

FIRESTONE FIREWORKS

Now in the process of priming and loading, the rejuvenated Firestone Auto Supply and Service Store at Marcelina & Cravens will bust off the lid very soon with a grand opening and super sale. Don Miller and all the boys have gone thru some pretty tough times lately, what with paint spilled over their desks, plaster in their hair and general chaos all about them.

The new asphalt yard is very neat and far superior to the old gravel. The day the Griffith company put it in there were better than 30 men working at the Firestone plant. That's more employees than Firestone ever had before. Of course, about 25 of them were Griffith men.

LIFTER-UPPER

Earl Forbes, Pontiac dealer, installed this week a new lift that raises cars off the ground for lubrication purposes. The hoist, better known as the Walker Electric Lift, is not like the ordinary hydraulic hoist. This one runs by a single small motor, which, geared down is able to raise 7500 pounds, is guaranteed the safest on the market, does not use a pit or a hole in the ground.

Earl is proud of his new gadget, for which he paid a goodly sum, hopes to increase his lubrication business.

LINCOLN LALAPALOOZA

To my three old eyes this week came a vision... a vision of loveliness, a vision of dignity, a vision of class with a BIG C.

I speak of the new 1937 Lincoln Zephyr now on display at Schultz & Peckham, Ford dealers.

Now there, to my mind, is a car! But why it stands out above the ordinary I can't explain. Of course, I know it is better made, more sturdily constructed and has more costly fittings. But all that does not seem to be the answer. There's something intangible, indefinite about that Zephyr... something that takes you from the Lower East Side to upper Fifth Avenue in just the time it takes to step from the curb to the cushioned seat behind the steering wheel.

Slip Kelsey, pipe-smoking Schultz & Peckham employee, stormed out to sign me up the other P. M. as I reverently opened and shut the doors, went into a black funk when he saw it was only me with desire in my eye but few if any lira in my jeans.

BIGGER & BETTER

Announced this week in the ad columns of The Herald is a new and superior ice cream made and mixed by Alcorn's, Torrance Boulevard drug shoppe. Mrs. Alcorn, who never seems to lose an admirable zest and enthusiasm for everything, states this ice cream is richer, more pleasing to the palate than any she ever tasted. Of course, I wouldn't know, though I'm sure if I had a big free sample of it here before me I certainly could write an eulogy that would make every ice cream lover's mouth water... but as I said, I'll probably never know.

PAINED PROPRIETOR

Our spray of sympathetic roses goes this week to Mrs. Grinspan, owner of the Lenae Dress Shoppe, who was recently chief sufferer in an auto accident in which her husband also participated. Mrs. Grinspan, ailing from a cracked neck, keeps grimly to her job, takes almost daily trips to the chiropractor. Let Shop Talk wish her a speedy recovery.

CHEVROLET SHINDIG

Good natured Ed Thompson, wealthy (?) Chevrolet super seller DeLuxe, is showing a fine spirit by holding a free dance and entertainment in the Torrance Civic Auditorium this coming Saturday night. Everything's free and everyone is invited. A good orchestra has been provided and Ed promises a good time for all.

"The people of this city as well as the citizens of neighboring communities have been mighty nice to me since I came here over three years ago," said Ed today as he chatted his cigar and surveyed his enlarging bay window. "I'm trying to show them my appreciation in the only way I know how... I'm givin' them a free dance and I sincerely hope they all have a good time."

War on Caterpillars Starts
ST. PAUL (U.P.)—State foresters and entomologists are laying battle lines for the opening of the war on the tentless caterpillar which last year did so much damage to forest trees of the north.



PUBLICIST POINTS WAY TO EXPANSION

Advises Plan for City Exploitation

Jared Sidney Torrance was the founder of this city. Clarence A. Lyman was a "big brother" to the community during its babyhood. Last Tuesday night the "big brother" returned to find his charge a sturdy 26-year-old and, in the fashion of "big brothers" the world over, he proceeded to lay down some advisory comments on how Torrance should go about acquiring its share of Southern California's future prosperity.

Lyman addressed a group of about 35 residents at the Chamber of Commerce. He was in charge of advertising for Thomas D. Campbell and Company in the early development of Torrance and this experience, together with more than a quarter-century of newspaper, publicity and colonization work, gave him the right to recall the past, review the present and survey the future of this city.

Introduced by Attorney Torrance C. Welch, nephew of this city's founder and first secretary of the Dominguez Land company, Lyman briefly related the events which led him to undertake the exploitation for the new townsite of Torrance and then paid high tribute to Founder Torrance and his associates.

Now Lacks Guiding Hand.
"Your city always appeared to me to be an extremely logical development, a very sincere one and I was impressed in those early days with Mr. Torrance's ambition to create a happy, satisfied and contented population here. Torrance is honored by carrying his name. I don't believe it was Mr. Torrance's idea to make money out of this community. Rather, he wanted to leave something of lasting value. As one instance of this I know that the early engineering work done here, pavement of streets and alleys and installation of sewer and water lines, was honestly and thoroughly done. I still am proud that I was involved in the beginnings of this city."

