

SHOP TALK

By RAY BROOKS

CHOICEST WORMS FOR EARLY BIRDS

To the end that residents of this community may be given the opportunity to do their Christmas shopping early and thereby take advantage of the new, modern method of buying the "Lay-Away Plan" nine Torrance merchants pooled their efforts this week in two pages of advertising—seen on pages 4-B & 5-B of today's Herald.

They sincerely believe that they have merchandise in quantity large enough, in quality high enough, in price low enough to merit the consideration of all Christmas gift buyers in this and surrounding towns.

They believe, and are right in their belief, that they have services, conveniences and a personal touch that holiday shoppers get nowhere else.

Between them they represent dozens of the finest, most famous nationally advertised lines of merchandise it is possible to buy and at prices THE SAME IF NOT LOWER than those obtainable ANYWHERE ELSE... Los Angeles included.

To make it convenient to buy & easy to pay for, these nine merchants are offering a system of payment that is rapidly gaining ground in the country's methods of paying bills. It is the "Lay-Away Plan," whereby a purchase is made, the earlier the better, and the merchandise set aside with a small initial payment to be followed in intervening weeks by additional amounts until the price in its entirety is paid. All of these nine merchants will gladly work out a payment plan by the week so that a Christmas gift purchase can be bought now and COMPLETELY PAID FOR BY CHRISTMAS.

Of course, many of these offers extend credit after Christmas. In this way a purchase not completely paid for by Xmas can be cleaned up early in the new year.

Thousands have found the "Lay-Away Plan" to be the solution to heavy Christmas bills. It is a service well worth considering... AND YOU PAY NO INTEREST OR CARRYING CHARGES!

But in any event... whether you use the "Lay-Away Plan" or not, FOR YOUR CHRISTMAS SHOPPING... TRY TORRANCE FIRST!

BABY BARBER

Congrats to Barber George Morton and Mrs. M. on the arrival of eight howling pounds of masculinity last Friday at the Torrance hospital. "This said the boy arrived with a pair of shears in one tiny mitt and a shaving brush in the other."

WANTS ONLY THE BEST OF EACH

Mary Jane, lovely young daughter of Bill F. (for France) Stetman Haynes, ad manager of the Redondo Daily Breeze, remarked to her mother that as far as religion was concerned she would prefer to be a Baptist because "you can go swimming after Sunday School" but she also would like to become a Catholic because "you get the beautiful pray beads," but after all Christian Science has appeal because "you don't have to use mercuriochrome."

DRESSER UPPER

Proving himself quite handy with hammer and saw is Stanley Gilbert, now on the payroll of Harry "Fidelio" Credit Abramson. Stanley has slickered up Harry's Home Appliance in a very artistic manner, has constructed display shelves, back-grounds, etc. worthy of the most professional window dresser. His streamlined, modernistic window background is a darn good piece of work, considering the tools and material with which he had to work.

UNPROFITABLE PATRIOTISM

Reports filtering back from Los Angeles today reveal the rather sad fact that while the local merchants were expressing their patriotism by closing air tight on Armistice Day, the large metropolitan stores were wide open and doing a land office business. Actually, the L. A. merchants took special pains to advertise heavily many exceptional specials and bargains for that one day alone, deliberately cashing in on the knowledge that smaller towns around the metropolitan area would all be locked tight. As a result they drew trade for miles around literally packing their stores.

Paradoxically, this heavy buying, while it represents a certain loss to Torrance merchants who patriotically observed Armistice Day, carried a cheer-

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Torrance Herald

TWENTY-THIRD YEAR

TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 11, 1937

\$2.00 PER YEAR — SINGLE COPY 5c

SECTION B

Society-Sports Theatres

P. E. PROMOTES SHOP WORKERS HERE

Recommend Improvement of Narbonne

Recommendation that the county proceed with the improvement of Narbonne avenue between Redondo - Wilmington boulevard and 262nd street was filed with the board of supervisors this week by the County Special Assessment committee. The improvement is proposed under the County Improvement Act, the number of the district being 1012.

Liability Policy Offered City

Submitted by the U. S. Guaranty company "in event the city council is interested," a bid on general liability insurance for the city at \$3,300 gave the municipal board something to ponder over last Tuesday night. If such a policy is taken out by the city—covering nearly every kind of accident or damage claim that could possibly occur—it would be the first time in Torrance's history that such protection was taken against such losses.

Councilman Robert Deininger and City Attorney C. T. Rippey were asked by Mayor William H. Tolson to make a thorough study of the general liability insurance offer and report back to the council at its next meeting.

