

RAY BROOKS



SHOP TALK

A MERCHANT ASKS—

In this week's mail came the following epistle. Feeling it mandatory that I answer (they asked for it) I herewith reprint the letter with editorial comment.

Dear Ray: "We read the Torrance Herald, and in moments of weakness we read your column. We have been aware of the pleas you have made to the local populace about wares offered by local merchants. Well, we understand and forgive for after all you, too, have to earn your keep as Advertising Manager. But we are your victims. We are the unwilling victims who have to evade your guile!"

"And, so, we ask you a simple question. What would you have done in this instance?"

Thereafter followed a sad, sad story of a woman who entered a store at 8:30 p. m. and asked for a penny pencil, requested to have it sharpened and then presented the merchant with a dollar bill.

Editor's Note: A neat job of killing two birds with one stone I say. I and the woman. With me it doesn't matter. Like the merchant, I, too, understand. But with the woman... well, that's another matter. I only hope she doesn't see this.

But I haven't answered the question yet. So here it is: I would have sold that customer that pencil so quickly, and sharpened it so smilingly, and returned her 99c change so courteously that when she went out the door she would have been as satisfied as if she had made a \$35 purchase. Admittedly, the 1c sale was small & profitless, but some day that customer might become a GOOD customer. And to matter how little the old saying is, it STILL fits: "The Customer Is Always Right!"

Horse racing at Inglewood is an amusement you could have paid the grocery bill with if yesterday you hadn't been out there.

McMILLANS MIFFED

Edith McMillan wants it known here & now that the McMillans listed in the delinquent tax list (published in June 2, 9, 16) is NOT the McMillans with whom she is connected by marriage. Week before last's Shop Talk called attention to the list, asked if any reader's names were there. Mrs. McMillan read, looked, gasped.

HATFIELDS vs. MCCOYS

Was a readin' 'other day that the Hatfields & the McCoys, Kentucky hill billies (and about whom the local Torrans warble so lustily), actually lived in the mountains of Old Kentucky and "went afieudin' for 47 years... over disputed ownership of a pig! Cap Hatfield personally accounted for 18 McCoys and over 30 lives were lost during the feud.

It is rumored that Dale Carnegie, author of sensational "How To Make Friends and Influence People" is being sued for divorce. Evidently Mrs. Carnegie thought the whole thing was just so much salt herring.

MUSICAL MUTTERINGS

Mrs. Kathryn Buffington, a hard working teacher of piano, called my attention the other day to a rather sad state of affairs. Seems that very few people these days sing or play an instrument or dance anything but the Big Apple. Upon reflection, I agreed that certainly such was the case. But what to do about it? After some chatter-back & forth it was mentioned that a Good Old Community Singing Festival would be a mighty fine thing, if only we could find a sponsor and someone to do the work. I would lend my loud (but tuneless) voice to the whooping, as would hundreds of other local citizens... If only there was some way to get the ball rolling and the singers out to the songfest. Almost everyone likes to sing. Sure it is that Mrs. Buffington would pound out the notes on the piano... and believe me, she's GOOD at it!

How about some suggestions from readers who have a song in their hearts and an idea in their heads. How can we get this thing started?

That where German papers & magazines once ran a column entitled "Best Sellers of the Week" they are now using the heading, "Best Books Burned This Week."

WANT TO SWAP? Traders can get together thru The Herald's classified advertising section.

TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., JUNE 23, 1938

SECTION B

Three More Wells on Pump in South Torrance Field

Patton-Conaway Claims Best New Producer

An oil firm which has been interested in the South Torrance field since it was opened up originally in 1934, the Patton-Conaway-Quigley company, brought in its Fee Lease No. 1 on 233rd street last Friday whose output of 710 barrels, cutting less than one percent water, is claimed to be the best in the field to date.

The well has been pinched down to 600 barrels this week and has a pressure behind it of about 300,000 cubic feet of gas. The hole was deepened to 4,955, it was reported.

Two other operators in the field brought in wells during the week. Neil Anderson put his Mitchell No. 1 at 232nd and Pennsylvania on the pump, producing better than 400 barrels of exceptionally clean high-gravity oil. Everett Grubbs and L. A. Main have a 200-barrel producer on 230th, which was brought in last Friday.

