

## SHOP TALK

By  
RAY BROOKS

### AUTO DEALERS GET NEW BUSINESS HOURS

In the Herald this week is an announcement that is spanning good news to many a weary automobile salesman and mechanic, who, because of the highly competitive business in which he is engaged, has been forced to work long, tiresome hours, Sundays and holidays included.

With this announcement of shorter hours, however, there begins a New Deal in the automotive game that promises to benefit all, make it a lot more pleasant for those concerned. Signing their John Henry's to the announcement were Schultz & Peckham, Ed Thompson, Mullins Service, Torrance Auto Sales, and Slattery & Walsh, new Torrance Pontiac dealers who replace Earl Forbes.

The schedule of new hours is as follows:  
Shop, parts and service departments: Monday to Friday, 7:30 a. m. to 6 p. m. Saturdays, 7:30 a. m. to 1 p. m.  
New, used and truck sales departments: Monday to Friday, 8 a. m. to 8 p. m. Saturdays, 8 a. m. to 6 p. m.

### UNITED WE STAND

Applying to the appliance business the old saw 'in unity there is strength' Modern Appliances, which for more than a year has operated in Torrance, first on Sartori avenue, then on Marcelina, folded its tent like the Arab and quietly stole away to Lomita to be absorbed by the Lomita Home Appliance Company. The latter company is owned by the same man, Les Farrar, and convinced was he that as one store the firm could give better service and greater considerations to its many customers and friends.

Manager Earl Bourke, of Lomita, promises every courtesy to customers of the former Modern Appliances and wants all prospective buyers of Stewart-Warner refrigerators and other lines to visit the Lomita office.

### BALAAM'S BAR

Opening in the new Balaam (at least the owner L. B. Balaam hopes so) will be a swank cocktail room, bar and cafe at the corner of Cabrillo and Carson, in the building George Probert's Torrance Pharmacy occupied for so many years. Owner-operator Balaam was previously in the same line in Lynwood, did well there but believed Torrance offered greater possibilities. The new night spot will be called the Five Points Cafe.

### JUSTICE WILL BE DONE

Townpeople in general and merchants in particular will welcome the news that a justice court will convene in Torrance every Thursday afternoon at 2 o'clock for the consideration of criminal cases and civil claims up to \$1,000. Judge Frank Carrell, of Gardena, will preside, while City Judge Robert Lessing will act as clerk.

The facilities afforded by a justice court will benefit the merchants to quite some extent. Heretofore, business men have had to trot to Gardena for all court services. Now they can sue and be sued merely by stepping to the city hall. At least the new set-up gives merchants a chance to collect on bad debts with a minimum of inconvenience and red tape.

### SMALL BUSINESS BEEF

Not new to the city council chambers is the request made last week that a change be made in the cost of a city license to do business in Torrance. Previous councils have been harassed many times, always shied away from the problem like it was a hornet's nest.

Agitators for the change are usually small business men who feel that smaller businesses should be given a lesser rate than the present \$12 per year. Two substitute systems have been advanced. One is that the merchant pay on a sliding scale based on his gross volume. Another is that rate of payment be gauged by the number of employees. One is about as good as the other, but councils have discouraged any attempt to change the present method simply because of the enormous amount of bookkeeping and clerical work which such a change would demand.

But any departure from the flat \$12 per year would entail added expense to the city, which increase in operation would have to be charged back to the general fund. By all rights this additional should be tacked on to the merchant's yearly license fee. In that case he would be no better off than before.

Certainly the most simple solution would be to let well enough alone.

# Torrance Herald

TWENTY-THIRD YEAR—NO. 26.

TORRANCE, CALIFORNIA, THURSDAY, JULY 8, 1937.

\$2.00 PER YEAR — SINGLE COPY 5c

## 2,000 CELEBRATE HERE ON MONDAY

### Park Events and Dance Make Hit

With music, oratory, sports events and dancing Torrance celebrated Independence Day Monday when approximately 2,000 residents and visitors thronged the city park, ball diamond and, in the evening, gathered at the Civic Auditorium for a free dance. The entertainment was free to all, thru the courtesy of the city and most of the civic, social and fraternal organizations.

