

WESTERN AUTO OPENS
Let Shop Talk this week congratulate the Western Auto Supply Co. on their splendid new store on Sartori Ave. Opened last Tuesday morning, the newest Torrance establishment will hold the formal opening and big sale this week-end.

To Manager Murchison and his staff all due credit. They have done a fine job of decorating and stocking the new place and Torrance can well be proud of it. More first class businesses like Western Auto are needed in this community. The more there are, the better business will be for every merchant. What Torrance should do is to aim to make this city a shopping center for citizens for miles around.

CASING CONTEST

Manager-Owner Mosher, of the Torrance Tire & Retreading, inaugurated last week a novel drawing for a free retread whereby a selected group of 25 persons (different each week) are asked to sign a pledge that they will be present at his business, 1618 Cravens, no obligations attached, on the following Saturday at which time a retread, value \$5.70, will be given away absolutely free. By limiting the number for each drawing, the odds of winning are measurably greater; by the same token Mr. Mosher is able to show them about his plant, explain his methods, invite questions and criticisms.

Each weekly ticket holder is also eligible for the grand award of four spanking new retreads to be given away on July 17.

The first drawing was quite successful, the second Mr. Mosher hopes to be even better.

LEPKIN LINES UP

Without a brick being tossed thru his window or even without any coercion of any kind, amiable Jake Lepkin, Torrance Tailor, announces this week that his tailor shop will hereafter and until further notice operate with and in accordance of Union rules and regulations. (Alas! that some fancy terminology!) Union labels, of course, will go in every one of the exceptionally high class suits Jake turns out, will bear witness to the fact that here was a merchant who foresaw the handwriting on the cloth, beat the boys to the punch.

And speaking of Unions, many will remember when two pieces of merchandise, work clothes and loaves of bread, displayed most prominently their Union labels. When bread was delivered to the grocer like stove wood and without wrappings, and sold to the customer with a small piece of paper wrapped around the middle and both ends sticking out, I distinctly remember the union label imbedded in the end of the loaf. And I recall, too, that this, to me unnecessary system irked me no end. Sometimes, when sliced, you got the label in your mouth. If you were careful and removed it you had to sacrifice a goodly portion of the crust, to us kids the only tasty part of the entire loaf.

But gone are them there days when a giant loaf cost a nickel and all nice people ate only white bread.

FIRE FIGHTER FOLDS

Sam Levy, the man who had a workman rip a hole in the partition between his old and new building big enough to accommodate a squad of men marching four abreast, and a few days later had it plugged up again, related the other night as the town siren atop the fire house was driving everyone insane, an ancient yarn about the time HE was a fireman in Torrance.

As the story went, Sam was a nozzle man. He carried around a mammoth nozzle, the Sam didn't say if anyone else was near him with the hose. Anyway, it was Sam's duty to cart about this nozzle and spray things and stuff, if and when said things and stuff ever caught afire.

All went well until they had a fire, and what a fire. The call came from an oil plant near Lomita where, for no apparent reason, the inside of a huge 60-foot tower was ablaze. It is said that Sam wanted to take things easy and wait until the fire got on the outside... it would then be much easier to spray with his nozzle. After much dithering pro and con Sam was overruled, and by the promise of a free gallon of nice fresh Kosher pickles, Sam was persuaded to heave his anchor as well as his portly frame up the tower and spray the blomin' fire from the top.

To make this story complete and to be fair to Sam we should (Continued on Page 2-B)

Torrance Herald

TWENTY-THIRD YEAR—No. 19.

TORRANCE, CALIFORNIA, THURSDAY, MAY 20, 1937

SECTION B

Society Sports-Theatres

\$2.00 PER YEAR — SINGLE COPY 5c

OUTFALL SEWER SECTION ACCEPTED

Submerged Portion in Ocean Complete

Acceptance of the submerged section of the \$2,750,000 White Point outfall sewer project has been voted by the directors of the county sanitation districts, it was announced this week by A. K. Warren, chief engineer. Torrance is served by the sanitation districts.