Work on 235th Street Between 75 and 80 wells are being worked in the field at the present time, it is reported. The water influx which was disturbing operators along Sepulveda boulevard has been cleaned up by plugging operations and is no longer regarded as a menace to the field.

Two more re-drill jobs are scheduled to get under way within the week on 235th street, which is now the southern boundary of the producing area. The Southern California Oil company is planning to re-bore a well it has on that street and the Calridge Oil company is re-conditioning an old derrick for a re-bore.

Flood Control Tax Due for Cent Increase

The preliminary budget of the county flood control district, under submission today to the board of supervisors calls for an increase in the tax rate for the district from 19 cents for the present year to 20 cents for the fiscal year of 1938-39.

Total proposed expenditures in the preliminary budget are listed at \$6,563,764 for next year. Of this amount, \$4,312,334 will be for interest and sinking fund while \$2,251,430 is allotted for maintenance and operation. The figures were submitted Friday by Chief Engineer C. H. Howell, of the flood control district.

But the tax rate will not be based upon these totals, because of surpluses which will be carried over this year by the district. The maintenance and operating fund will be reduced by a surplus of \$609,000 to a net total of \$1,642,430 and the interest and sinking fund, after a surplus of \$1,994,000 is deducted, will show a net of \$2,318,334 to be raised.

This leaves the total of \$3,960,764 to be raised by next year's flood control district taxes, which would require a rate of 20 cents on the \$100 assessed valuation, if the total budget is not slashed by the board before final adoption.

WHAT DO YOU WANT?

The Herald's classified advertising section carries many different bargains.

Pay Schedule for Election Is Announced

Election board officers will be allowed \$8 for their work in the August primary election, it was decided today by the board of supervisors.

The board also ruled that \$8 would be allowed for rental of each polling place rented from a private owner.

Canvassing clerks will work under the direction of the registrar of voters instead of under the board of supervisors for the first time following the August primary election, as the result of a change in the state law.

State Bureau Here Has Data About Jobs

All persons in search of employment regardless of whether in agriculture or industry or on the Central Valley's Water Project should apply to the local office of the California State Employment Service for the latest, most accurate, information according to an announcement made by Dr. Melville Z. Ellis, manager of the California State Employment Service, office located at 1927 Carson street.

"The crops this year will be late and extremely short," Dr. Ellis said, "and persons who travel in search of employment without first finding out where there are employment opportunities will find themselves stranded."

The contract on the Central Valley's Water Project has not yet been awarded. There is a definite oversupply of labor in the immediate vicinity of the work, many of whom have migrated there and have been on relief because of the fact that they did not have accurate information in regard to the jobs before moving. The local office of the California State Employment Service is open from 8 a. m. to 4 p. m., and information may be had in regard to all types of employment in all parts of the state and working conditions in other states by applying there.

"FERGIE" FERGUSON

IS NOW OPERATING AN

AUTO REPAIR SHOP

IN CENTRAL GARAGE... 1635 BORDER AVE.

THIS WEEK'S SPECIAL—

VALVE GRIND Chevrolet... \$5.00

OPPORTUNITY

"Opportunity knocks but once!" So goes the old saying. But such is not true today. Opportunity to save your money at a rate of interest TWICE the normal rate is open to all who are wise enough to take it.

CAN YOU AFFORD TO BE SATISFIED WITH LESS THAN 4%?

Make arrangements this month to transfer your savings to the Torrance Mutual Building and Loan Association an INSURED institution doing business continuously in Torrance since 1922.

WE HAVE NEVER PAID LESS THAN

4%

TORRANCE MUTUAL BLDG. & LOAN ASSN.

1335 Post Avenue

Telephone 423



Columbia Opens New L.A. Headquarters



The new Southern California home of the Columbia Steel Company's office and sales staff at 2087 East Slauson avenue, Los Angeles, was visited Monday by scores of business and city officials. The building is of modified modern design, built of steel and poured concrete. At the right is a night view of the main entrance.

Structure Has Many New Features

The new office building of Columbia Steel Company, most recent addition to the industrial skyline of Los Angeles, was officially opened last Monday. Invitations extended to business and city officials throughout the state to visit the new Southern California home of the steel company at 2087 East Slauson avenue were accepted by scores who thronged the building all afternoon.

