

SHOP TALK

By
RAY BROOKS

THANKSGIVING

Busting themselves next week will be millions of U. S. citizens as they stuff their gullets with turkey & fixin's. Pushing their chairs back from the Thanksgiving table they will grunt, groan, exclaim "Golly, I shouldn't have eaten so much," relax, unloosen their belts, fall into a pleasant sort of hypnotic funkus.

The women will set about the table emitting short pseudo-comic remarks, gossip, laugh, nibble bits of turkey left around the big skeleton on the plate. The men folks will rise from the table after the last cup of coffee, stretch, unbutton their vests, and the top button on their pants, light a cigar and without compunction for the stack of dirty dishes, stroll en masse out into the yard, there to swap yarns, lean against the house or the garage door, pick their teeth with a match they have whittled down.

There, my fransz, you have Thanksgiving!
Eat, stuff and be merry!
Never refuse a second helping!

ON HIS TOES

A pat on the back this week goes to young Bill Beustad, who has taken over the Shell service station at the corner of Carson and Border, next door to the Torrance Laundry. Young Bill has the only 100% Shell gasoline in town, has the only Shell gas-line for sale in this city, as a matter of fact.

Closed during the labor troubles at the laundry, the station has been dolled up, given several coats of bright Shell paint, looks neat and clean. The pat on the back, however, is due Bill because of his aggressiveness and enterprise. Finding it a bit slack while he builds up a business, Bill strolls over to the parking lot in front of the laundry every line a car drives in, cleans all the windows, wipes off the head lamps. All this, mind you, without your buying a pint of gas or a cup of oil.

If Bill keeps up this pace he'll build a business before he knows it. It's service that counts these days!

FOOTBALL FANS?

Shop Talk's Operative No. 7731-ZM reports that at the recent Loyola-Centenary football game "Spud" Murphy and Bob Delinger sat pop-eyed in the stands, not, as you may think, because of interest in the game, but simply because of a lonely pair of luscious young things from "way down south" who directed the cheering for the Centenary fans. "Spud" and Bob saw little of the game, day dreamed of packing their duds, scrambling off for Louisiana. Fly in the ointment was that their wives, who sat beside them, turned thumbs down.

ANONYMOUS

The following is a modern version of the famous Twenty-third Psalm, sent us by an anonymous author:

COME UNTO ME, SUCKERS
The Politician is my Shepherd—
I am in want;

He maketh me to lie down on the park benches;
He leadeth me beside the still factories;

He disturbeth my soul.
He leadeth me in the path of destruction;

For his party's sake;
Yea, tho' I walk through the Valley of the Shadow of Depression,

I anticipate no recovery, for he is with me;
His policies and his diplomacies,

They frighten me.
He prepareth a reduction in my salary

In the presence of mine enemies;
He annointeth by income with taxes,

My expenses runneth over. Surely unemployment and poverty shall follow

Me all the days of my life, And I shall dwell in a mortgaged house forever.

YEAST IS YEAST—
WEST IS WEST—

Fortune Magazine this month reports the case of a middle aged lady who out West who wrote to Fleischman's about yeast, asking advice on its consumption, how much to eat each day and what results to expect.

Wanting to be helpful, the yeast house sent the lady a dozen cakes of yeast together with full information and the recommendation that she eat two cakes a day for best results.

Shortly, the yeast company re-

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Torrance Herald

SECTION B

Society-Sports
Theatres

TWENTY-THIRD YEAR—No. 45

TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 18, 1937

\$2.00 PER YEAR — SINGLE COPY 5c

PARKER DAM IS NOW 230 FEET HIGH

Yet Top Is Three Feet Below River

Known as "the deepest dam in the world," Parker Dam today is 230 feet high, and yet its highest point is three feet below the bed of the Colorado River. Metropolitan Water District headquarters was informed that yesterday's pour of concrete brought the highest block in the dam to an elevation which is just three feet below that of the original river bed at the dam site.