The submerged section involved the laying of 5,000 feet of six-foot sewer pipe on the bed of the ocean with the aid of barges by Merritt, Chapman and Scott, at a cost of \$525,475. The actual cost was \$250,000 below the estimated cost.

Only incomplete portion of the outfall, which extends through the Palos Verdes Hills for approximately five miles in a tunnel that was bored through without mishap, is the lining of about 5,000 feet, near the center of the tunnel project. The tunnel section was started two years ago, the sanitation districts having received a substantial Federal grant from the Public Works Administration.

Drainage Claim Filed

Early September will see the large project completed, and the sewerage disposal facilities of the sanitation districts more than doubled. The disposal plant now in operation at Davidson City will be connected with the new tunnel and submerged section sometime this summer. Work on the northerly, or first unit of the sewer project was delayed last February when storm waters overflowed into the tunnel near Lomita boulevard and Vermont avenue. Claim for \$32,000 damages was filed with the board of supervisors this week as a result of the incident.

It was asserted that the culverts provided by the road department were too small, permitting water to back up and overflow into the tunnel. Shofner and Gordon are the contractors who filed the claim with the supervisors.

Kiwians Hear Judge Dawson

Judge Leroy Dawson of Los Angeles was the principal speaker at the Kiwanis club Monday night when Henry F. Ulbright was program chairman. Kirk Hill, president of the Kirkhill Rubber company of Los Angeles, was master-of-ceremonies introducing an old-time medicine show act and the magistrate. Al Robinson will be in charge of the program next Monday night at Daniels Cafe.

SCAN SPUD SACKS

Sacked potatoes offered for sale in California will receive close scrutiny from the division of weights and measures. Assorted short weight practices in some quarters led to the decision.

Well Folks,

All I know about Fishing is what Folks tell me and they say it's good. I have the Tackle to get them.

I am having a great run on Sherwin-Williams Paints. I Notice that most folks have found that cheap paint doesn't stand up and now they are demanding the best for inside and outside.

It costs just as much to spread cheap paint as good paint and the good paint lasts three or four times as long.

I can't sell Cheap Cutlery or Shears, or Cheap Tools of any kind. My customers want the Best.

WORRELL
THE HARDWARE MAN
1517 CABRILLO
Phone 167-M

Unique Mystery Holds Lessing's Close Attention

Until City Judge Robert Lessing began exhibiting a new type of mystery thriller that he purchased the other day he didn't know he had so many friends. All who have seen the book, known as "Crimefile No. 2—File on Rufus Ray," are eager to borrow it from the magistrate, who is now spending his leisure moments attempting to solve the mystery of who should be indicted for the murder of Rufus Ray.

The volume is one of the most unusual publications ever printed and is said to be climbing into the best-seller class. It is a portfolio of a murder case and consists of photostatic copies of New York police reports on the crime from its inception. Original hand-written documents, photographs and even actual clues in the form of a white pearl button, real cigar ash in a transparent envelope, real confetti found near "the body" are all contained in the file, each in its correct order as it might have been received at police headquarters.

The file forms a complete dossier of a crime and the mystery is presented to the public in exactly the same sequence as it was unraveled by police. Photos of living people take the place of descriptions of characters which appear in an ordinary novel and clues are liberally scattered throughout the reports. The concluding pages of the "Crimefile" are sealed with this notation:

"Do not break this strip until you have decided on the evidence given what name should be written on a blank indictment." Judge Lessing says he already has a waiting list of a score of friends who want to borrow the volume when he finishes his study of its engrossing contents and attempts to solve the mystery.

Opening of Sheet Mill Was Big Event Decade Ago

"Hail, Columbia!"
"The Mill's Running, Columbia's the Gem of Motion."
"Every Hearth in Torrance is Open for Columbia Steel."
"Famous Triple Plays—Pittsburg to South San Francisco to Torrance!"