Even the lack of fireworks in the evening failed to diminish the size of the crowd which enjoyed celebrating the Fourth at home without having to "buck" traffic to and from other parts of the Southland. The principal speaker of the day was J. B. Heath, head of the bureau of traffic safety for the Los Angeles police department. His address stressed the necessity of retaining one's patriotism and love of country thru the troublous events of the present day.

Starting at 10 o'clock with a series of sports events for children and adults at the city ball park, the program continued until midnight when the dancing to Tom Ulrich's seven-piece orchestra ceased. The winners of the sports events were: 50-yard dash for boys 6 to 8; Wayne Hale and Billy Floyd, tied and each of them won three milted milk certificates.

### Races Hold Interest

Fifty-yard dash for girls 6 to 8; Mary Lafferty, first, winning a handkerchief; and Nell Irene Hecht, second, three milted milk. Dash for girls 8 to 10; Mercedes Chasser, box of candy, and Deloris Fulton, three milted milk. Dash for boys 8 to 10; Johnny Erickson, ball, and Billy Deitland, three milted milk. Dash for boys 10 to 12; Ernest Floyd, tie set, and Billy Sharnan, three milted milk. Dash for girls 10 to 12; Irene Hippick, manure set, and Betty Welch, three milted milk. 75-yard dash for boys 12 to 14; Edward Dow, \$1.00 merchandise order, and Bobby Lowellen, three milted milk.

The girls' base-running contest was won by Carol Nauty, who received a camera, while Virginia Hall, second place winner was presented with a pair of stockings. Richard Pearson won a watch for excelling in a boys' bicycle potato race and Don Townsend, second place, received a flashlight. One of the most amusing of the events was a women's pyramid-can race. This was won by Willa Phebus, who received a cake set, while Mrs. Bishop, second place winner, was given a smoking set. The men's 75-yard dash was taken by Cecil Smith, who was given a smoking set.

Band Gives Concert  
All of the prizes were donated by local merchants and Dale Riley, recreation leader who arranged the program, expressed his thanks and appreciation to them and those who assisted with the celebration plans. Riley served as announcer while Robert Lowellen was the official starter.

Following a picnic lunch period, a double-header baseball game was played at the park. The Moose lodge and a team representing the Legion clashed with the Moose winning, 19 to 18, in the 11th inning. In the second game, Cecil Smith's team defeated a squad recruited by Gale Whitaker, 6 to 1.

The municipal band, under the direction of Charles Chaplin, presented an hour's concert and received much applause. L. J. Gilmeister, secretary of the Chamber of Commerce, introduced Speaker Heath after the concert. While the address was short, it contained a message of real interest to those who heard the police official. He urged his listeners to uphold all American ideals and have no traffic with those who would substitute a communistic form of government for our democracy.

The dance in the auditorium began at 9 o'clock and attracted a large crowd. The city paid for the music.

**YOU CAN'T BUY**  
For Less, Any of the 115 Trade Marked Brands of Drug Needs Advertised in Our Big Circular Now at Your Door  
Your Money Back If You Can!  
**DOLLEY DRUG COMPANY**

### Dr. Racer Opens Unique Museum At Lomita Home

A collection of interesting antiques, Indian relics, ancient specimens in stone, clay and metals and insects that has taken the owner many years to accumulate is now on public exhibition for the first time in Lomita.

Housed in a new building at the rear of his home at 1718 Redondo-Wilmington boulevard, the museum pieces are the property of Dr. F. H. Racer, well-known longtime resident of the neighboring community. Recently, Dr. Racer opened his museum and entertained a number of guests at the first showing of his collections.

**Open to Public**  
Few men in California have such a large and historically accurate and interesting display, and the medico's fellow members of the Archaeology Society of Southern California regard his possessions with great pride.

