

THURSDAY, JULY 7, 1938

RAY BROOKS

SHOP TALK

(Inasmuch as the new CBS-KNX transmitter is located in North Torrance and will soon be flinging both good and bad radio programs all over the Universe, the following chat about the new Columbia Studios in Hollywood—picked up on a tour thru the plant one day last week—might be interesting.—Shop Talk.)

UNLESS YOU WERE A RADIO STATION YOU PROBABLY WOULDN'T KNOW: That a trip thru Columbia Square (as it is so cunningly called) is well worth the 40c toll! (How should I know? I got in on a pass!)

That the station's continual use of "On the air from Columbia Square" rather gets in my hair. How about you?

That there are 114 stations in the CBS network, with KNX the "key" station on the Pacific coast. All programs coming from the east must pass thru Los Angeles, thence north to San Francisco, Portland, Seattle, Spokane and into Montana. And vice versa.

That CBS transmits all programs via leased telephone wires to the stations where they are broadcast.

That the president of CBS is only 31—summers old now, took over the chain at 26 when there were but 19 stations affiliated.

That CBS has two associate stations in the Hawaiian Isles, one in Honolulu, other in Hilo.

That the new Columbia Square is a super-masterpiece of streamlining, with no windows and fully air-conditioned. (Our guide told us a visitor asked him how long it would take for everyone to suffocate if the

Mashers Annoy Wife Going to Meet Husband

"Mashers"—who are described by police officers here as "the lowest form of life"—are being sought for annoying the wife of a National Supply worker who nightly leaves her home to accompany her husband returning from work.

The local woman has been accosted several times recently on her way to the industrial plant and only escaped her annoyances by running from them.

ventilating system went on the fritz!)

That the guides for gawking tourists are young fellows who "go to school" most of the time, show people around in their spare moments. After two years' study of every department they are finally placed where they are most likely to succeed. In Hollywood there are six, with applications a foot high. The New York studio has twenty.

That the broadcasting studios (there are four pairs, each pair identical to the others) are the last word in such things, being boxed in with small steel springs and are completely independent of the walls. The springs absorb any vibration from without. The studios' inner walls are lined with about three inches of sound and vibration absorbing material to soften opera singers screaming high C's.

That a technician, called a "mixer," watches every broadcast from a sound-proof "telephone booth," keeps sounds "mixed" just right so that a shrill tone won't tear the innards out yer raddio.

That each visitor is given the opportunity to record his voice on an electrical transcribing gadget, have it played back at him. (If you've never heard your own voice you'll be amazed what it sounds like.)

That the sound effects department is the most interesting of all. The sound technician demonstrates different equipment, shows you how commonplace sounds are made with the most commonplace tools. A few examples:

Footsteps in the snow are made by squeezing a small bag of corn starch! Booming of guns are simulated by hitting a tightly stretched piece of common insect screen. An ordinary strawberry box is smashed close to the mike when depicting the crashing-in of a door. An explosion and subsequent landslide are brought to life by the use of a 12-inch rubber sphere (like a basketball bladder). The sphere has a few buck shot in it. The operator merely gives it a sharp flip (that's the explosion) lets the buck shot roll back to the bottom of the ball (that's the landslide). The thing is so real you start for cover! Automobile and airplane motors are recorded from life. So are train noises. Crashes of any of these are made by throwing assorted junk on the floor.

That if the tourist trade continues at 40 times a head it won't take them long to pay for the building.

That I was tremendously impressed by the realization that such a colossal plant with its highly developed equipment has sprung from the lowly "crystal set" and in so few years.

That despite the millions of dollars invested in both land, buildings, trained technicians and the most efficient & powerful radio broadcasting equipment it is possible to obtain—despite all this, the station CAN PRODUCE BUT ONE PROGRAM AT A TIME!

French Claim Salads Have "Love Charm," New Recipe Created by Home Economist

Freshly-cut pineapple, sliced radishes and salad greens tossed with French dressing is one of the newest of flavor combinations to make salad history.

Making a timely bow in the season when the great out-of-doors beckons and appetites call for something cold and crisp, this recipe, created first in the testing kitchens of Servel, Inc., is a "pet" of Gladys B. Price, home service supervisor of the Southern California Gas company, who urges homemakers to add it to their "salad repertoire."

"In France, where salads were born, they have a proverb which declares that salads have a 'love charm,'" says Miss Price. "Furthermore, the adage advises a wife to serve one to her husband every day to hold him in thrall, even if she has to send to Rome for it."

