



## SHOP TALK

TORRANCE TRIPE & TRIVIA  
HOT OFF THE AP WIRE

—It's news when a dollar item can be bought for one cent (ten) and it's even greater news when a whole store full of fresh, new merchandise can be purchased at the same price. Red hot, then, is the announcement in today's ad columns of Les Prince's Spring One-Cent Sale now going on over at the Beacon Drug. Check this ad for some extra super special buys in drugs.

—Flash! At Bond, oil-owning scissor and razor oldster of Torrance whose pumping post hole is practically in his back bedroom, has given up counting sheep when stricken with insomnia. Bond is alleged to have been heard recently counting barrels... one barrel, two barrels, three barrels, and so to sleep.

—Flash! Flash! Mrs. Harriett (with two ts) Leech, Torrance socialite and herself the mother of three sons (who will probably present her with potted plants Mother's Day), is staging a contest (non-athletic) for mothers this week. Three grand prizes each of 12 (1 doz.) beautiful roses will be awarded to the oldest mother, the youngest mother and the mother with the greatest quantity of offspring.

All that interested matters have to do is drop in today, tomorrow or Saturday and register. Added attraction is that all registrants are given a handsome gardenia, free & without charge. All mothers residing in Torrance or vicinity are eligible to register and all are most cordially invited to do so.

—It's certainly worth mentioning that Master Molar Mechanic Walter J. Hoxie has two miniature leather overfitted pieces in his office; miniature because the office is small, overfitted so that waiting patients with bicuspid aches can have a soft spot to sit to help relieve the pain. (Where did you say that tooth hurt you?)

—Not good news but had is that about auto drivers (particularly women) who back out from the curb with no consideration for passing motorists. I've had three women drivers chase me almost over the opposite curb in the past three weeks; two were unlucky, the third cramped my fender.

—Mothers get another break! George Morton, prop. of the American Barber & Beauty Emporium, advertises this week that the oldest & the youngest mother who registers with him these next three days will each be given a \$3.95 permanent wave. Mommy! Mommy! What an offer!

—Angler's paradise! Les King, mgr. of Roberts Liquor store, has recently joined a new organization known as the Palos Verdes Angler's Club. Les says the main reason the club was formed was to have an organized, sympathetic group of listeners who will appreciate a good tall fisherman's lie about the one that got away. Les also states that it's hard to tell a good lie unless you have an understanding listener. And ain't it de true!

—Scoop! Ed Thompson, Chevrolet dealer, yesterday celebrated his fourth year in business in this district. First opening in Lomita, coming to Torrance later. It was also the first day Ed ever saw the lady who is now Mrs. Thompson. "Oh, shut up!" were her first words to Ed, though he had not opened his mouth. With that Ed really piped down. Mrs. Thompson says Ed hasn't shut up since.

—Miscellaneous News Items! Alden Smith, Howard's Jeweler, is pushing the Nicholl-Velvet Shaver because he says it's the best on the market. Alden advertises a sensational offer in today's rag; \$5 allowance on your old electric razor on a new Nicholl. These razors will soon be like used cars... Blue Book, appraisal value and all.

—George Probert, at Torrance Pharmacy, announces this week a brand new, complete line of famous Lucien Lelong perfumes, etc.

—Bill Wylam, who sports an extra fine display of Mother's Day flowers over at the Poppy, states that the nation's florists were in "a dither last February because the death rate dropped 15% of normal." He also states that back east geraniums are considered tops for Mothers' Day giving.

# TORRANCE HERALD

TORRANCE, CALIF., MAY 5, 1938

SECTION B

## NEW INDUSTRY HERE PLANS EXPANSION

### Magnesite Plant Now Producing

A new Southern California industry, located in Torrance, is now shipping its Epsom salts, milk of magnesia and magnesia carbonate products from its spic and span aluminum-painted plant at 1739 21st street. This is the American Magnesite Corporation, headed by C. F. Holmes.

Truckloads of raw magnesite ore from the Mojave desert have been dumping their contents at the new plant for the past several weeks while tests were under way. A production schedule of 15 tons a day of finished products is now being followed, according to G. C. Holmes, son of the president, superintendent of the plant and vice-president.

"This is the first industry of its kind in Southern California," he told The Herald this week. "At the present time the Pacific Coast is supplied with Epsom salts and magnesia products by a plant in northern California and two or three similar industries in the east."

Planning New Building  
"We anticipate considerable expansion on our three and one-half acres in Torrance and are already drawing plans for another building to be located east of our present headquarters. The new building will take care of our bulk of magnesia and magnesia carbonate equipment."

