

TORRANCE TWADDLE
Starting in construction soon in North Torrance is the new, CBS-KNX broadcasting transmitter (described in detail in today's Herald). With this high powered station located practically in our front yards it will be a wonder if Torrance turners will be able to get any other station BUT KNX. After this baby gets going all you'll have to do is flip the dial to any station and rest assured that KNX will always come out.

Roland Blakeman, of the RB Cut Rate Drug, carries in his ad this week announcement of a broadcast in which the storekeepers of Torrance will be saluted. The program is none other than Wrigley's Spearmint's "Scattergood Business," sharp-witted older who is forever out-slickering evil doers in his little town of Coldriver. The so-called salute (plain old smooch to the most of us) will be heard on the evening of Jan. 21 at 9:29 over station KNX. (There's that station again!)

Through "Silent" Shilgo, amiable co-partner in shingles and sliding down at the Torrance Lumber Co., comes the rather interesting news of a letter by his firm from a gentleman in Sioux Falls, South Dakota. The mid-westerner asked several questions about the building costs, contractors, plans, etc., saying that he planned to settle in Torrance, build a home here.

I suppose I should say "it's a small world" or something similar, but I won't.

It is reported on good authority that a certain Episcopal minister in one of the South Bay beach cities writes all the gags and dialog for Joe Penner's radio program. Wouldn't it be curious if the preacher were to get his Penner program and Sunday sermon mixed up and send Joe the sermon and deliver the radio script from the pulpit. But to Shop Talk's opinion ANYTHING he sent Joe Penner would be better than the trip this self-styled comedian is foisting on radio listeners. But then again the minister may be blameless; he'd probably get bigger & better praise if he sent his gags to Joe Penner's duck, who, after all, appears to have the same I. Q. as his master.

Dr. Walter A. "This Won't Hurt You" Hoxie, molar master deluxe, informs Shop Talk that the reason tiny gold fillings in your teeth (or mine, for that matter) cost so much is because the gentlemen who prepare this gold are such high paid workers. The gold beaters, as they're known, have the world's tightest union. In one dental supply house from which Doc Hoxie buys his gold there are two beaters. One is a Master Beater, the other an apprentice. Catch is that the apprentice has been an apprentice with this house for forty years, can't be the Master Beater until the Master pops off. The Master makes about \$50 per day while the apprentice gets but a paltry \$30 for eight hours. SOCH a salary, and what has the apprentice to cry about, anyway?

The gold is pounded to tissue paper thinness between parchment (obtained from ancient monasteries in Yarrup) and ox hide, and all beating is done by hand. Unlike any mechanical method attempted, hand beating gives the gold an adhesive quality which causes it to congeal after being crammed into that holler place in your 42nd biscuit.

The recent newspaper yarn about the soon-to-be-completed race track at Inglewood (which, by the way, should bring considerable traffic to Torrance) mentioned the fact that the paddock will be a revolving affair that moves around the horses as they are being saddled, doped, etc., for the race. Like a merry-go-round you hop in, ride around a few times until you get dizzy, then go to the windows and bet. (Do you see foul and swinish motive behind this palpitating paddock?) All of this, however, prompted Harry "Bet-Em-Up-\$2" Abramson to state for a fact that an uncle of his has told his wife who has whispered to Mrs. Abramson who confided to Harry that the grandstand at Inglewood was built on rollers and would whip past the horses instead of the usual, old-fashioned method of the horses running past the spectators.

Doze Costs \$30
PAMPA, Tex. (U.P.)—C. E. Cary, former Gray county judge, dozed off and awoke to find his trousers missing—also \$30 in cash.

TWENTY-FOURTH YEAR

TORRANCE HERALD

TORRANCE, CALIF., JAN. 20, 1938

SECTION E

LOCAL YOUTH ESCAPES DEATH IN SEA

Harbor C. C. Dinner Draws Record Crowd

In the presence of the largest crowd ever to attend a Harbor District Chambers of Commerce meeting—235—Judge Irving P. Austin of Compton was installed as president of that southwestern civic association in the Civic Auditorium last Thursday night. He succeeded Loren Howe of Hawthorne who became treasurer. W. E. Bowen of this city was made vice-president.

A re-awakening in "the American business system" by a long-range program of education is the most pressing problem before the nation, W. C. Mullendore, executive vice-president of the Southern Edison Company, told the gathering following a turkey dinner, prepared and served by the Torrance Woman's club.

Mullendore, without identifying them, sharply rebuked several critics of "big business" as Secretary Jakes and Deputy Attorney-General Jackson. He accused "some persons in public office" with "misrepresenting to the public the aims and purposes of American business" a practice which, he said, "tends to promote division between government and business when the two are essentially contiguous."

Praise City Buildings
Chief fault Mullendore found with New Deal administrators was that they "undermine confidence to a degree in all kinds of business without defining which is good and which is bad business."