Has Health-Giving Qualities "The modern woman, however, has only to send to the corner market for her salad ingredients and by keeping them stored in her gas refrigerator, she can serve the most tempting salads with a few minutes preparation, remain as cool as the cucumbers she uses in the salad bowl, and as independent (from the kitchen) as the Fourth of July.

"There's reason enough why salads should have a 'love charm,'" she went on. "Their colorful appearance whets the appetite, and the health-giving qualities of salad greens keep a husband feeling fit and in good humor."

"This new recipe may be tossed together in a few minutes, yet when brought to the table, its gay color and tantalizing flavor will bring forth a chorus of praise. The complete recipe is as follows:

To Keep Greens Crisp "Cut a medium sized pineapple into small 'fingers,' add one-half cup of sugar, and store in the gas refrigerator until thoroughly chilled. Slice eight or ten radishes, combine with the pineapple just before serving, and place on a bed of mixed salad greens.

"For the dressing, a simple French dressing was used, made with one-half cup salad oil, one-fourth cup vinegar, three-fourths teaspoon of salt, a dash of pepper, and a dash of biters. The bowl in which the dressing was mixed was first rubbed with a cut clove of garlic.

"The salad should be served in a large bowl, arranged attractively, with a dressing added just before serving and the salad then tossed lightly. The simplest method of keeping salad greens crisp is to wash them carefully under cold running water, to drain well, then to place them in one of the two vegetable fresheners provided in the gas refrigerator. They will remain garden-fresh here for days.

Ideal For Molded "These vegetable fresheners pull out like drawers, the covers remaining attached to the special rack provided, so that while one stands before the refrigerator, greens may be selected quickly and easily and the freshener then replaced. No trip to the sink is necessary.

"Another feature of the new gas refrigerator that comes in handy during the salad season is the two-way glass door which

Hypnotist Held



Glendale, Cal., police held Robert Avery Gilbert, one-time famed stage hypnotist, following the mysterious death of 23-year-old Mrs. Marie Colombos, an expectant mother. Gilbert, who recently assisted in a "post hypnotic" birth for another woman, told authorities he was called to prevent childbirth for Mrs. Colombos.

Million Checks Sent to State's Jobless Workers

Check writing machines at the Department of Employment have elicited off the state's "millionth" unemployment compensation benefit payment, according to Carl L. Hyde, executive director.

"The million benefit checks written by the Department represent more than \$10,000,000 distributed throughout the state," Hyde said. "We have gone a long way since February 14, when Check No. 1 was handed out by Governor Merriam in the distribution of \$10,000,000, the Department's reserve in the Unemployment Trust Fund has not been depleted materially."

CLUBS MEET TONIGHT

A joint meeting of the Rotary and Kiwanis clubs will be held tonight at the Legion clubhouse with the Rotarians providing the program.

Shoe Caught, Loses Foot

MARTINS FERRY, O. (U.P.)—William Pyle, 14, saved his life but lost one foot when his shoe caught in a railroad switch as a train approached.

age tray just beneath the freezing unit, which is ideal for molding large gelatin salads quickly."

PITTSBURGH PAINT

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THIS WEEK'S SUMMER SPECIAL!

1/4 OFF REGULAR PRICES!

LEATHERETTE HASSOCKS \$2.07 to \$5.21
Asst. Colors and Styles.

Special On Smokers!!...
Equipped with automatic spring door, 95¢ to \$5.95
several styles and colors.

THESE ITEMS DISPLAYED IN OUR WINDOWS!

LA MODE FURNITURE
1513 CARRILLO G. J. Arac PHONE 545

Golden Spade Used PHILADELPHIA (U.P.)—Henry W. Breyer, turned over the first earth to open construction of an addition to the Park Congregational church with the same gold spade his mother as a little girl broke ground for the church 32 years previously.

REDONDOAN FINED William W. Reed, 31, of Redondo Beach, was fined \$25 or 30 days in jail for being drunk in an auto here Tuesday night.

COUNCIL MEETS TUESDAY

The next regular meeting of the city council will be Tuesday night, July 12.

WE TAKE CARE of That Mussed Up "After the 4th" Appearance Your Clothes Have!

• You couldn't possibly have had a happy holiday (and we hope you did) without soiling and musing your clothes. We have the cure for that! Just bring in your garments and let us return them to you spick and span and just like new!

