

# SHOP TALK

By RAY BROOKS

## BANKER'S BEES

Deciding for himself Senior Shakespeare's query "To BEE or not to BEE?" Sam Neely, coin and currency compiler at the Torrance branch of the Bank of America, hid himself to a relative's home in Gardena Sunday before last and came home with a nice, high-grade swarm of bees that had gathered in said relative's back yard.

Using a two for five cent seegar as a snudge, Sam brought the whole tribe home to his residence on Cedar, bought a reconditioned hive on FHA terms, stuck the thing atop his garage.

Obviously liking the neighborhood, the bees are still buzzing about gathering honey for a rainy day, will probably part reluctantly with their golden store when Mrs. Sam bakes biscuits and Mr. Sam looks with greedy eyes toward the garage.

## SHOP TALK

Alert to catch the eye of housewives as they come out of the Civic Auditorium this week all jitter over the marvels of electric cookery, Sam Levy has put in attractive displays of his General Electric stoves, refrigerators, washing machines, etc., in his big store annex next to The Herald building. All day long Vernon Coil and Gerald Templeton, energetic helpers of Merchant Sam, worked with stripped off shirts, polishing the show windows and lugging the heavy pieces of G-E household equipment from truck to store annex. And just to prove that their boss carries a big stock of electric stoves and refrigerators, they topped off their day's work by arranging a similar display at the main Levy store on Sartori. Since taking on the General Electric line some three months ago, the Levys—both Mr. and Mrs.—have never ceased to expound the merits of the new 1937 Triple Thrift G-E refrigerators and Triple-G ranges. "They save on price, cost and upkeep," says Sam, "and when folks learn the vast improvements that have been made to slow up the meter, they'll be discarding older models and banish all fear of the monthly electric bill."

## BAFFLING BLAKEMAN

Fellows like Roland Blakeman, of the RB Cut Rate Drug, are the kind that made liars out of the press . . . as witnesses the following:

Last week I remarked here that Roland was a rabid fisherman, was tugging at the leash to go to a fishing. I also stated that he found no time to do so, (the which I was informed by aforesaid Mr. Blakeman).

Well I'll be dad-gummed and non plussed if Roland didn't spend last Saturday—two days after publication—out in the ocean and staggered back home with enough barracuda to supply "da bootch" at the A & P for three weeks.

## GOODLY GADGET

Eddie Cordero, who labors long and hard for the National Home Appliance Co., has installed a talking apparatus that operates between the new store and the old one three doors away, (the old one, being used as an appliance department and repair shop). Eddie's gadget really works, was made from scrap by Eddie himself, gives instant communication between the two establishments. Congrat, Ed.

## WONDERFUL WRIGLEY

There has come to my attention lately the greatest gum chewing woman in the world. Would you believe it . . . she chews SIX packages of Spearmint gum daily!

I refer to the lady, who every night on the Wrigley radio hour, asks Scattergood Baines for "a half dozen packages of Wrigley's Spearmint Gum."

She obviously has no regard for the limits of our credulity. The least she could do would be to ask for Juicy Fruit or Doublemint. She might even throw the program in an up-pour by asking for Beech-Nut . . . anything to get away from Spearmint.

## HARDER HELPS HELP

Fred Harder, able independent operator of the General Petroleum station at Sartori and Post, announces in this week's Herald that he is herewith establishing Union hours and Union wages.

This move of Fred's is costing him no little coin, as he is dropping salaries and reducing the number of hours each man works.

Fred is to be congratulated on this attitude toward labor. If more employers of their own volition raised pay and shortened working hours there would be far less unrest.

# Torrance Herald

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SECTION C

Society Sports-Theatres

\$2.00 PER YEAR — SINGLE COPY 5c

## DIAMONDS BY HUNDREDS USED HERE

### Obscure Firm has National Prestige

A pleasure trip into the desert country a dozen or so years ago launched a Torrance industry that consumes more than 200 karats of diamonds a month.

From devising an entirely new method of perfectly shaping and polishing petrified wood and semi-precious stones, the father-son owners and operators of this little-known concern have produced a machine which is in great demand by such nationally-known institutions as the U. S. Navy, California Institute of Technology and the Bakelite corporation.

This industry is the Felker DiMet Saw company, W. A. Felker, the father, and Max Felker, the son. Their plant, to which an office section is now under construction, is located on Emerald street, just off Hawthorne boulevard. Rarely mentioned in Torrance "booster" literature, it is hidden away beside a hedge of tall cypresses.

Started As Gem-Cutters But if Torrance people do not know the Felkers' factory, that lack of knowledge is not a bar to the operators' prestige in the world of science, arts and crafts. Their principal product, a patented machine that is especially adapted for cutting tile, glass, non-laminated plastics, porcelain, refractories, semi-precious stones and the whole world of vitrified products, is a thoroughly proven time-saver.

