

SHOP
TALK
By
RAY BROOKS

EXCLAMATIONS ON XMAS
Darned & darned from pillar to post & back to pillar again by the so-called literate element of species homo sapiens is the well-known word "Xmas". They attack it as a crude, ugly, inappropriate distortion of the euphonious, tinkly sparkly word Christmas. They say it is blasphemous. They say it is misleading sounds badly in speech, looks like the devil in print.

Last week in Will Rogers' little boy's inheritance, the Beverly Hills Citizen, a columnist let go and gave "Xmas" the worst he had in him. Said it wasn't "cheerful," that it was a sin to substitute "X" for "Christ," that the word was a "philological hunchback."

He recommended the word "Yule" if one must find a short abbreviation; cited its ancestry, claimed it was an easy out for "persons who may wish to dissent from the religious meaning of Christmas, and who are cultured enough to dissent gracefully."

Such may be the case, but I see nothing wrong in "Xmas." Firstly, if the spirit is there, the word could be called "All Hogs Day" and still be "cheerful." As for substituting the mercantile interests have substituted a symbol for Christ far more swinish than "X." That's "S." And as far as "Xmas" being a "philological hunchback" let the Citizen Columnist refer to Webster's which gives "X" as having been used by the Greeks for the word "Christ." The Greeks, ya know, had a word for everything, but how or why the "X" for Christ we'll never know. In form, "X" is the Greek letter "Chi." Perhaps it referred to the Cross, some say it was first used by those of the Anti-Christ group who wanted to celebrate a holiday, were adverse to "Christ."

On the other hand, "Yule" had its origin in pagan, barbarian days before Christ, was later given to Christmas. Furthermore, if you bring in the "religious meaning" you're as out of date as last year's calendar.

For those "who want to dissent" a celebration of Christmas as merely a day of "Til-Give-You-A-Me-Prezent-It-You'll-Give-Me-One" is as silly as a Mohammedan getting himself all lathered up about the Birthday of Confucius. It just doesn't jell.

So I'm for "Xmas"! To all of us it may mean different things. But as long as we have it what difference does it make what we call it... just as long as we keep it short, snappy and streamlined.

Concerning artichokes, Herman Mitchell remarked that he just as soon eat mayonnaise with a spoon.

SATIRE IN SIGNS

From the offices of the Compton Printing Company comes evidence of an ironical disregard for government and government officials so pronounced that in any other country the offenders would immediately have their gullets slit or forthwith be hustled off to a concentration camp. (Richard Brunswick please note).

One for the wall reads: Customers, salesmen and employees will kindly limit their use of the facilities of this office (chairs, desks, telephones, etc.) in such a way as not to interfere with the agents of state and federal governments, whose investigating, auditing, record-keeping and tax collecting activities have become the principal function of this office.

Another on a desk blotter proclaims: This desk is reserved for the use of governmental inspecting and auditing agents whose duty it is to take money from those who work, so that it can be paid to those who do not work.

Auditors are asked to please excuse the fact that we have only one set of books. Next year we plan to provide a duplicate set of books which can be left on the front counter at all hours, but in the meantime, due to the demand for them, governmental agents will kindly file their requests at least thirty days in advance, being patient if it is necessary for them to wait in line.

River Oil Drilling Bids Due Dec. 21

Dec. 21 has been set by the board of supervisors for opening bids on proposals to drill for oil in the flood control district's right-of-way for the Los Angeles river adjacent to Long Beach and city of Los Angeles.

Torrance Herald

TWENTY-THIRD YEAR—No. 49.

TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 9, 1937

\$2.00 PER YEAR—SINGLE COPY 5c

2 LOCAL PLANTS PAY \$171,000 TAXES

Returns May Top 1936 Collections

Tax remittances from Columbia Steel company and the National Supply company of Torrance helped to swell Los Angeles county's tax collections this week as clerks in the office of Tax Collector H. L. Byram began opening letters containing remittances mailed before the Dec. 6 deadline. Columbia Steel tendered a check for \$99,000 in taxes, while the National Supply sent in a check for \$72,000.