The firm, which was incorporated last July, has an investment of between \$25,000 and \$30,000 in Torrance. Superintendent Holmes said, in addition to the Holmes-Junior and Senior—the officers of the concern are H. S. Elbert, former Chicago piano manufacturer, and Paul A. Ziegler, automobile executive, directors, and Frank P. Barton, Los Angeles attorney, secretary-treasurer.

The corporation has owned one of the largest magnesia deposits in the United States near Mojave for about 20 years. The ore runs about 37 percent in magnesia, which is considered high. It is hauled here by a trucking firm and chemically treated in huge vats where the actual process being more or less of a trade secret, Holmes said.

Additional ore is constantly being received to make the process a continuous one. The location here provides excellent transportation facilities, a Pacific Electric spur track extending to the plant.

C. F. Holmes, president of the concern, has been in the wholesale packing house business for many years. His son, G. C. Holmes is a chemical and mining engineer who recently completed two years in the Philippines as superintendent of a gold mine.

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### PUPIL PATROL PLAN BEING STUDIED

Details of a plan to organize a junior traffic reserve unit to guard every street crossing at every school in the unincorporated areas of Los Angeles county, today were under consideration by the board of supervisors.

The units would be supervised and trained by expert officers from the sheriff's office. Each school would have a teacher appointed as responsible for the supervision of the work and there would be a captain and a number of lieutenants among the boys for local administration. Actual protection of the crossings would be carried out by a sergeant and from 2 to 4 sign-holders, who would operate from the sidewalks. The sergeant would hold the children until there were enough to justify halting traffic. The sign-holders would stand on the sidewalk about 75 feet on either side of the crosswalk.

When the "grave task" of the sign-holders blows the whistle, the sign-holders will lower their long poles with stop signs attached. Each squad will work only part of the day, so that the members will not lose too much time from school or recreation.

The plan has been in effect in Oakland since 1928, and in that time it is estimated that 20,000,000 have been escorted by the junior guards without one being injured or killed, according to a report by H. F. Scoville, director of the bureau of budget and research.

Mrs. W. R. Goddard, president of the Tenth District Congress of Parents and Teachers, has protested against the plan. She declares it is "a place on the shoulders of a child a task that is a grave responsibility for an adult."

### New Patients Enter Hospital

Five new patients were received at Torrance Memorial hospital during the past week. Mrs. Myrtle Northrop, 2075 Torrance boulevard, entered yesterday for medical treatment following infection from a tooth extraction; Mrs. Mary Cox, Redondo Beach, was received Sunday for medical care; Earl M. Kinchele, 87 Nido, applied Saturday for medical treatment, and Troy Putnam, Gardena, entered Tuesday for an emergency appendectomy. John O. Staleup, 1916 236th street underwent a hernia operation Monday.

DANCES FOR PROM  
To raise funds for the annual Junior Prom, a series of Junior-Senior class dances are being held every other Tuesday afternoon in the high school gymnasium. Admission is five cents.

### A PERSONAL MESSAGE TO YOU!



DR. COWEN'S liberal and Convenient Easy Payment Plan makes it possible for everyone to enjoy an efficient and thorough dental service without delay. All work is completed IMMEDIATELY, and arrangements can be made to pay later, weekly or semi-monthly, at your convenience. This liberal service does not cost you one extra penny, and you are assured the same conscientious care and quality work as if you paid cash. You will appreciate how EASY it is to arrange for CREDIT in the office of Dr. Cowen, because there is no third party or finance company to deal with, and you can make your own terms for payment, within reason, of course.

IF YOU NEED dental plates, you will appreciate the advantages of my 5-10-15 Easy Payment Plan, which enables you to take your choice of my very best All-Pink Dental Plates, and pay for them in such a way you will never miss the money. There is no interest or any extra charge, and you don't have to make one penny down payment. It can truthfully be said that any honest person can obtain a complete and IMMEDIATE dental service in Dr. Cowen's office, regardless of how little they can afford to pay.

**Dr. Cowen**  
CREDIT DENTISTRY  
107 W. BROADWAY  
CORNER PINE—OPEN EVENINGS LONG BEACH

### British Prize-Winning Substitute for 'Housa Boy!' Leaves Local Folk Cold

What's tops in greetings in jolly old England is just a pain in the neck to Torrance residents.

Determined to "put a little English" on a public service with genuine benefit to local folk, a Herald reporter this week undertook to try out the prize-winning British greeting, recently determined by a contest held by a London magazine.