PIPER'S CLEANERS

1344 POST PHONE 370

A LUXURY ICE CREAM

AT AN Economically Price!

While Party Pride Ice Cream is at the head of the class in flavor and texture, its price is pleasantly low. Wholesome milk and cream, real fruits, expensive vanilla and chocolate give this ice cream its extra rich, extra good taste. Safeway's efficient methods of distribution bring it to you at every day low prices.

Your neighborhood Safeway is featuring another Party Pride product that you'll enjoy too—Party Pride Sherbet. This sherbet is offered in delicious fruit flavors, a new one every few days.

Buy a carton or two of Party Pride Ice Cream and Party Pride Sherbet at Safeway today. Treat your family with these luxurious frozen desserts.

CANNED FOODS

Fruit Cocktail	Dainty Mix Assortment	No. 11	11c
Castle Crest Peaches	Dole Libby or Del Monte	No. 2 1/2	15c
Sliced Pineapple	Fancy Sliced	No. 2 1/2	31c
Del Monte Pineapple	Fancy Sliced	No. 1 1/2	9c
Pineapple Juice	Del Monte or Dole	No. 2	9c
Tomato Juice	C-H-B brand	No. 2	20c
Asparagus Tips	Stokely brand	10-oz. can	15c
Pork & Beans	Van Camp's	8-oz. can	11c
Libby's Peas	Three-crown Medium small	No. 2	29c
Chili Sauce	Las Palmas brand	5-oz. can	8c
Hormel Spaghetti	With Meat Balls	1 1/2-lb. can	16c
Chicken & Noodles	Lynden or Milani	16-oz. can	23c
Sardines	Spirit of Norway	No. 1 1/2	25c
Tiny Tot Sardines	Pack in Oil	No. 1 1/2	15c
Del Monte Tuna	Fancy quality Light Meat	No. 1 1/2	15c

SPREADS & DRESSINGS

Peanut Butter	Beverly brand	25c	1-lb. jar	15c	
Pure Honey	2-pound jar	25c	2-lb. jar	25c	
Oleomargarine	California Gold brand	2	25c	1-lb. jar	25c
Piedmont Mayonnaise	Robinson brand	19c	Quart jar	33c	
Salad Dressing	Cascade brand	13c	Quart jar	23c	

MISCELLANEOUS VALUES

Fresh Bread	Julia Lee Wright's	16-oz. loaf	8c
Every loaf is dated! 24-ounce size loaf, 11c	White or Wheat	16-oz. loaf	7c
Toasted Bread	White or Wheat	16-oz. loaf	7c
Every loaf is dated! 24-ounce size loaf, 9c	Sliced or Unsliced	16-oz. loaf	9c
Coffee Cream	Lucerne brand	16-oz. can	9c
Quart bottle 28c (Prices in L. A. metropolitan area)	Red Label	12-oz. can	12c
Dark Karo Syrup	Blue Label	2 1/2-lb. can	25c
Light Karo Syrup	Chocolate variety	16-oz. can	10c
Hershey's Syrup	Chocolate variety	16-oz. can	10c
Kingsford Corn Starch	16-oz. box	8c	
Jels Rite Liquid Pectin	8-ounce bottle	10c	
Pen-Jel Powdered Pectin	3-oz. pkg.	10c	
M.C.P. Powdered Pectin	3 pkgs.	25c	
Jell-well	Extra-flavor Gelatin dessert	3 pkgs.	12c
Freezing Mix	Jell-O brand Assorted	3 cans	25c
Max-i-mum Milk	Evaporated Tall size can	3	16c

Fruits and Vegetables

APRICOTS	4 lbs.	10c
POTATOES	10 lbs.	10c
Commercial grade	3 lbs.	10c
STRING BEANS	3 lbs.	10c
Crisp Kentucky Wonder	3 ears	10c
SWEET CORN	3 ears	10c
Local Oregon Evergreen	3 ears	10c
CARROTS	Large, clean bunches	3 for 5c
WATERMELONS	Klondykes, fine flavored	1c
CANTALOUPE	Thick meat, large size	6c
CUCUMBERS	Long, green, crisp	5 for 10c

BEVERAGES

Canterbury Tea	Black Tea	1/2-lb. 15c
Canterbury Individual	19c	8c
Snowy Peak Root Beer	3 3-ounce 25c	
(Price ex-tax, .0091; sales tax, .0024)	Bottles extra	
Snowy Peak Root Beer, Grape	12-oz. 5c	
Snowy Peak or Strawberry Soda	12-oz. 5c	
(Price ex-tax, .0054; sales tax, .0014)	Bottles extra	

