

RAY BROOKS' SHOP TALK

NEW HEAD

Tired of the same old head for this column, Editor Mike Straszer and yours truly cracked our skulls together, went into a deep funk and came out with the above "modernized" head, which, we'll have you know, is supposed to be symbolic of something or other. However, we're a little nonplussed about this head, can't decide whether the rather odd character is supposed to be Shop Talk's author or George Radlitz, dishing up a bowl of chop suey down at the Cherry Blossom bean sprout and bug juice emporium.

Notwithstanding, Shop Talk would appreciate a true and unbiased interpretation of this new head, will give free and without obligation a life-size photograph of Earl Conner trying (and I said TRYING) to keep the dogs off the post office lawn to the first 965773 persons sending in an answer.

FOUNTAINNEER

Not to be confused with mountaineer, engineer or buccaneer is the high-style, extra super-fancy title of "Fountainneer" recently slapped on the worker whom everyone knows as a "soda jerk." This new word comes from Alcorn's who report that Drug Topics, trade publication, lately ran a contest for a name, dived deep into a strawberry sundae, came up with a winner.

Our guess, however, is that "soda jerk" will go on being the title of one who dispenses sodas, etc. and that "Fountainneer," while very modern and rather catchy, will fall into the limbo of forgotten titles.

FORTUNE'S QUARTERLY SURVEY REVEALS:

That 57.7% of the people believe that work is needed by the government (like WPA) is the best way to handle unemployed.

That 43.7% vs. 30.2% of the people favor taxing all gross incomes as against indirect or "hidden" taxes.

That 48.2% vs. 38.0% of the people believe a price guarantee to the farmers is OK.

That 32.1% of the people believe \$25 per week or under is quite sufficient for a family of four to live on "with a very few luxuries"; that 49.0% favor an income of \$25 to \$40 per week; that 23.3% would need over \$40 per week; and that 7.1% don't know how much they need.

That only 41.0% of the people would choose a different career or occupation if they could start all over again at age of eighteen. Compare this with the 39.2% who seem quite satisfied with their jobs, wouldn't change them. 15.2% said it depended on circumstances and 1.6% didn't know.

That regarding liquor, women are almost as wet as men (Carr Nation, where art thou?) and that 35.2% believe hard liquor should be sold without restrictions (except dealer license) while 22.3% would abolish liquor sales (state control, etc.) while 10.3% don't know or care.

That regarding recreation, the most enjoyed, listening to the radio tops them all with 18.3%, going to the movies 17.3%, reading magazines and books 13.8%, hunting or fishing 11.0%, watching sporting events 10.4%, reading newspapers, 7.1%, playing outdoor games 6.6%, playing cards and indoor games 5.3%, legitimate theatre 3.7%, all others 3.5%, don't know 2.5%.

That as concerns radio programs, Lefty leads the field, with Lucky Strike Hit Parade last and Eddie Cantor's Texaco Town next to last. Questioned on their favorite radio character more people like Jack Benny (Jell-O), Boake Carter second, Lowell Thomas third, and skipping way down the list, Rudy Vallee last.

That 56.3% of the people are opposed to a third term for Roosevelt while 43.7% are in favor of it.

That the appointment of Hugo L. Black to the Supreme Court was answered as follows: Good choice, 22.0%; fair choice, 12.8%; bad choice, 36.2%; don't know, 29.0%. Also, of those who answered "bad choice" 48.9% did so because of Black's Ku Klux Klan affiliations.

That for the next president Senator Borah got the edge of .8% over Chief Justice Hughes, with Postmaster Farley 1.3% under Hughes for third place.

Eccentric Texas Hen Never Lays On Thursday
CLEBURNE, Tex. (U.P.)—There are fish stories and bear stories, but this is a story about an eccentric hen which has laid 136 eggs with double yolks. The hen lays every day but Thursday.

MOVIE COOKING SCHOOL DUE JAN. 12

Three-day Course Here Free to all

Streamlines are a familiar sight this season. But the latest news in Cooking School conventions, as discovered by The Herald has screen lines. All of which means that long lines of eager pupils will be going to school again next Wednesday, Thursday and Friday, Jan. 12, 13 and 14, when this newspaper presents the much-discussed motion picture course in home economics without charge in the Torrance theatre.