Unlicensed Sub-Contractors Endanger General Contractors

Torrance licensed contractors who read of it were keenly interested this week in a report of a recent District Court of Appeal case decision which caused the loss of \$1,108.63 to a general contractor. The contractor had employed a sub-contractor who was not licensed.

The sub-contractor satisfactorily completed his sub-contract and the general contractor paid him \$1,108.63.

The general contractor was later unable to secure all of his payments from the owner and therefore filed a lien. The owner refused to pay the lien for several reasons, one of which was that the general contractor had awarded a sub-contract for materials and labor to an unlicensed sub-contractor, which sub-contract was contrary to law and therefore invalid.

Held Sound Law

The lien was brought into

Two Retirements Cause Advances

Five veteran Pacific Electric shop workers here who were advanced in one of the most sweeping personnel shifts ever made at the plant were functioning perfectly in their new posts, according to announcement from the railway company this week. Two long-time P. E. employees retired to cause the advances.

She Sparkles



Betty Lou Knapp, drum majorette of the Fresno State College band, has a new innovation for night football games. She's wired for neon lights and cuts a fancy figure on the field.

F. E. Geible was selected to fill Superintendent Andersen's post on the executive staff of the Pacific Electric as of Nov. 1. Geible is a Pasadena native but holds an active membership in the Torrance Chamber of Commerce. He has been in the railway company's service for many years and prior to that was on the California State Railroad Commission.

George Evans of 1024 Portola avenue, has been promoted to the superintendency of the shops from general foreman of the erecting department. He has been a resident for 14 years and has been connected with the P. E. since 1920.

Kendricks for Ewing

A man whose record with the railway company dates from 1904, Edwin H. Pierce, has been advanced from mill foreman to succeed to Evans' former post. Pierce lives on Arroyo and has been a resident here for about 15 years. He is high priest of the Royal Arch Masonic chapter in Redondo Beach.

Jack Ewing's successor as foreman of the blacksmith shop is Thomas H. Kendrick, who lives at 720 Arlington avenue. Kendrick is a talented trombonist and a member of the Torrance band.

The retiring worker's seniority dated from 1922, under the National Railroad Retirement Act but he had seen many years of railway service before that year.

Thomas H. Moore has been promoted to foremanship of the carpenter shop from the ranks of the carpenter crew. He lives in Los Angeles.

BB Shot Sales Are Banned in County

Sale of BB shot and air rifles to minors is prohibited by a county ordinance, but pertains only to the unincorporated areas of the county, the county council's office explained this week in answering a query from hardware dealers. Written consent of a minor's parents or guardian is necessary if he is to buy any kind of firearms in the county territory.

Hospital Stunned by Huge Jump in Tax Bill

A familiar scene this week was:

Picture of a property-owner opening an envelope, extracting an orange-colored paper, popping his eyes as he reads some fateful figures and then...

Expelling some more or less forceful comment, the extent and volume depending on his ability to control his emotions.

In homes, offices, on street corners, in the postoffice and many other places that performance was repeated as John Citizen received his 1937-38 tax bill.

But none of the receivers' eyes popped more nor was comment more sincere albeit less forceful than those of and from members of the executive board of the Torrance Hospital association.

For they were reading a statement from the county tax collector that their assessment for the personal property within the confines of the nurses' home at 1416 Cota avenue was no less than \$373.15!

Misplaced a Decimal

That charge was fixed on the amazing property valuation of \$6,495 for furnishings which had been assessed at \$700 last year. Mrs. Willis M. Brooks, secretary to the hospital and a member of the association's board, is convinced that the great increase in both taxes and valuation is some mistake because no new furnishings have been added to the nurses' home during the past year.

"The county assessor's office staff must have misplaced a decimal point in those valuation figures and the real total must be about \$649," she declared. "I called the assessor's office but was told that there was nothing we could do about the mistake except to pay under protest, but even paying \$373.15 for the year would be a small increase over our payment of \$94.29 of last year is going to be hard to make."

Bills Show Increase

She exhibited previous bills which graphically show how the total levy has made some big leaps since 1935-36 but, with the exception of the personal property tax on the nurses' home, are still under 1934-35's peak. The comparative taxes paid by the hospital association on the Jared-Sidney Torrance Memorial hospital were: 1934-35, \$469.79; 1935-36, \$361.24; 1936-37, \$412.40, and this year's levy is \$436.76. The taxes (Continued on Page 6-B)

Seeks a King



Miss Artella Turley poses in Salt Lake City, where she soon will crown the king turkey gobbler of 14 western states for presentation to President Roosevelt for his Thanksgiving dinner.

