

SHOP TALK

By
RAY BROOKS

MOVING DAY

Sometime between now and April 25, the National Home Appliance Company will open wide the doors of its new home at 1312 Sartori Ave. . . only three stores down from its present location.

To celebrate the big event and also to rid its shelves of excess merchandise, the National is now holding a big Removal Sale . . . Many Bargains, much money to be saved.

The new quarters are considerably larger with much better window display space. Harry "Tanforan" Abramson, horse-hating proprietor of the National, has been cramped for space since the company moved to its present quarters. Customers jostled and bumped each other as they fought to buy Electrolux refrigerators and Gaffers & Sattler ranges. Photo-finishes were common with a camera shot necessary to determine who got to the refrigerator or the range first.

Now, with increased space, Harry hopes to do twice the business, has been sitting up nights trying to figure how to cut overhead one-half. Instead he should be figuring how to get twice as much work out of his help, Bonnie and Eddie Cordero; but I'm reliably informed that that would be harder than trying to solve Einstein's Theory of Relativity.

Anyhow . . . good luck, Harry. Here's hoping you have a fast track, light overhead and lots of sap in the home stretch.

HOLLYWOOD HERE

Blatantly blazing like a swank Hollywood night club is Christy's this week after Sam "Speed" Kennedy took sprayer in hand and specked silver and black paint all over the building, topped it off with large signs that said "Hollywood Here" and about the identity of the building or the occupant.

Christy, ever on the jump to keep modern, is to be congratulated. It is just such a razzle-dazzle that keeps a town from going seedy, getting moth-eaten around the edges. Recently Christy made many improvements inside his restaurant and ex-pen ball parlor, and now he plans to install a General Electric gas operated motor which will create all the electricity he needs and then some. Unfortunately, the government forbids his selling the surplus, won't let him become a big utilities tycoon.

The reason for the private power plant is that Christy uses many electrical appliances in his business, chief of which is an electric range, big juicer eater. And while the Edison company . . . so Christy tells me . . . allows a special low rate for domestic consumption, they make him pay a prohibitive fee for their power. This he won't do, he says, goes them one better, installs his own power-making machine.

TORRANCE TRIVIA

I mentioned an August fishing trip the other day to Super Fisherman Roland Blakeman, of the RR Cut Rate, and the poor fellow has been in a dither ever since. Roland, in turn, mentioned it to his good "great friend" Murray Gauntz, and Murray promptly went into a double-dither. It's the same old story . . . speak of fishing in the spring to a fisherman (I've heard the above two gentlemen are frightful) and he goes all to small pieces, wants to pack up and leave within the hour.

Amiable Jake Lepkin, long-time Torrance tailor, has been feeling poorly these past few days, is now rounding into shape, will soon be able to sew a fine seam again.

Mr. and Mrs. Evans, new proprietors of the Torrance Gift Shop, have a lot and a cabin at Big Bear they will sell for a song. Know of any buyers?

Richard "Fix Your Watch" Brunswick, was so upset after last week's journalistic panning by this pillar that he lodged immediate protest with the German Embassy at Washington, which in turn, placed with this government a formal request for an immediate apology. Hell Hitler!

Piper's Cleaners announce in their ad this week that the Los Angeles cleaner's strike affects them not at all, that their regular speedy service will continue unabated.

B. Richardson, of the Beu Mar Beauty Shop, announces in her ad today that next week will be "Blond Week" in her shop with special consideration and a free make-up being given the flaxen-haired girls. The following week she will concentrate on ladies with gray hair, followed by a week in which brunettes will be favored.

Torrance Herald



TWENTY-THIRD YEAR—NO. 15.

TORRANCE, CALIFORNIA, THURSDAY, APRIL 15, 1937.

SECTION B

Society
Sports-Theatres

\$2.00 PER YEAR — SINGLE COPY 5c

WESTERN EXTENSION GAINS IMPETUS

Harbor Dist. Group Meets With Ford

Slowly—a decade has passed since it was first proposed—but surely the extension of Western avenue from Torrance to San Pedro is being nurtured and brought to the point of actual construction. This was seen as result of Supervisor Leland M. Ford's conference here last Thursday afternoon with Harbor district civic leaders and the authorizing of a survey Saturday by the board of supervisors for an alternate alignment on the artery's south end.

A choice between improving the existing sections of Western or using the funds to open the highway to San Pedro by purchase of necessary rights-of-way was given the interested men by Supervisor Ford here a week ago. The group, composed principally of Torrance residents, chose the latter course.

Ford implied that right-of-way men were already on the job, acquiring for the county road department various parcels of land between here and San Pedro. County Road Commissioner George Jones was present with the 16 Torrance, Long Beach, Gardena and San Pedro men at the session.