The story of the Felker company's origin is like a romance in science. Max Felker, then a student attending U. S. C., accumulated a collection of petrified wood, Jasper, blue agates and blood stones on a desert trip in 1924. He wanted to cut them up into pen-stands, book-ends and paper weights but he learned that his designs could only be worked out in Germany by the skilled and expensive gem-cutters of that country.

His father, who is a chemical engineer, encouraged him to find some method whereby the desert collection could be turned into saleable merchandise. The pair began to collaborate on a machine for cutting and polishing the stones. Their inventive genius produced such a machine, using a saw impregnated with

diamonds. They went into the gem-cutting business.

3 Hours to 15 Minutes They only met fair success in this venture. Dress-sets, pen-holders, beautifully-colored clasps, massive bookends—all brilliantly marked by nature's hues in stone—petrified wood's multi-tones of browns, agate's varied blues and blood-stone's shades of red—were made up and mounted. But the gems were too expensive for milady, costing an average of \$60 for a dress set.

The Felkers turned their invention into more practical use and thus began six years of testing, researching and practical field operation with their power-driven saw that quickly won wide recognition. They

(Continued on Page 8-C)

### Change Order on Civic Building Delayed by City

What City Engineer Frank R. Leonard described as a minor change in the structural details of the new Civic Administration building, now under construction adjoining the Civic Auditorium, was approved by resolution of the city council Tuesday night.

Details of the change order, which will be submitted to the Public Works Administration at once, were not available, he said, but were requested by the architects, Walker and Eisen. The change will not delay the construction of the \$19,790 structure, Leonard said.

Although no date has been set for the opening, remodeling of the store to suit the concern's requirements is already under way. Special shelving is being installed to hold the great tire supply the store will stock.

Other fixtures, especially designed by Western Auto engineers for the customer's convenience in making purchases, will also be installed.

### Western Auto Equipping New Store in City

Another step in the progress of this city is seen in the recent announcement that the Western Auto Supply company, national famous auto accessory firm, will open a store at 1273 Sartori ave. Claude Roubush, field superintendent for Western Auto, has visited this city several times and personally selected the site for the new store. The firm is the oldest and largest exclusive retailer of its kind in the West.

"It is with full faith in the future of this city, and in keeping with our policy of constantly expanding our service to Western motorists that the Torrance store is being opened," Roubush asserts. "Considerable care has been exercised in choosing a location here, and we feel that car owners in Torrance will appreciate the accessibility of the store and shopping convenience it affords."

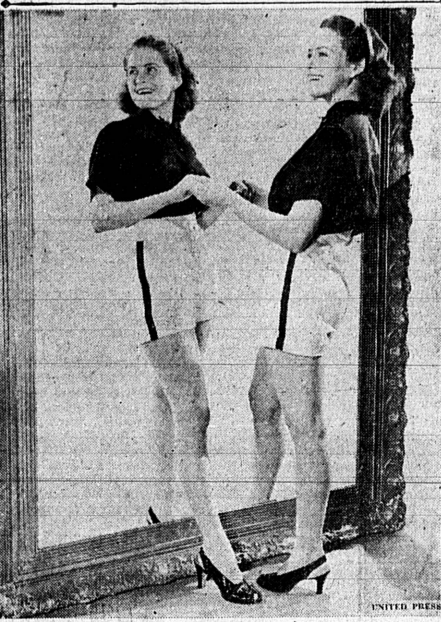
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### Lodge Groups at Joint Ceremonies

Eighteen members of Torrance lodge No. 33, A. O. U. W., attended the joint installation ceremonies Monday night which were participated in by the three Los Angeles lodges Torrance, Glendale, Hollywood and Pasadena. George Figueroa was seated as worshipful master of the local unit.

### It's Not Done With Mirrors



So closely do Gloria and Barbara Brewster resemble one another that it is necessary for one to step through a mirror to tell that both are real and that one is not a reflection. Both are starlets in Hollywood.

### THS Alumni of '34 Plan Reunion

Torrance high school alumni, members of the Summer class of 1934 are looking forward to their annual reunion and outing which will be held Sunday, June 6. The place will be W. S. Wright's cabin in Kagel canyon. Wright was advisor of the class when it graduated, 73 strong. Last summer about 35 members participated in the reunion.

### Pomeroy Asks Funds to War On T. B. in County

There are enough children with tuberculosis attending schools throughout Los Angeles county to fill another institution as large as Olive View Sanatorium, county officials were told by Dr. J. L. Pomeroy, county health officer, in asking for funds in next year's budget to wage war on the disease.