The mounted insect display is one of the outstanding points of interest in the museum. This includes many specimens from Southern Arizona and a number of rare insects which are the envy of entomologists who have seen his collection. Dr. Racer states that he would be pleased to have anyone interested call to see his museum pieces.

### Legion Nets \$300 On Fireworks Sale

More than \$300 was added to the building fund of the local American Legion post from the sale of fireworks for the Fourth of July, according to Adjutant Tom Ebbitt, yesterday. The fireworks were sold from four booths located at strategic points in the city and the sale was under the direction of Commander Pat Boyle.

Benner urges all residents to read the burning permits issued them and abide by the regulations. Howard Jones has been made a member of the No. 2 company, having passed all tests and shown willingness to work as a volunteer fire-fighter.

**PURCHASE EQUIPMENT**  
A generator to be used at the city park to run the hedge-clipping machine was ordered purchased at a cost of \$115 by the city council Tuesday night.

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### Taxpayers May Scan Assessment Books Now and Ask Adjustments

#### Catching Distress Signals



Karl Pierson and Walter McInenany, Los Angeles radio operators who were the first on the mainland to pick up what were believed to be SOS signals from Amelia Earhart from somewhere in the Pacific. Later distress signals, picked up on a set similar to theirs, reported Amelia's plane sinking.

### Council Surveys Tree Removals

Members of the city council inspected two residences late yesterday afternoon in response to requests for tree removals. They will act on their findings at the next meeting. Trees were wanted out at 804 Amapola and 1024 Amapola avenue.

**Rain & Rain Serve Snow**  
FAIRBURY, Neb. (U.P.)—George B. Snow has filed suit for divorce in court here. He was represented by the law firm of Rain & Rain.

**Clam Shells Carved**  
HOLLEY, N. Y. (U.P.)—Mabel E. Smith's hobby is carving animals and birds out of Florida clam shells.

**Baby Born With 16 Teeth**  
MERIDEN, Conn. (U.P.)—A baby boy born in Crosson hospital here had a full set of teeth.

## Enjoy Life!

A pleasant examination may open the door to greater happiness.

Make sure your eyes are right!

### EASY BUDGET TERMS

Dr. ALDEN W. SMITH  
OPTOMETRIST WITH

**HOWARD'S JEWELERS**  
TORRANCE

1503 CABRILLO

PHONE 411

## WHY -- go through another Summer without

### ELECTROLUX

#### The Modern Gas Refrigerator

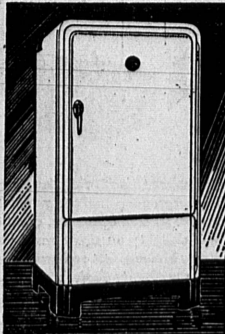
- ELECTROLUX freezes in Silence
- ELECTROLUX operates at low cost year after year
- ELECTROLUX pays for itself in food savings
- ELECTROLUX is Silent for its entire life because it has no moving parts to wear.



MODELS AS LOW AS \$159 EASY TERMS

### Torrance Plumbing Co.

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



NEW Air-Cooled  
ELECTROLUX  
THE SERVEL Gas REFRIGERATOR

## The Automobile Dealers Of Torrance Announce

# NEW BUSINESS HOURS

EFFECTIVE SATURDAY, JULY 10

### Shop, Parts and Service Departments

MONDAY TO FRIDAY 7:30 A.M. to 6 P.M.  
SATURDAYS 7:30 A.M. to 1 P.M.

### New, Used Car and Truck Sales Departments

MONDAY TO FRIDAY 8 A.M. to 8 P.M.  
SATURDAYS 8 A.M. to 6 P.M.  
All Depts. Closed Sundays and Holidays

Our Employees Sincerely Thank You for Your Cooperation  
In Making These More Reasonable Hours Possible

Ed Thompson Slattery & Walsh  
Torrance Auto Sales Mullin's Service  
Schultz & Peckham