CRACKERS & CEREALS

Soda Crackers	Auntie's brand	1-lb. box	10c
Butter Spray Crackers	Auntie's brand	1-lb. box	17c
Alber's Corn Flakes	8-oz. box	5c	
Ralston Checker Oats	20-oz. box	8c	
Ralston Cereal	Whole Wheat	24-oz. 21c	

HOUSEHOLD ITEMS

White Shoe Polish	No-Rub brand	2-ounce bottle	10c
(Price ex-tax, .0070; sales tax, .0021)			
No-Rub Shoe Polish	For White Shoes	6-ounce bottle	19c
(Price ex-tax, .0046; sales tax, .0014)			
Giant White King	Soap	3 bars	11c
(Price ex-tax, .0050; sales tax, .0015)			
Palmyra Toilet Soap	2 bars	11c	
(Price ex-tax, .0044; sales tax, .0014)			
Toilet Soap	Fine Art brand	8-oz. bar	5c
(Price ex-tax, .0054; sales tax, .0014)			
Super Suds	Concentrated	22-oz. 18c	
(Price ex-tax, .0077; sales tax, .0023)			
Super Suds	Packed in Blue box	22-oz. 18c	
(Price ex-tax, .0077; sales tax, .0023)			
Old Dutch Cleanser	3 cans	20c	
(Price ex-tax, .0047; sales tax, .0015)			
Su-Purb Soap	Easy on hands	2 24-oz. 35c	
(Price ex-tax, .0092; sales tax, .0028)			
Zee Toilet Tissue	White or Tinted	4c	
(Price ex-tax, .0083; sales tax, .0017)			

MEATS

Tender, flavor-perfect meats every time, through the Safeway plan of meat merchandising. Top quality meats, controlled-aged to peak of tenderness and flavor, cut waste-free, and delivered in refrigerated trucks to your nearby Safeway. For genuine eating satisfaction, serve Safeway Guaranteed Meats!

PRIME RIB

Short cut roast from the first five ribs of Safeway Guaranteed Beef. The aristocrat of oven roasts.

lb. 29c

LAMB LEGS

Lamb legs cut from Safeway Guaranteed genuine spring lamb. Shankless, no excess bone.

lb. 27c

BEEF ROAST

A delicious roast from center of seven bone cut of Safeway Guaranteed beef. Fine with noodles.

lb. 17c

PORK SAUSAGE

Pure pork and spices. In bulk, lb. 25c

BOILING BEEF

From plate rib of beef. lb. 8c

SHORT RIBS

Fine to bake or braise. lb. 10c

KEEN SHORTENING

Amazing new shortening. lb. 10c (Sold in the grocery department.)

BOOTH'S TASTY LOINS

Filet of haddock or filet of cod. lb. 25c

NORTHERN HALIBUT

(Sliced, per lb. 23c) In the piece lb. 21c

NORTHERN COD

(Sliced, per lb. 15c) In the piece lb. 13c

STEAKS

Porterhouse, Club, Sirloin or T-Bone. Tender, juicy steaks cut from Safeway Guaranteed Beef. Try one tonight, broiled.

SAFeway

Your Neighborhood Grocer

These Prices Are Effective Through Saturday, July 9

With exceptions noted, these prices are effective in Safeway-operated departments of all areas within thirty-five miles of metropolitan Los Angeles.

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ROBERTS LIQUOR STORES

SPECIALS THURSDAY, FRIDAY, SATURDAY! JULY 7, 8, 9

KENTUCKY HOST — 3 Years Old!

Straight Bourbon 97c
WHISKEY... pt.
QUART \$1.89

ROBERTS DRY GIN

90 Proof 100% Grain Neutral Spirits
Full \$1.30 Pint 69c

Just-Rite DRY GIN

1-5th Gallon 65c

ROBERTS BULK WINES

25c QUART 98c GALLON

Buy BEER at Roberts!!

ALWAYS CHILLED PROPERLY!
Lower Prices... Greater Variety!

FINE FLAVOR BEER

CANNED BEER 3 for 25c or ALE

11 Ounce BOTTLES

4 for 25c

FULL QUARTS

15c (Deposit on Bottled Beer)

STORE HOURS

OPEN 8 A.M. CLOSE 2 A.M.