W. S. Rosecrans, new president of the Los Angeles Chamber of Commerce, served as installing officer and made a short talk, paying high tribute to Torrance's splendid Civic Center buildings. These structures came in for many verbal bouquets during the evening starting with Mayor William H. Tolson's welcoming address.

Rev. F. T. Porter, pastor of the First Christian church, offered the invocation and later entertained with some sleight-of-hand tricks which were well received. Mme. Teala Billini presented three piano numbers to generous applause and a report on the business meeting of the Chambers was given by Fred Pym of Bell, who was made a vice-president along with E. C. Power, North Long Beach; Ernest Gerlach, Inglewood; Louis Hamilton, Huntington Park; and Bowen. W. J. Crook of Compton is the new secretary.

Oppose Federal Grant
The Harbor District Chambers went on record as opposing the so-called "Single Tax" initiative measure to be voted on in November, the proposed Federal grant of \$10,000 to California for the care of indigents for a two-year period (the needy would then be "dumped" on the state after that time) and requested government investigation of alien fishing vessels operating in Pacific coast waters and a ban placed on their licensing. Acquisition of additional tidelands for raising revenue for parks and playgrounds purposes was urged.

Among those introduced at the dinner-meeting were William P. Fisher, public relations director for the Southern California Edison company; Ed Thomas who holds the same position with the Pacific Electric; Everett Mattoon, county counsel, and John P. Henry of the Sheriff's office. Telegrams of regrets were reported from Governor Merriam and Los Angeles Councilman Franklin P. Buyer.

'RED ROAD' VICTIMS
Approximately 3,100 persons lost their lives on California highways in 1937, a tentative compilation reveals.

STANDARD OIL PRODUCTS
TIRES • BATTERIES
EXPERT LUBRICATION
CHARLIE MITCHELL
STANDARD STATIONS,
Inc.
Carson and Cabrillo
Phone 765—Torrance

Companion Drowns as Boat Capsizes

Clifford Watson, 22, of 2121 Carson street, narrowly escaped following his companion, Orville Creep, 22, of Los Angeles to death by drowning Sunday when their rowboat capsized off Dana Point. Creep lost his life by attempting to save the boat. Watson was cut and bruised when waves hurled him against a rocky island off-shore.

The boys were rowing off-shore when their rowboat upset about 11 a. m. Watson managed to reach shore safely although exhausted. Creep, who was an expert swimmer, started for shore, then apparently decided to attempt to right and save the boat and tried to make shore with the capsized craft in tow.

The breakers then swept him and the boat, dashed them against the rock and swept them seaward. Creep apparently was killed by the impact against the cliff.

Police radio broadcasts and Navy signal codes were brought into use during the unsuccessful hunt for Creep's body.

Must Sell S. C. to Million in '38
James R. Page

Who was re-elected president of the All-Year Club, Southern California's official non-profit tourist organization, at the annual meeting Tuesday.

To maintain its \$216,000,000 tourist business at the present level, Southern California must "be sold" during 1938 to at least a million Americans who as yet never have seen the Southland, directors of the club were told.

Exploding the popular belief the mainstay of this area's vast profitable tourist business are travelers who return again and again, President Page revealed results of a questionnaire survey of 6,708 tourists who arrived during 1937, showing 55 percent were making their first visit; 45 percent had never been here before 1936.

This shows how vitally we depend upon new sales to maintain our tourist volume—sales which in any business are the hardest to make, and are limited by the number of available new prospects financially able to make a Southern California trip," he declared.

T. N. T. Leader At Kiwanis Club
Mrs. Bessie Abbott Ochs, executive director of The Neutral Thousands, addressed members and guests of the Kiwanis club here Monday night. She explained the events in Southern California labor's recent history which led to the formation of this women's group whose purpose is to fight the racketeering elements which appear to dominate labor and reported the growth of the organization.

Next Monday night the Kiwanis club will see an educational motion picture, "The Inside Story of Lubrication" thru the courtesy of the General Petroleum corporation.

Rose Bowl and Knick-Knacks PASADENA, Cal. (U.P.)—Official statistics from the commissary department of the California-Alabama Rose Bowl game, which was attended by 90,000 persons, show these sales: 75,000 bottles of soda pop, 46,501 hot dogs, 4,000 bags of peanuts, 7,000 bags of popcorn and 4,000 packages of cigarettes.

Now! Fresh Milk
BY THE GALLON

Buttermilk **25¢** Gallon

MAYFAIR CREAMERY LTD. TORRANCE

GRADE A MILK PASTEURIZED

35¢ Gallon

IN NEW SANITARY CONTAINERS
AT OUR DAIRY STORE
1336 POST AVENUE TORRANCE

ICE WORKERS MEET HERE

One hundred and fifteen Union Ice company employees of this district gathered at the Legion clubhouse Saturday night for a dinner-program. A full-course fried chicken dinner was served the visitors with Alma Smith acting as hostess in charge of the dining room. A program of variety entertainment and short talks followed the meal.