"Big Brother" Lyman regretted, however, that his charge was now an "orphan community." He explained this title by declaring that, like so many other Southern towns created by land companies and subdividers, Torrance now lacks the guiding hand of a developer. No concerted program is in existence, he said, for the continued exploitation and expansion of the community, that work being left to the Chamber of Commerce and a few civic-minded residents.

Four Percent Increase
"Dreams that didn't come true" to give Southern California its anticipated great progress, according to Lyman, were the collapse of plans to make this region a major steel-producing section—he blamed Japan's absorption of "Chinese pig" from the Shantung peninsula for this; lack of coke—the Alaskan fields did not meet expectations; and the World War. Post-war economic problems, he said, destroyed the old plans for the Southland's progress and we are in another cycle of anticipation. Economists generally agree that the west coast is entitled to about 10 percent of (Continued on Page 6-B)

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1937 Patterns Mayflower Wall Paper.

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Veteran Lomita Violin-Maker Has Display

Violin-making is an art in which time plays an important part—time that matures the woods that go into the beautiful instruments which have been fashioned with peerless skill by Henry B. ("Pop") White of Lomita for a half century.

Some of his instruments are now on display in a Lomita store window. "Pop" White imports all his wood—spruce and maple—with most of it coming from the Black Forest in Germany. He began his violin-making as a boy in Boston and during the years which followed he became personally acquainted with many great artists of the world.

Included in the display is an unfinished violin, patterned after an Amati model, which was ordered by a famed musician who died before it was completed. White never finished that one because he makes violins only on personal order.

The older the wood the better the violin, he says and he often secures pieces hundreds of years old for his products. Recently he sold his 600th violin, the top of which was made from a portion of a Vienna cathedral beam, a piece believed 700 years old.

Canal Lining Complete On MWD Aqueduct

Completion of all canal lining on the Metropolitan aqueduct was reported late last week by F. E. Weymouth, general manager of the Metropolitan Water district. Totalling 63 miles in length, this work constituted one of the most important features of the 392-mile water supply project.

Construction of the canals started in 1934 and progressed on a 24-hour-a-day basis except during summer months, when extreme desert heat prevented placing of concrete.

Latest progress reports indicate that the entire aqueduct project is more than 60 percent completed at the present time. It is expected to be put into operation in 1939, at which time it will bring water from the Colorado river clear across the state of California to Torrance and other cities and areas in the water district.

ALIENS BENEFIT

Aliens received six percent of state relief money paid in February.

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Efficient Economiser Unit averages less than 15 minutes per hour running time!

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Torrance Electric Shop
"Pioneers of Electrical Goods and Services Since 1923"
1419 Marcelina Avenue Phone 576

Herald Sponsors Free Cooking School May 13-14

An event of prime importance to the housewives of Torrance and vicinity, is scheduled for next month when the Happy Kitchen Cooking School will be held at the civic auditorium, on Thursday and Friday afternoons, May 13 and 14, from 2 to 4 p. m. This entertaining and instructive cooking school is sponsored by The Herald and all women are extended a most cordial invitation to attend.

Home Economist



MISS NANCY BAKER... lectures while she works.

Lister Files for Wife's Estate

So that he may share in an estate, said not to exceed \$5000, William J. Lister, of 738 Sartori avenue, this week had on file in superior court a petition asking letters of administration to the estate of his wife, Anna Lister, who died April 15.

Also named as an heir was a daughter, Rita Zaver, of 724 Sartori avenue. Hearing on the petition was set for May 7. Cash and stocks were said to comprise the estate.

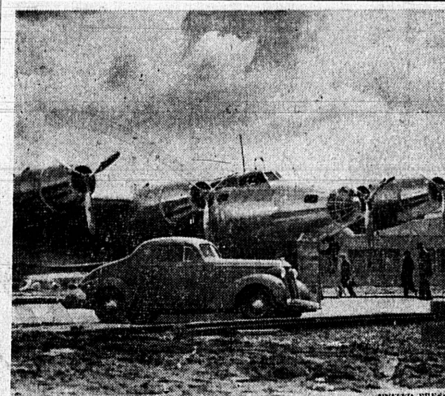
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ARMY'S XB-15 MYSTERY BOMBER



This is a front view of the gigantic six-turreted bomber which was wheeled out for inspection recently at Boeing Field in Seattle after three years' secret construction. It is an all-metal midwing monoplane carrying more than seven passengers, equipped with six machine guns and capable of more than 3000 miles sustained flight.

Judge Is Cupid's Ally
WALNUT CREEK, Cal. (U.P.)—Music may soothe the savage beast but it takes Cupid to move a Judge. Justice C. L. Thompson continued the case of an alleged reckless driver for a week in order to allow him to be married.

Garage Robbed of Valuable Tool Set

Some time between April 10 and Friday evening, April 16, a box of carpenter's tools, valued at \$90, and 50 feet of garden hose were stolen from an unlocked garage belonging to Edward L. Guth at 1913 Cabrillo avenue, police were informed Saturday.

The tools belonged to a Mr. Shradler who resides at the same address, Guth told local officers.

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