Clerks were digging into the largest pile of unopened tax bills in the history of the office as total payments gave promise of equalling last year's figure, if not overtaking it.

Only about two percent behind last year at the middle of the week, collections were nearing the 35 percent mark, with indications that 40 percent of the total levy would be on the tax collectors' books by the end of the week. On Tuesday, for example, a total of \$3,071,000 was counted, as compared with only \$1,577,000 on the corresponding day a year ago.

Some Big Taxpayers
Just who some of the county's largest taxpayers are was disclosed by a list of the larger checks received this week. The Southern California Telephone company was one of the largest, with a check for \$2,256,265. Associated Telephone company paid in some \$207,000.

The Southern California Gas company tendered payment of \$1,141,000. Oil companies were next on the list, Richfield paying \$800,000, Standard Oil \$700,000 and Shell Oil \$538,000. Southern Counties Gas company paid \$164,000.

Southern Pacific Railroad tendered its check for \$571,000, part of which was for extensive land holdings in Antelope Valley. Western Union paid \$35,000, Ducommun Hardware \$29,000, the Ford Motor company \$86,000 and the Firestone Tire and Rubber \$73,000.

Estates Pay Large Sums
The May company department store paid \$204,000, Barker Bros. \$97,000, Ralphs, \$66,000, the Los Angeles Athletic Club \$78,000, and Arden's Dairy \$50,000. Harold Lloyd paid in \$20,000 and Paramount studios \$58,000. Various banks paid \$25,000 and up for their representatives.

Santa Catalina Island taxes were some \$45,000, the Bandini estate paid in \$175,000, the Dominguez estate \$57,000, the Lankershim estate \$59,000, the Del Amo estate \$17,000 and A. P. Johnson \$38,000.

Local Builder Completes Model Palos Verdes Home

I. E. Rowland, local building contractor, has completed a model five-room home at 3495 Via Solano, Palos Verdes. He said the \$45,000 residence was built "as a model home to convince people they can build as cheaply in Palos Verdes as any place else." The residence is open for inspection daily.

Grover Whalen Has Rival INDIANAPOLIS, Ind. (U.P.)

There aren't any Grover Whalens in Indianapolis but there is a John W. Friday who, like New York's former official greeter, sports a flower in his lapel every day. He has been wearing a dark pink carnation for 53 years.

NEW MEDICO



DR. M. A. BAUMAN

Opens Offices and Moves Here From Los Angeles

The ranks of Torrance professional men were increased during the past week when Dr. M. A. Bauman, osteopathic physician and surgeon, opened offices at 1425 Marchena avenue. Dr. Bauman, a native son of Riverside, and his wife are residing at 2562 Torrance boulevard and they plan to make this city their permanent residence.

On completing his prep schooling in Pasadena, Dr. Bauman received an appointment to the United States Military Academy at West Point. After a two-year cadetship there he resigned to enter the field of medicine. He took pre-medical work at U. S. C. and graduated from the College of Osteopathic Physicians and Surgeons in Los Angeles.

The new medico was formerly on the staff as resident physician at the Los Angeles County General hospital, where he directed treatment for a wide variety of ailments, and he is at present a medical director at the Chestnut Avenue Clinic in Long Beach. Dr. Bauman is also a member of the staff of the Magnolia hospital in that city.

County Bicycle License Fee Due on Jan. 2

For boys who ride bicycles in Long Beach and other unincorporated parts of Los Angeles county, New Year's day will be the last day of throwing a leg over a leather saddle and going as inclination listeth, without let or hindrance.

Beginning Jan. 2, each must pay a license fee of 25 cents to operate a bicycle.

Only half the fee imposed in Los Angeles City, the money will at least help toward paying the costs of looking after the welfare of the youth of the county, according to Ralph Wright, deputy sheriff assigned to the juvenile bureau.