These and many other jubilant phrases were paraded on great banners thru the streets of this city 10 years ago yesterday as part of the big celebration marking the opening of Columbia Steel's \$2,000,000 sheet mill here.

"Combining civic spirit with community pride, 5,000 men and women of Torrance yesterday

morning forged a lasting bond of goodwill between their city and the Columbia Steel company when they welcomed the opening of the new sheet mill in a demonstration that was by far the greatest public celebration ever held in Torrance," reported The Herald a decade ago.

All Stores Closed

The parade was the first event on the day-long program that was climaxed by the running of the first sheet of steel thru the new mill. May 18 was a real "red letter day" in this city because it also was the anniversary of the opening of

Jared Sidney Torrance Memorial hospital.

W. L. Booth, then manager of the steel plant, announced two days after the celebration that the men of the 12-inch mill stepped out on May 18 and established a new Pacific Coast production record when they turned out 171.38 net tons of 3/4-inch square deformed concrete bars.

A barbecue at noon was another highlight of the opening ceremonies. C. E. Freeland was superintendent in charge of the new mill. All business firms here closed three hours during the day to allow all workers to

Compton Alumni Meet On Friday

Homecoming Day, an opportunity to renew old acquaintances the time to recall old memories and meet old friends and instructors, is to be held at Compton Union high school and Junior College when all alumni are invited to gather on the campus tomorrow, Friday.

participate in the festivities, and many notables came from outside the city to join the celebration.

NOW, AIR-CONDITIONED REFRIGERATION for EVERYONE!

New 1937 Grunow Offers Advantages NEW to Refrigeration!

FOUR REASONS WHY EXPERIENCED HOUSEWIVES PREFER GRUNOW

- 1 FOOD ODOR PREVENTION due to Air Conditioning "Aeration."
- 2 FASTER FREEZING 1 1/2 to 3 1/2 hours faster than others.
- 3 UNIFORM SHELF TEMPERATURE Perfect food preservation on every shelf.
- 4 DOUBLE ICE CAPACITY 16 pounds (168 cubes) even in lowest-priced Grunow.



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EARL H. FORBES, PONTIAC DEALER
has installed the newest, most modern equipment for scientific Lubrication with

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• ABOVE is a picture of Earl H. Forbes' Walker Electric Lift, the newest and safest lubrication lift made, recently installed at the Pontiac salesroom, 1528 Cravens. Right is George Forbes, factory-trained lubrication expert, who, after many years in the business, is able to turn out a lubrication job that is thorough and scientific in every respect. He will use only General Petroleum's famous Mobil Products.

Earl H. Forbes » Pontiac Dealer « 1528 Cravens, Ph. 895



GOODRICH DROPS BOMBSHELL INTO LOW-PRICED TIRE MARKET

WHY BUY SHORT-MILEAGE, BARGAIN-BUILT TIRES WHEN YOU CAN NOW GET GOODRICH QUALITY AND MILEAGE AT SUCH A LOW PRICE?

THE WAR against "gyp" low-priced tires is on with a bang. Goodrich has made a sensational entry into the low-priced field with the Goodrich COMMANDER, a high-quality, long-mileage full dimension tire that has motorists all over town talking and buying.

Commanders are made by the same engineers who build Goodrich Safety Silvertowns. Our shipment of Commanders has arrived fresh from the factory and at these rock-bottom prices we're expecting a landslide business. If you're looking for a low-priced tire that you can depend on let us equip your car with Goodrich COMMANDERS before prices go higher.

BUY NOW BEFORE PRICES GO UP		
\$5.55	\$5.65	\$6.05
30x3 1/2	4.40x21	4.50x20
\$6.35	\$6.70	\$7.20
4.50x21	4.75x19	5.00x19
OTHER SIZES IN PROPORTION		

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