thrill you, too.

Our telephone number is 663

Beu Mar Beauty Salon
LICENSED ZOTOS SHOP 1331 EL PRADO



A \$150,000 Investment Protecting Public Health in Five Communities

During the next two days the corps of Woman's club members in charge of the ticket sale will make an intensive effort here and, with assistance of women's groups in Lomita, Gardena, Redondo Beach and Hermosa Beach, all of whose communities to dispose of the largest number of Torrance hospital tickets in the three years that event has been held. Ticket sales up to today have been most encouraging and the

final drive for the Monday night, Feb. 22, special attraction is expected to see several hundred more pasteboards sold. The tickets for the third annual hospital ball are priced at \$1 per person—\$2 per couple. The event will be held at the spacious Surf and Sand club in Hermosa Beach, all of whose facilities will be open Monday night for the convenience and entertainment of ball guests.

Sponsored by members of the medical staff of Jared Sidney Torrance Memorial hospital, the dance proceeds will be used for the continued improvement of the institution that now represents an investment of some \$150,000 for the protection of health in this district. Members of the Torrance Woman's club are exclusive agents for the ticket sale.

Mrs. Torrance Attends
Last year with the combined proceeds of the second ball and

voluntary gifts, the hospital was enabled to make improvements costing \$1,650 to the building and contract for the installation of new beds, additional surgical equipment including new type oxygen tent and operating lamp, the total outlay being about \$1,300.

Some other interesting figures showing the operation of the hospital here were re-

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STEEL WORKERS' PLAY NETS \$1,169 FOR FLOOD RELIEF

A check for \$1,169.09 was presented to Mrs. Flora McDonald, local Red Cross chairman, for the national flood relief fund today.

It was from the Columbia Steel Company employees' association and represented the net proceeds from the four presentations of the benefit play, "The Harum Scaram."

Accounts of the production, written and staged by Harry N. Showalter, were audited by Louis Greenman, chief timekeeper, and Lewis Fennely, paymaster. This contribution swelled the amount of flood relief funds collected in this city to \$1,984.74, a sum which has not been equalled by any other city of this size in California, according to reports received from the Red Cross.

\$815 Thru Red Cross
The total contribution does not include the donations made by workers at the Pacific Electric shops. These were lumped together with other P. E. gifts and presented to the Red Cross for mid-continent relief under the name of the Pacific Electric club for employees.

Donations collected at the Torrance National Bank, Bank of America and by Mrs. Flora McDonald, local Red Cross chairman, during the past week totaled \$88.75. This was added to the \$728.90 previously reported to make the public subscription thru the local Red Cross, \$815.65. Those who contributed during the past week were:

Serious Problem
How to slow down night driving is one of the most serious problems facing traffic authorities throughout the nation.

Charlie Says:
"The two greatest axemen this country has ever known are George Washington, expert chopper-downer of cherry trees, and Abe Lincoln, super splitter-upper of fence rails. When pictured, these two great Americans are either holding an axe or leaning on one. Though of all Americans they probably had 'less axe to grind.'"

"And speaking of axes, does your radio ever sound as if an axeman was chopping down cherry trees or splitting rails right smack in the middle of the speaker?"

"If you have this axe-trouble, get off the rail fence or down from the cherry tree and investigate any of our new 1937 models. (Adv.)"

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

Modern Appliances

1427 MARCELINA PHONE 888

GIVE 'EM A MAP! Error in Flood Picture Caption Repeats L. A. Paper's Constant Abuse

Whenever it is something good it's always "Los Angeles" or "near Los Angeles." But whenever it is something detrimental, it is "Torrance" or "near Torrance."

This seems to be the "style" of Los Angeles editors in referring to this district. Tuesday one metropolitan sheet changed the designation somewhat under a photo of a flooded farm and captioned it "house inundated in East Torrance."

It did not take much of an inspection of the picture to reveal that the lake of storm water was not any place in

Torrance or East Torrance but was a location near Main street well within the Los Angeles city limits.

A good map, or better still, more accurate reporting is recommended for Angeleno newshawks. (Los Angeles editors please note.)

WELL FOLKS,
... the rainy season is about over... we hope! How about putting in that

GARDEN AND LAWN
We have the seed and fertilizer. Also onion sets.

And while you have the Spring Fever let's **PAINT AND DOLL UP THE OLD HOME PLACE**

We have a fine selection of **PAINTS & VARNISHES** At prices that are right.

BABY CHICK
season is here! Leave your orders, large and small. All our chicks are Blood Tested and of Proven Stock.

We also carry a complete line of **Poultry Feeds and Poultry Supplies**

Drop in! See our stock! We know you will be pleased at our wide, varied lines and at our low prices, too!

Poultry Dressed While You Wait
TORRANCE Feed & Poultry Market

T. S. Lovelady
Feed & Poultry Supplies
Grains - Seeds
1963 CARSON ST.
Phone 407
Torrance, Calif.

NO MORE GUESS WORK
R. B. DRUG STORE

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- SMARTLY TEXTURED
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Assortment of Rug Sizes
\$4.95 per sq. yd. Carpeting too!

IT'S the clever weaving that gives Harris Texture-Weave its tweedy, nubby appearance. This smart chevron design blends equally well with modern, provincial and 18th Century furniture. Woven of genuine imported Lively Wool which springs back underfoot. Choose Harris Texture-Weave in room-size rugs or in carpeting for any size rug you want or to use wall-to-wall.

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