Going to school in a theatre! It's a grand way to combine fun, inspiration, a neighborly reunion and valuable instruction, all in one free package. It's a grand way to get out of the rut that often threatens the best and most conscientious of home managers.

Use Scientific Kitchen
Just as fresh inspiration for the old job is one of the by-products of the familiar Cooking School, which presents a lecturer in a model kitchen, so are new ideas and keen incentive born in the film class for homemakers, with its novel approach and modern setting.

The kitchens that passed the screen test for this picture had to meet the exacting requirements of nationally-known home economists, as well as Hollywood standards of charm, good taste and proportion.

No "false-front" camera-beautiful kitchens satisfied these specialists. They insisted on working in complete, compact, modern kitchens, which actually reflect more scientific ingenuity and careful planning than any living room.

In these practical kitchens, streamlines is no idle phrase; for this simplified, sanitary, labor-saving equipment is keyed in style and purpose to a busy age.

Has Intriguing Plot
Recognizing the demands of home experts, Hollywood signed all-star kitchens, with an all-star cast, adding a continual procession of close-ups, so that every seat in the Torrance theatre is a good seat for this amazingly pictured household course.

The class isn't all work, for there is the constant play of sparkling humor, the appeal of tender romance, and the suspense of a coherent, intelligently-directed story, which dramatizes everyday happenings—the human sort of things that really do happen.

Binding the attractive story together is the romance of home-making, a subject that holds the interest of every young and old. Even The Herald knows that all women—brides, business types and experienced housekeepers, respond to the fascination of looking in on another woman, when she is at work in the kitchen.

Convenient One-Dish Meals
Particularly do they like to see when they are allowed to sit quietly and watch her prepare some dish, in which she specializes. They know that if they watch closely, while she measures and mixes and completes the entire cooking operation, this close-up personal study will be more helpful than hours of reading recipes or blind experimenting.

Not only does every person in the audience share this close-up of each stage of the actual preparation, but the kitchen expert clearly explains her methods, so that the measurements on the free daily recipe sheets will make it possible to duplicate that feathery cake and flaky pastry.

Chatting in true neighborly style with her listeners in the Torrance theatre, the presiding Torrance woman, who has her own discoveries in labor-saving short cuts. There will be dozens of helpful hints and suggestions for utilizing valuable kitchen products and labor-saving equipment.

Busy women will thrill to the convenience of one-dish meals and economy in marketing and cooking possible through full use of the electric refrigerator.

Free Recipes Daily
Other homemakers may find special interest in the thorough screen study of laundry methods. French frying and shallow pan-frying will be considered. There will be simple thrift meals, party and late supper dishes and guidance to entertaining with confidence. Even beauty secrets, so dear to every

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For Governor



Herbert C. Legg of Los Angeles, vice-chairman Democratic State Committee, who announces his candidacy for governor of California.

A Los Angeles county supervisor, Legg was chairman for Southern California of President Roosevelt's campaign for re-election in 1936. He has been prominently identified with statewide affairs as chairman of the Conservation Committee of the State Supervisors' Association and as a member of the association special committee for solution of the relief problem and reduction of taxes.

"I am not being drafted by anyone," Legg said. "I make this announcement because I see in my candidacy the greatest opportunity for service to the people of California and the Democratic party that has arisen in many years. I am not allied with any other Democratic candidate for any other office. I have been on friendly terms with members of all groups within the Democratic party and I respectfully ask their support of my candidacy."

"My entire campaign will be devoted to upholding the Democratic party and pointing out to the citizens of California the evidences of mis-rule, extravagance and waste by Republican state administrations during the last 44 years."

Among present assertedly deplorable governmental conditions in the state Legg hopes to correct he mentioned duplication and waste in relief administration; flagrant abuses in the parole and civil service systems; widespread tax maladjustments and complete lack of a statewide co-ordinated program for conservation of the state's natural resources.

PAIR START NEW YEAR BEHIND BARS

Two Long Beach men started the New Year here by being the only inmates in the city jail. They were arrested New Year's Eve by Sergeant Frank Schumacher and Officer Travoli after they had damaged the police patrol car's fender in an attempt to escape from 230th street where they were appropriating pipe fittings from an oil property.