To Eliminate Drainage The survey authorized by the supervisors last Saturday followed a request by the regional planning commission. Its purpose is to perfect an alignment for Western from First street to approximately 25th street in San Pedro, partly in the county and partly in the city of Los Angeles.

The present established alignment for Western avenue is by way of Dodson avenue, which is already developed and has numerous homes and a park close to the 60-foot right-of-way. Since the proposed width of Western avenue, when ultimately improved, is to be 100 feet, considerable property damage might result if the Dodson avenue alignment is used. The survey, as authorized, will permit the selection of an alternate alignment thru undeveloped property without causing serious property damage.

The establishment of this alternate alignment is preliminary to the securing of necessary right-of-way in order that Western avenue may be improved from federal or other available funds. Negotiations have been under way and some construction work already completed on the northern portion of Western avenue in the vicinity of Torrance and Lomita.

Missing Link Noted The right-of-way, when acquired, thru the San Pedro section will extend the new Western avenue project, providing thru highway accessibility from the center of Hollywood to the Pacific coast.

A small amount of right-of-way is still missing from 260th street to 263rd street. This right-of-way, when acquired, will complete the missing link in one of the longest highways in the

Narbonne Gardener Loves Job

Narbonne high school's colorful pansy beds and well-kept grounds could only have been produced by a gardener with a love of green things growing deeply ingrained in his heart.

Right now the 13-acre campus presents a beautiful appearance—but to Gardener Daniel Frank Day there is still much to be accomplished. For one thing—Day would give a month's pay for some method to keep dogs out of the pansy beds that encircle the palms lining the main entrance walk.

"Those dogs—they are a caution," laments the man who tenderly puts his scratched up plots into condition between attacks on dandelions and weeds. "They give me more trouble! The students are very careful about the school grounds because they appreciate what we're trying to do—to make our grounds the most beautiful in the whole school district."

Has Helper Now Gardener Day has served Narbonne high for 11 years, just one less than his residence in Lomita. He started caring for the flowers and shrubbery there when the school was but six months old and, although he would never claim it, most of the site's attractive appearance, its well trimmed lawns, carefully trimmed plants and bushes, strong trees and beautiful floral plots, are due to his constant care.

Until just recently Day had to do all of the gardening work alone. Now he has one helper: Miss Clementina de Forrest Griffin, principal of the school, obtained this additional help for Day when he was ill a few months ago. He has six children, a seventh, a son of 18, passed away recently as result of septic poisoning the result of being stabbed in the arm by a palm frond while engaged in gardening work like his father.

The recommendation was made following the State Chamber's call for projects of this character from chambers throughout California. The state organization will relay the proposals to the State Highway commission, Baldwin said.

At the same road meeting in Los Angeles last week, the opening of Arlington avenue, between this city and Los Angeles, a county project was reported as nearing action. The right-of-way for the entire length has been secured, having been deeded many months ago by property owners. County Road Commissioner George Jones has announced that this project is included in the county budget for the coming fiscal year.

The road department of the county of Los Angeles, thru the use of WPA labor, has graded out the roadway from Palos Verdes Drive southerly to San Pedro, and additional surfacing and construction work will be done as soon as funds are available.

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Planning Tibetan Expedition



Dana Lamb, young adventurer who recently completed an 18,000-mile canoe trip with his wife, and Robert C. C. Winthrop, flyer, discuss plans at the Adventurer's Club in Southern California for a trip into little known Kohonor Province in China. They seek to prove that in Kohonor there is a mountain or mountains higher than Mt. Everest in the Himalayas which towers more than 29,000 feet into the air.

United Concrete Granted Stock Issue Permit

Permission to issue 1699 shares of the preferred stock of the United Concrete Pipe corporation has been granted by the State corporation commissioner, according to Commissioner Edwin M. Daugherty.

Directors of the corporation are listed as B. J. Ukropina, T. P. Polish, D. L. Roberts, Steve Kral, R. F. Ingold and Henry C. Chase.

The company also granted permission to issue 65,076 shares of the common stock. The capital stock is divided into 16,000 shares of preferred, with a par value of \$25, and 100,000 shares of common stock, with a par value of \$1.

Traffic Toll Climbs Steadily

Highway fatalities in California are continuing to mount steadily despite all the talk about safer driving and efforts made to reduce the toll.

There were 305 fatalities in January and 206 in February for a two-month total of 511, or 33 more than recorded during the corresponding period last year.

"Oil Boils" Appear In Lomita's Yard; Other Seepage Noted

During the recent great flood in the Mississippi and Ohio valleys news dispatches from Cairo, Ill., reported the appearance of "sand boils" erupting in the streets there because of the underground water pressure.