The chief benefit of the new requirement will accrue from greater ease in tracing stolen bicycles, the police department of Los Angeles having urged a county license ordinance for some time past because of this.

AGAINST PAY BOOSTS

No salary increases should be granted to county employees at this time, the board was cautioned this week by the Santa Monica Realty Board.

TRAPEZE TROUPE'S TOWER IS BEING FINISHED HERE

Next month when a quartet of daring young trapezists start thrilling crowds in Florida with their spectacular evolutions 115 feet in the air they will have reason to thank the skill of Torrance mechanics—arc-welders in particular and personally, "Whitey" Dillinger.

Because the elaborate trapeze equipment from which they will perform their aerial gymnastics was made in Dillinger's shop on 213th street off Border avenue. Under the watchful eye of Eddie Viera, German-born director and manager of the "Four Stars," every one of the hundreds of welded joints comprising the steel tubular tower was expertly molded by "Whitey" and his assistants.

The work of making the new equipment will be completed this month. It has taken about a month for the job. During the coming months the slender, graceful tower will be in use daily as the "Four Stars" twirl, dive, leap and fly from its top-most platform.

Is Easy to Assemble
Viera brought the job to Dillinger on the recommendation of T. L. Tidwell, who "runs a gang" for the C. C. M. O., here and whose sturdy young son, Royce, is a member of the trapeze troupe. Tidwell told Viera that Dillinger had plenty of experience in the welding business and that his craftsmanship was just what the Stars' manager wanted in building an entirely new tower.

"And, believe me, he has proven to be 100 percent good," Viera who has been an aerial gymnast ever since he could toddle in Germany, declared yesterday as he directed the final touches to the work. "We won't have any trouble with that tower and it will be easy to assemble as we travel from Florida and then travel up the Atlantic coast next year."

Young Girl in Troupe

Besides Viera and young Tidwell, the Stars include Mary Vaughan, dainty little aid to the troupe whose chief contribution to the act is making a

Narbonne P. T. A. Suspended Fine Program Dec. 16

The Narbonne high school P. T. A. will sponsor an assembly Thursday, Dec. 16, in the school auditorium beginning at 1:10 p. m. The program will feature Paul Sheak, strong man, juggler, musician and lecturer.

Directly after the assembly Miss Clementina de F. Griffin, principal, will be hostess at a tea to be held in the school cafeteria. Various games will be played after the tea.

Tickets for the assembly and are 25 cents for adults, five cents for students. The proceeds will be added to the welfare fund.

G. A. A. Banquet Held Last Night

The annual Girls' Athletic association banquet was held at the high school last night with nearly 50 present to enjoy the festivities. Miss Margaret McGinty and Miss Muriel B. Duncan, physical education instructors, are sponsors of the G. A. A. Principal and Mrs. Thomas Elson were honor guests at the dinner.

Suspended Fine Given Youth for Drunk Driving

Charged with driving while intoxicated after he had crashed his car into Charles Dunham's car at Torrance boulevard and Madrid—averde last Friday night, Robert G. Turner, 20, 1918 Martina avenue, was given a suspended fine of \$50 by City Judge Robert Lessing at his trial Tuesday morning.

The crash overturned Dunham's car, injuring Mrs. Ethel Dunham. Their child riding with them was unhurt. Turner failed to make the boulevard stop on entering Torrance boulevard from the north on the west side of Madrid. Following his arrest and determination by the officers that he had been drinking, the young man was released on his own recognizance.

Odd Chrysanthemums Grown

PAINESVILLE, O. (U.P.)—A big chrysanthemum with two flowers of a different variety and different color, and each flower having a different stem, grew from a plant in a greenhouse here.

RESPLENDENT JEWELRY for a DAZZLING CHRISTMAS

Lucien Lelong
Lovely, fragrant, Lucien Lelong perfumes are found in Torrance only at Baker Smith's. Left is Lucien Lelong's matchless Eau de Cologne at \$1.50. Right is the "Gift Ideal" "Parfums Indiscret." \$2.00.

Either or both would thrill Milady

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