GUEST AT DINNER REPORTS COAT THEFT
Attendance at the dinner-program proved costly for Miss Anna E. Benson, secretary in Union Ice San Pedro office. Early Sunday morning she reported to local police the loss of her unheated gray kid caraco coat, valued at \$150. She said she left it in the clubhouse coat room while at the dinner table.

Miss Benson told local officers that she suspected some one of the San Pedro entertainers who performed after the dinner and who had changed their costumes in the coat room.

All of them had suitcases, she said, which could have concealed the fur coat.

Democrats to Meet Jan. 28

Regular monthly meeting of the 68th Annual District Democratic club will be held Friday, Jan. 28, at Salon Cabrillo, 10th and Meyer streets, San Pedro, when Assistant U. S. District Attorney Robert L. Hanley of Los Angeles will be guest speaker of the evening. It was announced today by James O'Toole, executive board member and resident of Torrance.

O'Toole, who is a member of the Democratic County Central Committee, stated that the district club was recently chartered by the county committee and is planning an extensive membership and organization drive throughout the harbor area, the details of which will be revealed at the Jan. 28 meeting.

OLD TIME BARN DANCE

Opening 8 p. m., Jan. 20, 1938, and every Thursday night under auspices of Gardena Improvement Association

Gardena Community Center Bldg.
1 blk. east of Western ave. on Riverside-Redondo Blvd.
FREE: Doughnuts and coffee opening night
Real Old Time Orchestra
ADMISSION 25¢ PER PERSON

Germ-Free CLEANERS
The Seal that Safeguards Your Health!

• Leading physicians realize that GERM-FREE CLEANING is a step forward in health protection and sanitation. It costs no more and is your assurance of the acme in cleaning perfection.

Start with us TODAY! We feel sure that the quality of GERM-FREE CLEANING and the protection it affords, will convince you that none other will do.

Cash & Carry PRICES AT OUR PLANT

LAUNDRY

TORRANCE COMPANY

CARSON at BORDER Dry Cleaning PHONE 141

Torrance Personalities: Fire Chief

CARICATURE BY ROY KAWAMOTO



"OLLIE" STEVENSON ... 11 cents his record

The first of three anniversaries that Fire Chief Allan D. ("Ollie") Stevenson is looking forward to this year will occur next Wednesday, Jan. 26, when he will, with Mrs. Stevenson, observe his 27th wedding date.

The second is the completion, on April 24, of 15 years' service on the Torrance fire department, and the third, on October 1, his fifth year as chief. He succeeded Ben Hannebrink in that position and now commands six regular firemen, 10 "call men" and more than \$45,000 worth of equipment.

"Ollie"—a nickname that stuck with him since boyhood—days—was the oldest of a family of nine children. He was born at New Castle, Pa., Nov. 7, 1885, of Scotch, English and Irish stock. His first job after graduating from Martin Ganz high school there was cleaning bricks for a wrecking firm but he soon undertook to learn his father's trade of glass-blowing.

Was Extra Policeman
In 1908 he journeyed west to Kansas, a full-fledged glass-blower and at Independence in 1911 he married Bertha M. Hall.

To them were born two children—Harold, who is 25, and Lawrence, who soon will be 23. "Ollie" has three brothers and a sister still living. With his wife and sons, he continued westward to Torrance, having a job promised with the Torrance Window Glass company (Continued on Page 5-B)

THRIFTY SHOPPERS SAY...

OK Penney's WHITE GOODS

Dramatic Savings on Penney's Brands—Savings you cannot afford to miss—Savings that make your dollars go farther—Use Our Easy Lay-Away Plan—A small deposit will hold any item and with a small payment each pay day you soon have your items paid for and you owe no bills—Let us help you save on these dramatic Savings!

Fast Color Prints 36" Width Yards	10¢	White Outing Flannel 27" Special Yard	81¢ 82
Broad-cloth Large assortment of patterns. Yard	15¢	Women's Shoes Reduced Suedes, Gabardines Pair	149¢
Extra Large Bath Towels Each	25¢	Men's Shirts & Shorts Each	19¢
Steam Towels Each	10¢	Men's DRESS Oxfords Pair	149¢
Extra Large Size Flour Sacks Each	9¢	Children's Oxfords Pair	98¢
Sorority Rayon Prints Washable Yard	49¢	Men's Mole Skin Pants Pair	\$1 19
Chiffon Hose A real Quality. For Only Pair	49¢	Men's Dress Pants Pair	98¢
Women's Mercerized Cotton Hose Pair	25¢	Work Gloves Leather Palms. Pair	33¢
Indian Design Blankets Each	\$1 59	Men's Heavy Outing Gowns Each	\$1 29
Special 36" Canvas Unbleached Yard	3¢	Boy's Covert Shirts Each	39¢
Unbleached Muslin 39" Width Yard	5¢	Men's Heavy Sweat Shirts Each	79¢
Bath Mats Large Size \$1.00 Seat Covers to Match.	59¢	Men's Zipper Work Shirts Each	89¢

PENNEY'S
J. C. PENNEY COMPANY, Inc.
1209 SAKTURI AVE., TORRANCE PHONE 218