Being constructed as an integral part of the Metropolitan Aqueduct, Parker Dam will divert water into that 392-mile water supply system, and will create a reservoir 45 miles long, having a capacity of 700,000 acre feet.

Unusual because of the great depth of its underwater structure, Parker Dam is being built on the Colorado River approximately 150 miles south of Boulder Dam. In order to reach a bedrock foundation, it was necessary to excavate to a depth of 235 feet below the river bed and to remove more than 1,700,000 cubic yards of earth and rock.

Placing of concrete in this huge excavation was started on July 29, 1937, and by this week more than 190,000 cubic yards of concrete had been placed in the dam, bringing the highest point in the structure to a point 220 feet above the bottom of the foundation. When completed the dam will contain approximately 230,000 cubic yards of concrete and will have a maximum overall height of 388 feet. The Colorado River's surface will be raised 70 feet back of the dam.

Construction progress reports which include work on Parker Dam, indicate that at the present time the entire Metropolitan Aqueduct system is approximately 70 percent completed. Stretching clear across the state of California, the aqueduct will take a billion gallons of water daily from the Colorado River and deliver it to Torrance and 12 other nearby cities on the coastal plain. Based on progress made to date, it is believed that the water system will be put into operation in 1939.

Bourbons Hold Lead in County

Democratic party registration in Los Angeles county totals 727,367 at the present time, County Registrar of Voters William M. Kerr reported this week. Republican registration for the county is 441,315.

Within the city of Los Angeles there are 431,367 registered Democrats and 234,460 Republicans. Outside the city, but within the county, the Democratic registration is 296,610 and the Republican 206,855.

Total Los Angeles city registration, including minor parties and 34,487 voters who decline to state their party affiliation, is 704,280. Outside the city of Los Angeles there are 530,194 voters. This gives a grand total of 1,234,474 voters in Los Angeles county.

COUNTY RENT COSTS HIGH

Los Angeles county pays rent on approximately 7,200 houses occupied by persons on relief. It was learned this week from County Charity department officials. Many of these homes offer the most meager housing facilities and are scarcely suitable for rehabilitation.

The average rent paid is \$11.50, while in addition the county also owns 99 houses outright, of which 82 are occupied by indigent families. Total rent collected on these houses is \$727.50 monthly or about \$7.50 per month per house.

These figures will be considered in connection with the board of supervisors to secure a WPA project in which to house relief cases, thereby reducing the present county rental burden.

A drill-stem test between 5,182 and 5,280 feet is reported to have shown seven and one-half stands of high gravity oil, plus grassy mud and a little water. The firm has set casing for a production trial, it is understood.

Palos Verdes Well Hits Oil Showings

Should Hunter-Devlin and associates develop a commercial well at their wildcat venture on the north flank of Palos Verdes about a half-mile southeast of B & N Oil's two South Redondo outcrop producers, it would open a new area southwest of Torrance, according to Los Angeles Basin oil men.

The Hunter-Devlin well, which is near a number of Japanese-worked truck and flower gardens, was bottomed in "basement" schist formation at 5,502 feet. This is said to resemble the horizon encountered at El Segundo.

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Columbia Building \$150,000 Office Structure in L.A. for Sales Dept.



Here is the architect's conception of the new Los Angeles office of the Columbia Steel company. The building is of modified modern design and is now under construction at Second street and Slauson avenue.

Construction of a new \$150,000 office building to house the Southern California sales force of the Columbia Steel company was started Monday on property adjoining the company's warehouse at Second street and Slauson avenue, Los Angeles, according to A. N. Diehl, president.

The building will be of modified modern design, 183 feet long and 41 feet wide and will consist of two floors and penthouse, with an area of 17,089 square feet of office space.

Designed by Earl Heitschmidt, Los Angeles architect, the structure will be steel framed with all steel members fireproofed throughout with concrete. Concrete walls will be used for the exterior of the building and they will have a developed

latest design. It will have a combined heating and air conditioning system operated on a zone control basis thus allowing different portions of the building to maintain atmospheric conditions within the comfort zone.