Chairman Roger W. Jessup asked that a recommendation be obtained from the Los Angeles County Federation of Parent Teachers, before the board is called upon to consider the health department budget.

The health department budget will be taken up next Monday, Jessup said. The health budget is one of the larger departmental requests to be considered. At the end of the week, the largest budget taken up was that of Olive View sanatorium, which is under the jurisdiction of the county charities department.

READ OUR WANT ADS

### School Budget is 9 Million Bigger Than Last Year

More than \$9,000,000 larger than last year, the tentative budget for the Los Angeles city school district for 1937-38 is to be considered by the Los Angeles board of education Monday night, May 17, according to Harry M. Howell, budget director.

Total of the new budget, presented to the board late last week, was \$41,711,000. This year's final budget was set at \$34,609,000, showing an increase of \$7,102,000. Added to the \$41,711,000, however, is a request for \$2,484,000 additional, received from section heads and divisions and organizations. Most of this would be required to restore the remaining 6 1/2 percent of the salary cuts for teachers.

Cash reserves of \$1,700,000 are provided for in the new budget, as compared to \$1,600,000 last year. The \$41,711,000 is made up of \$21,775,000 for high schools, \$18,209,000 for elementary schools, \$1,841,000 for junior colleges, and \$2,354,000 for the elementary building fund. Capital outlays of \$2,519,000 are planned for high schools next year, and \$516,000 for the junior college, according to the budget.

Restoration of teachers salaries to the pre-depression level is urged by the Affiliated Teachers' organization. The 10 percent cut was reduced to 6 1/2 percent by a 3 1/2 percent restoration last year, and the teachers hope to get back the other 6 1/2 percent this year.

Soviet Art Show MOSCOW (U.P.)—The first "art salon" opened here has marked its first anniversary.

1929 CHEVROLET Coach—Clean inside and out—good rubber—new paint—motor recently overhauled—A Real Buy at \$135 this price.

1931 FORD TUDOR SEDAN—Has trunk and good tires—paint excellent. In A-1 shape. Compare this with others at this same price. We defy competition on this one. \$185

1931 BUICK SMALL 8 SEDAN—New Paint—New Tires—upholstery good and clean—a bargain at the asked price. See this one today—Specially low priced.

THREE 1934 CHEVROLET COUPES—All in excellent mechanical shape and thoroughly reconditioned. Two have brand new paint and all are in tip top shape. See these now!

1935 CHEVROLET PICKUP—The ideal car for light delivery purposes—original paint good—very clean—tires excellent—will give dependable and economical service.

1934 CHEVROLET TWO-DOOR COACH—A beauty that will take your eye instantly—mechanically perfect—a real buy at the low asked price.

Remember: see your Chevrolet Dealer FIRST and you'll SAVE MONEY on any Used Car you buy!

Here are just a few of the amazing values we are offering this week

- 1933 P. D. PLYMOUTH SPORT COUPE — Brand new paint and upholstery — will make an ideal car for anyone — Runs like new. See this one \$295
- 1934 CHEVROLET TWO-DOOR COACH — You'll appreciate owning a d driving this one—tires are like new, original paint in top shape, motor overhauled. A real buy.
- 1930 CHEVROLET COUPE—New paint and upholstery — thoroughly reconditioned motor and all mechanical parts. Good tires—an honestly GOOD buy! Priced to sell immediately.
- 1928 FORD COUPE—this one will give much cheap transportation. Makes a perfect "work" car—Price includes Tax and License. \$99
- 1928 FORD COUPE—You can't miss on this one — Specially low priced—in good running condition. Included Tax and License. \$99
- 1936 CHEVROLET PICKUP that will give years of service. Sold with "an O. K. that counts". Motor just reconditioned. Clean inside and out. Priced to sell quickly.
- 1934 CHEVROLET SEDAN—In excellent shape all around—6 wire wheels, beautiful tan color, has had easy treatment—many miles left in this one. Priced low.
- 1936 CHEVROLET SPORT SEDAN — This is SOME buy! Has trunk, excellent rubber, like-new Trebach upholstery—it's hard to tell this one from a new car. Priced very low.
- 1934 CHEVROLET SEDAN —has 4 brand new tires, motor purrs like a contented kitten, no body squeaks or rattles. Every mechanical part has been checked and double checked.

## BUY WHERE MILLIONS ARE BUYING

1934 1,160,231 people bought used cars from Chevrolet dealers in the United States	1935 1,425,209 people bought used cars from Chevrolet dealers in the United States	1936 2,019,839 people bought used cars from Chevrolet dealers in the United States
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Ed. Thompson  
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HANDY UTILITY DRAWER—Gives ample storage space.  
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