The building is of modified modern design, 183 feet long by 41 feet wide and has two floors and a pent house (for the air conditioning equipment) with an area of 17,089 square feet of office space. Designed by Earl Heitschmidt, noted Los Angeles architect, the structure is steel framed with all steel members fireproofed throughout with concrete. Concrete walls form the exterior of the building. An architectural effect has been obtained from pouring the concrete walls.

Has Photographic Mural Portions of the interior have been trimmed with stainless steel to further illustrate to customers and visitors the numerous possibilities of the use of steel in construction and decoration. Within the entrance a reception foyer contains a large photographic mural depicting the manufacture and uses of steel.

Another feature of the building is 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.

Customers will be provided with 7,500 feet of parking space which is surrounded by a seven-foot concrete wall, 320 feet in length.

Among the numerous benefits afforded by the new building will be increased safety to employees by adherence to strict local building requirements, improved working conditions by the provision of modern air conditioning, lighting, sanitary and communication facilities.

Kansas State Grads to Picnic June 25 in L. A.

Saturday, June 25, will be a big day for alumni and friends of Kansas State College, who are now living in Southern California. All alumni are invited to bring their families and a basket lunch to Sycamore Grove Park, Los Angeles, where the annual picnic will be held at 4 p. m.

According to John F. Davison, president of the local association, a splendid program has been arranged and many fine prizes are being offered to those qualifying.

Legion Units Frolic Monday

A barbecue, steak-bake, followed by a ball game, will be enjoyed by the Sons of Legion, Legion and Auxiliary next Monday night, June 27, at the city park. W. O. Meadlin is in charge of the festivities which will begin at 6:30 o'clock.

The ball game will be between the Sons and members of the local Legion post. Charles Grubb is chairman in charge of a committee. Paul Smith, Bill Buckley, Dean Barkdull and Bill Darling, who will work on the Sons' share of the party.

Bass Flops in Boat

CAPE GIRARDEAU, Mo. (U.P.)—Found at last—a spot where the fish leap into the fisherman's boat! F. W. Schrader, was fishing in a lake near here when a four-pound bass leaped from the water and landed in his lap.

Sentence by the Mile

MISSOULA, Mont. (U.P.)—Joe Matich of L. P. Wai, Ida., was sentenced to federal penitentiary at the rate of a month a mile, to repay his theft of 15 miles of copper wire which disappeared from the Clearwater forest reserve.

Imagine!
Only 35¢ for a
delicious dinner



ON THE
"CALIFORNIAN"
TO CHICAGO

"YOU could have knocked me over with a timetable when I read the dining car menu. Breakfast 25c, lunch 30c, dinner 35c. And they're perfectly delicious. Why, the meals all the way to Chicago will only cost me (hold your breath) \$2.05! I'll save enough for a new bonnet."



Other CALIFORNIAN Features: all cars completely COOL and air-conditioned, friendly Stewardess-Nurse service, full-length lounge car for tourist passengers, deluxe chair cars (one reserved for women and children), improved tourist sleeping cars, fast schedule over the direct Golden State Route.

NO EXTRA FARE TO CHICAGO

\$39.50 \$65.00

ONE WAY ROUNDTRIP

In deluxe air-conditioned chair cars

\$74.00 ROUNDTRIP (plus berth) in tourist sleeping cars



Southern Pacific's

Californian

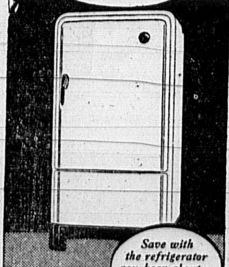
WM. H. BRATTON, Agent

P. E. Depot Torrance, California Phone 20

SAVE

- FOOD
- WEAR and TEAR
- POWER
- UPKEEP
- MONEY
- NERVES

WITH A
SERVEL
ELECTROLUX
THE Gas REFRIGERATOR



Save with the refrigerator you hear about—but never hear

\$5.00 DOWN PUTS A NEW ELECTROLUX IN YOUR HOME!

National Home Appliance Co.

HARRY M. ABRAMSON "FRIENDLY CREDIT"

1312 Sartori Phone 78