School Children Enjoy Play Day

The Blues defeated the Reds, 104 points to 97, Wednesday morning in the play day program held at the high school field with more than 500 Torrance Elementary school youngsters participating. Principal Alex Verhusen was in charge of the event which included such sports as: one-legged races, partner dashes, soccer dribble, hoop rolling, stride ball, fetch and carry, cartwheels, jump rope and run and catch.

Street Cars Rare in Toledo TOLEDO (U.P.)—Street cars are rapidly becoming a thing of the past here. There were 288 street cars in operation here five years ago. Today, 65 are in service.

MWD Spreads 55 Million in Pay Checks

Construction of the 392-mile Metropolitan Aqueduct has resulted in 55 million dollars worth of direct employment benefits since the work was started in December, 1932, according to a report released yesterday by F. E. Weymouth, general manager of the Metropolitan Water District.

With the project approximately 70 percent completed at the present time, Weymouth's report indicated that on Nov. 1, pay checks amounting to \$55,000,000 had been distributed to the 33,000 men who have been employed on the aqueduct construction work since it was started. All of the men employed on the aqueduct are required to be residents of Torrance or one of the other 12 Southern California cities in the water district.

Being constructed to supplement local water supplies, the aqueduct will take a billion gallons of water a day from the Colorado river and transport it across the state of California to the cities in the district. Water district officials pointed out that rapidly increasing population and industrial demands for water, coupled with the low average annual rainfall, have dangerously depleted underground water reserves in the years.

Drainage Problem Rises As Race Track Paved

Paving of approximately 100 acres of the site of the new Hollywood Turf club's horse racing plant at Inglewood threatens to bring a serious drainage problem to the county road department and to the county surveyor's office, it was learned today.

The area was paved with decomposed granite and oil, for use as an automobile parking space, although the track has not yet been granted a permit by the State Horse Racing Commission. Water from the area, since it can no longer penetrate the earth, will flow southerly on Prairie avenue, and may inundate an area along Imperial highway.

Eventually the water will find its way into Nigger Slough, and may raise the water level in that stagnant pool which forms annually after the first heavy rain and last winter inundated several hundred acres of property along Avalon boulevard north of Wilmington.

Back Seat Driver Scores ARDMORE, Pa. (U.P.)—As her husband drove past a patrolman, Mrs. Joseph D. Smith shouted from the back seat: "Officer, arrest this man. He's too drunk to drive." Smith was arrested.

Metropolitan area during recent years.

"We're Sick and Tired"

of having our windows broken!! First, it disturbs our sleep. Second, any of the Watches stolen could have been bought for only \$1.00 down."

(Signed) HOWARD'S

P.S. We Still Have 103 New Models to Show!

HOW'S YOUR ROOF

Torrance Lumber Co.
CARSON & BORDER PHONE 61

CHRISTMAS TOYS ARE HERE.

A Small Deposit Will Hold Any Toy Until Christmas!

KIDDIE KARS	\$1.95
TOT'S TRICYCLE	\$1.95
RED WAGONS	\$1.25
SCOOTERS	\$2.45
TRICYCLES	\$6.45
AUTOMOBILES	\$6.95
DOLL BUGGIES	\$2.95
Lloyd Reed ROCKERS	\$2.95
BLACKBOARDS	\$2.95
TAYLOR TOTS	\$4.95

La Mode Furniture

(FORMERLY MILLER FURNITURE CO.)
GASTON J. ARCQ, Proprietor
1513 Cabrillo Ave. Phone 545

Hi, CORPORAL!

The old army game isn't all it's cracked up to be. I know, but you can bet the general's boots against a rusty cannon ball that Herald Want Ads fire a broadside that hits the bullseye!

CHEVROLET THE CAR THAT IS COMPLETE

Ed. Thompson
1600 Cabrillo Avenue Torrance Phone 592

Modern-Made Styling
Perfect Hydraulic Brakes
Genuine Knee-Action
All-Silent All-Steel Bodies
Valve-in-Head Engine
Fisher No Draft Ventilation
"You'll be Ahead with a CHEVROLET!"

Smooth-powerful-positive... the safe brakes for modern travel... giving maximum motorist protection.
(WITH SHOCKPROOF STEERING)
So safe—so comfortable—so different... world's finest ride.
(WITH SAFETY GLASS ALL AROUND)
Larger interiors—lighter, brighter colors—and Unsteel construction making each body a fortress of safety.
Giving the most efficient combination of power, economy and dependability.
Giving protection against drafts, smoke, windblown dusting, and ensuring each passenger individually controlled ventilation.
*ON MASTER DE LUXE MODELS ONLY
FOR 27 YEARS

Cars illustrated are Master De Luxe models except the Cabriolet