The newshawk well understood that many people have long been annoyed with the universal bromides that are invoked whenever a man meets a friend on the street. "Fine weather we're having," "How are yuh?" "What'd you—ya know?" and "Whatta good word?" for instance, have become trite and thread-bare.

The British publication, an ardent believer in the questionable theory that reader contests can at once eliminate many of the world's ills, staged a contest with valuable awards for those who could think up new ways of saluting friends. The first prize was given for this gem:

"I wonder when beards will come into fashion again?"

The idea behind that remark is that one enters immediately not only into conversation—but also into speculation. But when The Herald scribe tried out that greeting—blank stares, return questions and some wise-cracks followed instead of a conversation.

Here were some of the local responses to "I wonder when beards will come into fashion again?"

"Why don't you start an 'Old-Timers' Week' and find out?"—Major Fred Tiffany.

"Beards? I don't care if they never come in again."—Police Chief G. M. Calder.

"I hope they NEVER come back."—Barber George Morton.

"I think they're lousy besides who cares?"—Harvel Gutfenfelder.

"I dunno."—Engineer J. J. Benner at the fire station.

"Well, I'd like to try and raise one once—just to see what it would be like."—A. & P. Manager Arnold Berg.

"Say, what is this—a gag?"—Who cares about beards, anyway?"—Motor Officer Percy Bennett.

"Oh, I hope they don't—they're awfully ticklish—or are they?"—a sweet young thing at school.

"Naw, I don't want a beard—but I'd be interested in a moustache."—high school boy.

"Why?" Is your chin cold this morning?" City Attorney John E. McCall.

"Beards... now there's something. Wouldn't you expect a reporter to be asking foolish questions like that?"—Banker Bob Delminger.

"Get out of here—that's treat."

### Waits in Vain



Her father and mother, Dr. and Mrs. O. N. Lambert, killed in a plane crash near Visalia, Cal., little Sonia Lambert, 2½, waits for her loved ones in her grandmother's home. Unable to understand what has happened, she says she wants "Daddy to come home and read the funny papers to me."

### Students Interested in Banking Talks

A series of informal talks on the general subject of banking was concluded Monday morning at the high school. Students in the commercial department and the Senior basic group attended the lectures which were given by three men and one woman who are officers of Los Angeles banks.

Among the subjects covered by the talks were Money and Credit, Foreign Exchange, Trust Functions and Stocks and Bonds. The students appeared keenly interested in these subjects, asking many questions of the speakers afterwards, according to Principal Thomas Elson.

"I am in a barber shop!"—Councilman Jack Murray.

### CROP REPORT COVERS LOCAL PLANTINGS

First tomatoes from the Palos Verdes and San Pedro hills are expected to be ready for market about June 10, according to the April crop report of Harold J. Ryan, county agricultural commissioner. Acreage in this area this year totals some 2,200, which is slightly less than a year ago. In other parts of the county, tomato planting is still going on for canning use and late summer markets.

Lack of warm weather has prolonged the strawberry season and kept prices up over a longer period than in ordinary years. Peak of the first crop was reached late in April. Blackberries and raspberries are just beginning to ripen and prospects look promising for a good crop.

There are 1,200 acres of green beans in the Palos Verdes-San Pedro hills. Inclement weather got the harvest off to a poor start, but quality at the end of April had greatly improved.

Plantings in the area around Torrance and other parts of the county for cutting this spring and early summer total about 1,000 acres, of which about 75 percent is white celery and the remainder is green—or Utah type. Recovery of plants inundated by the March 2 storm has been such that loss was less than two percent.

## TO THE YOUNGEST and TO THE OLDEST MOTHER

Who Registers with Us Thursday, Friday or Saturday We Will Give a FREE...

\$3.95 PERMANENT WAVE

No Strings! No Obligations! Just Come In and Register. Winners will be Notified Monday, May 9!

### GIVE MOTHER A PERMANENT WAVE

• There's nothing she would appreciate more or make her look sweeter. Call today for an appointment and gift certificate.

### AMERICAN BARBER & BEAUTY

1511 CABRILLO SHOP George Morton, Proprietor  
Phone 333

## Holy Smoke! What a Deal!

TO ALL MEN WITH BEARDS...

Believe It or Not! - We Will Allow You

\$5.00 ON YOUR OLD ELECTRIC SHAVER (Regardless of Condition) On a New

## NICHOLL "VELVET SHAVER"

This Offer Can't Last Long! Don't Pass It Up!

NOTHING DOWN . . . PAY ONLY 50c WEEKLY!

1503 CABRILLO  
PHONE 411

HOWARD'S JEWELERS  
TORRANCE

THIS OFFER LIMITED TO ONE TO A CUSTOMER!