Among the numerous benefits afforded by the building will be increased safety to employees by construction which meets local requirements for earthquake proof design, improved working conditions by the provision of air conditioning, lighting, sanitary and communication facilities.

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Crowds Absent As Claims for Refunds Made

With most of the claims for refunds on 1934-35 county taxes being filed at the city halls and chambers of commerce throughout the county, only a few taxpayers are appearing at the Hall of Records to file their claims in person with the county auditor.

Use of the awning-covered walkway around the site of the old county courthouse in the Civic Center has not yet been put to use as extensively as anticipated. The covering was put up so that anyone standing in line might be protected from the warm sun, or possibly from rain.

Bank Buys 2,500 Forms

Approximately 3,000 claims have been filed with the board of supervisors by a so-called tax expert, however, who insists that the proper place to file them is with the board and not with the county auditor. County officials will recognize them at either place, but information is obtainable only at the auditor's office at the Hall of Records.

One chain bank has purchased 2,500 of the forms prepared by the tax agent at 10 cents a copy, and filed claims on behalf of property which the bank is holding. The agent has had his forms copyrighted, according to county attorneys.

Albino Deer Shot

ST. JOHN, N. B. (U.P.)—An albino deer, pure white with the exception of brown ears—was shot here.

FOR CHRISTMAS

This Year—
BUY BULOVA

• Other prices have increased but BULOVA has lowered prices and RAISED QUALITY! Think of it... a standard, 17-jewel man's or lady's watch for only \$29.75!

New Bulovas

• Beautifully thrilling and exciting, twenty six new BULOVA models for active men and women just arrived for Christmas selling! They make our stock the largest and most selective in our history! See them in our windows.

EASY TERMS

1503 Cabrillo Ave. Phone 411

HOWARD'S JEWELERS

TORRANCE

Just Arrived

Charming, dainty "Lady Bulova" in natural gold, 17 jewels. With bracelet as shown \$33.75

In the charm and color of natural gold another "Lady Bulova" \$33.75

Sturdy, rugged Bulova "American Clipper," styled for today, 17 jewels \$29.75

Above "The President," Bulova's ace timepiece, 21 jewels, yellow gold filled \$49.50

AMAZING! SENSATIONAL!

SAVE \$1.05

on FIRESTONE'S

3-Day SERVICE SPECIAL

THURSDAY, FRIDAY, SATURDAY

November 18, 19, 20

GET THE FOLLOWING COMPLETE FOR ONLY \$1.45

Regular \$2.50 Value

• Complete Firestone Lubrication

• Front Wheel Repack

• Thoroughly Vacuum and Clean Interior and Upholstery!

• Sponge and Chamois Entire Car and Polish Chrome!

• Tighten Loose Body Bolts!

• Imagine all this for only \$1.45! You can't beat this special so bring in your car and let us turn it out just like new!



CONDITION IT NOW to meet the severe demands of the months just ahead!

A battery weakened by hard driving and boiling summer heat quickly fails under the winter load—cold weather starting, and the extra demands of heater, headlights, radio and other electrical accessories. Attention NOW may prolong the life of your battery—so come in at once!

CHANGE OVER to the new Firestone EXTRA POWER BATTERY

Patented allrubber separators... unaffected by heat, cold or acid—gives up to 40% quicker starting in any weather.

51 Extra-thick triple-locked plates... For extra capacity and longer life.

Terminal shock-absorbers... to absorb road vibrations, prevent chafing of plates and separators.

Here is a big-sized battery for a big-sized job... dependable and economical... ask about our special "Change-over" price.

Complete cold weather conditioning service—no charge—no obligation.

1. Complete analysis of your battery's condition.

2. Battery filled with water.

3. Battery cables cleaned and tightened.

4. Battery carrier and cables "acid-proofed."

5. Hold-down clamps tightened.

6. Generator set to proper charging rate.

Be sure of dependable battery performance this winter.

DRIVE IN TODAY... GET OUR LOW PRICE!

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