Mr. and Mrs. K. Odmarm of 25971 Appian Way, Lomita, have observed another type of "boils"—these being caused by crude oil seeping up in the ground in their front yard. This is said to be the second occurrence of this phenomenon in Lomita during the past few months and the "oil boils" are attracting considerable notice of geologists, oilmen and neighbors.

The Odmarms, formerly of Wilmington, discovered that nothing would grow in their front yard except wild grass when they purchased their Appian Way home about a year ago. They also witnessed the repeated appearance of a large puffed-up place in the yard, like a large mole-hill, from which crude oil trickled.

Hopes Run High

A number of oilmen have appeared at the Odmarm home and efforts have been made to obtain oil leases of the property. The Odmarms have refused to sign any agreements as yet, remembering that oil has appeared on the surface of adjoining lands.

Several months ago oil was found to be seeping through to the surface at the edge of the pavement on Canyon Drive, near the Glenn I. West garage. This played out however, but hopes are running high in the neighborhood that a shallow pool may start a rush of development. Much of the land in the vicinity

is known to have been leased by oil operators.

The Odmarms say that no oil pipelines run through the immediate district to cause the seepage and no other condition exists which might be attributable to common leakage.

Canal Drain Topic of Parley Today

A committee named by the Keystone Improvement club last Friday night was scheduled to meet today with the county surveyor to take further steps in the Keystone drainage canal cleaning measures. Oil men have pledged their assistance in the move.

Mosquitoes breeding in the flooded area of that community constitute a serious health menace which must be remedied immediately, community leaders declare. W. S. Montrose and S. C. Sault were named to lead the Keystone committee to the meeting with the county surveyor.

ASKS ADMINISTRATION OF HUSBAND'S ESTATE

Nora E. Quivey, 57, of 2427 256th street, Lomita, has on file in superior court a petition asking letters of administration to the estate, said to consist of real property, left by her late husband, Charles V. Quivey, who died March 10.

A victim of an asserted hit-and-run motorist, a horse belonging to the Hollywood Riding academy was killed on Highway 101 Saturday night, according to local police reports.

COME ONE . . . COME ALL!



Everybody's Invited to . . .

ED THOMPSON'S

FREE DANCE

TORRANCE CIVIC AUDITORIUM
SATURDAY NIGHT, APRIL 24

Entertainment By
Meglin Kiddies

15-Piece
Orchestra

Furnished by
Recreation Dept.

The Place:
TORRANCE
CIVIC
AUDITORIUM



MOTION
PICTURES

Everything's
Free - All
Are Invited

The Date:
SATURDAY
NIGHT,
APRIL
24th

"In appreciation of the kind courtesies and extremely satisfactory business given me since opening in Torrance over three years ago, I am holding this free dance and big open house. I want all my friends—and enemies—to come to the party and bring all their friends—and enemies. I promise you a dandy good time and it won't cost you a cent. Plan now to attend. I'll be expecting you with a warm, friendly handshake. Don't disappoint me or yourself. Be there!"
Sincerely,
ED THOMPSON
Your Chevrolet Dealer and "The Man Who Treats You Right."

Silence and Economy

Puts
ELECTROLUX
The Modern Gas Refrigerator In
FIRST PLACE

FIRST In
Sales

ELECTROLUX leads in all Automatic Refrigerator sales in Southern California—and has done so since 1933!

FIRST In
Silence

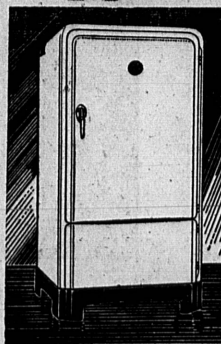
ELECTROLUX gives perfect silence and makes your kitchen quiet and restful.

FIRST In
Economy

ELECTROLUX leads in economy because it costs so little to operate. A simple gas flame is all.

FIRST In
Simplicity

ELECTROLUX leads in simplicity of design and operation. No moving parts to become noisy and need replacement.



NEW Air-Cooled
ELECTROLUX
THE SERVING GAS REFRIGERATOR

EASY TERMS
PAY AS YOU SAVE

Torrance Plumbing Co.

F. L. PARKS, Proprietor Opposite Post Office
1418 Marcelina Avenue Phone 60

CHARLIE SAYS . . .

"Just a few smiling remarks today, to wit:
"A smile costs nothing, but creates much. It enriches those who receive without impoverishing those who give. It happens in a flash and the memory of it sometimes lasts forever. No one is so rich that he can get along without it—no one so poor but what he is indeed richer—because of its benefits.
"A smile fosters good will in a business. It is the countersign of friends. It is rest to the weary, daylight to the discouraged, sunshine to the sad. It is nature's best antidote for trouble.
"Yet a smile cannot be bought, begged, nor borrowed. It is something that is no earthly good to anybody until it is given away."

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

MODERN
APPLIANCES

1427
MARCELINA
PHONE 888