G. F. Nudson, 46, a junk dealer, and his helper, James Barnech, 37, who gave his occupation as a mortician, pleaded guilty to charges of petty theft before Police Judge Robert Lessing Monday. They were each given a 30-day sentence in the county jail and ordered to stay out of Torrance on their release.

While Judge Lessing was hearing their trial, Nudson's dog which had spent New Year's day with him in jail, frolicked about and the master appeared more concerned over what would happen to the animal while he was in jail than his own loss of liberty. The dog was taken to the pound.

IT'S FREE TO ALL
Join the parade of homemakers Jan. 12, 13 and 14 at the Torrance theatre.

Port Smashes All Records

Breaking all previous records, gross revenue receipts of the Port of Los Angeles totaled \$2,505,000 during 1937, as compared with \$2,125,250 for the previous year, according to the Board of Harbor Commissioners. Cargo handled through the port for the year just closed, the report disclosed, reached 20,954,000 tons valued at \$1,008,068,600, an increase over 1936 of 3,225,500 tons and \$135,391,000. These figures, it was pointed out, are the highest since 1931, and are rapidly approaching peak figures for the harbor.

During the 1937, 5,915 vessels passed through the port as compared with 5,734 in 1936. In both years, arrivals and departures, and consequently tonnage, were adversely affected by a 100-day maritime strike which paralyzed all Pacific ports and which ended in February 1936.

Five Promoted at Steel Plant

During the past month the following promotions of Columbia Steel plant employees took effect, according to The Steel Blade:

JOHN HOOPER, formerly roll designer, promoted to assistant superintendent of the Rolling Mill department.

GILBERT WEGNER, formerly junior metallurgist, promoted to Open Hearth department for special duties.

LOUIS BALLARD, formerly assistant testing engineer, promoted to junior industrial engineer.

CLARENCE WOLLAM, formerly observer in the observation corps, promoted to assistant testing engineer.

DAVE ROBB, formerly industrial engineer, transferred to industrial engineer, Provo, Utah, plant. Before leaving for Utah, Robb was presented with a brief case by his co-workers in the plant.

Kiwanis Clubs Hold Joint Installation

More than 250 Kiwanians from Torrance, Hermosa Beach and El Segundo with their wives and guests attended the annual installation of new officers at a joint dinner event held at Hollywood Riviera clubhouse Monday night. Retiring President Robert J. Deininger of the local club was chairman of the dinner program and J. Clark Sellers, Los Angeles handwriting expert and lieutenant-governor of the state Kiwanis division, was installing officer.

Earl Conner was inducted as president of the local club and will function for the first time in that capacity next Monday night at Daniels cafe when Michael Straszer, editor of The Herald, will have charge of the first program for 1938. After the ceremonies and entertainment, the installation party guests danced until a late hour.

AM I GLAD I LEARNED ABOUT THE NEW 1937 RINSO AT THE MOTION PICTURE COOKING SCHOOL "THE BRIDE WAKES UP"



DON'T MISS THE FREE MOVIE!

Learn valuable money-saving, home-making secrets.

WATCH this paper for news of time and place when "The Bride Wakes Up" will be shown. Admission is absolutely FREE. Not only will you enjoy an entertaining movie—but you will learn valuable home-making secrets. How the New Rinsos gets clothes shades whiter without scrubbing or boiling. Why Rinsos is the safest soap to use in tub or washer—with its richer, longer-lasting suds.

COOKERY ROMANCE AND GLAMOUR

FREE ADMISSION

"The BRIDE WAKES UP"

A TALKING MOTION PICTURE.

AN ENTIRELY NEW AND DIFFERENT KIND OF

• Cooking School •

PRESENTED BY

TORRANCE HERALD

AT THE

TORRANCE THEATRE

Wednesday	January	Doors	Picture
Thursday	12	Open at	Starts at
and	13	1:30 P. M.	2 P. M.
Friday	14		

THE MOST INTERESTING AND FASCINATING PRESENTATION OF COOKERY EVER DEvised FOR THE HOMEMAKER. YOU WILL BE ABLE TO SEE ALL AND HEAR ALL

FREE GIFTS

Plan NOW to be there.