

DE WORM
De worm she is a funny thing; He got no leg, no arm, no wing; She got no leg, but he can walk; He got a mout', but she can't talk; She walk wit' no leg on de groun'; Back and "fort," and don't turn roun'; He built so clos' down to de dirt; If he fall down, he don't get hurt; An' when she whoa an' back he go; Wher' is hees head, I lak to know?
—Shining Lines.

CHIT AND CHAT & THIS AND THAT
To Garland Brown, prop. of Brown's Shoe Repair Shop, go regards this week for the most novel manufacturing business in Torrance. Mr. Brown, together with Eduardo Acosta, a son of old Mexico, is making shoes... not ordinary black & tans, but genuine Mexican huaraches, so fashionable now among the "smart" set.

A huarache, in case you're a Swede or a Red Russian, and don't know, is a type of footgear worn by almost all the Mexicans in Mexico. The seniors & senoritas with plenty of gold pesos in their jeans buy very fancy models of high quality leather. The peons, being slightly less well-heeled, often make their own, using a piece of raw leather for a sole (they even leave the hair on) and several strips of rawhide... and, zip!... they have a swank pair of Mexican Florshelms!

For several weeks now Brown and Eduardo have been turning out huaraches (pronounced wah-rah-eh) for both men and women and doing right well. Prices are from \$1.99 to \$6.50 and they make them to order. Light and comfortable, these brogues are mighty fine for summer, can be lined for the cold months.

Eduardo's home is Chihuahua. His pappy and grandpappy before him were workers in leather, making saddles, shoes, harness, etc. The Espanol name for leather workers is "talavarteros." (You pronounce it!).

A commendable piece of enterprise came to our attention yesterday when, arriving home, I found freshly painted house numbers on the curb. Inquiry revealed that my spouse had given an itinerant painter all of 10c for the job. Very commendable, I say. Of course, I believe that the city should have done that job long ago. They could pay the painter only 5c a house, and it still would cost much.

Torrance is the world's worst town to find your way about without having to go blind searching for a house number.

For almost two years the boys around town have been using (in a kidding sense) the name "Hot Shot" when referring to J. H. Boyd, red-headed mgr. of the J. J. Newberry store.

This week the same fellers had to eat those words when "Hot Shot" was transferred to San Francisco, given charge of one of the two big Newberry stores in the city, left last Sunday.

Replacing Boyd is C. R. Holt, former mgr. of the Merced store and for 7 years a member of the organization. Holt is married, has one child, now resides at 1804 Martin.

Success and best wishes, Mr. Holt. We hope you like Torrance.

One of Pauline's principal perils in the days of the silent screen was movie "fog," faked from ammonia gas and smoke. When the villain wasn't pursuing her, ammonia fumes were! Came the dawn—when producers discovered that any brand of "atmosphere" from Scotch mist to a London fog, could be made from petroleum vapors. By chilling off in an ice-filled tank a "fog" comes off that is cough-proof and has just the right air of mystery for the modern picture.

Open Saturday at 1115 Sartori Ave. is the Lander Cleaning & Dyeing Co., operated by Howard Lander, of Hawthorne.

Mr. Lander, a native of Illinois, has been in the dry cleaning game 18 years and has been associated with his brother-in-law in the Hawthorne City Dye Works. With his wife, Lander has moved to Torrance, occupies an apartment in the Mayfair. A very likeable fellow is Lander, who plans to put out quality work, maintain a delivery service at no extra charge.
Welcome to Torrance!

TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., JULY 14, 1938

SECTION B

PECKHAM HEADS MERCHANTS' GROUP

Report Shows How Chamber Publicises City

Every mail leaving Torrance carries literature and information about the city and its community life which has been requested by people living in all parts of the nation. This broadcast of the community's facilities is one of the major services of the Chamber of Commerce.

A report given by the city council Tuesday night by the chamber thru President Alden W. Smith and Secretary L. J. Gilmeister showed the extent of this service. During the past fiscal year, 7,656 pieces of mail were dispatched from the chamber office, including 1,083 maps and 3,892 city folders.

Torrance received 6,338 column inches—enough to make a 39½-page newspaper the size of The Herald during the past year—of free publicity in newspapers and magazines, the report to the council continued. Paid advertising about Torrance took 1,344 square inches of space—nearly 8½ pages—in five newspapers. The civic organization's report concluded with a statement of its financial expenditures during the year ending July 1.

This record showed that \$7,371.10 was expended—\$3,768.19 for administrative, \$2,371.24 for promotional work and \$1,131.67 for operative expense.

Domestic Jobs Open In This Area, Bird Says

Edwin A. Bird, new local manager of the California State Employment Service bureau at 1927 Carson street, is attending a managers' meeting in San Francisco. Before he left he stated that there is an occasional scarcity of qualified applicants among domestic workers for jobs in this district. Women seeking employment as such should register at once at the local C.S.E.S. office, he said.

Jobs filled in private employment by the Los Angeles county offices of the Employment Service totaled 4,283 in June. This is eight percent over May's figure of 3,961. No public works jobs are included in these figures, according to Floyd Byrnes, Los Angeles county manager of the Service.

42 Take Exam for Postal Job

One hundred applied, 53 qualified and 42 men took the civil service examination for rural route carrier out of the Lomita postoffice recently, according to Postmaster Birda Faddock. The results of the written test were mailed to Washington, D. C., and there has been no time set for announcement of the successful applicant. Otis V. Wolpert of the Lomita staff was assisted by Mrs. Ashbridge of the Wilmington postoffice and Dale Dean of the Torrance postoffice in conducting the examination.

The Herald—50c for three months.

Business Men Plan Special Sale Event

Newly-elected directors of the Torrance Retail Merchants' association, meeting Monday afternoon following the annual election dinner-session of last Thursday night, chose George J. Peckham, co-owner with Charles Schultz in the only Ford agency Torrance has ever had, as president.

The new directors of the Merchants' group are: Earl Worden of the Carson street Saweway store; Fay Parks, Torrance Plumbing company; John E. Miller, M & M Transfer; President Peckham and Secretary Arcq.

At Thursday night's dinner-meeting President Harvel Guttenfelder closed a most successful term in directing a business session that featured discussion of tentative plans for a city-wide special sales event—the latter part of this month. Ray Brooks, advertising manager of The Herald, outlined a number of ideas concerning this merchandising attraction.

Maintain "Blue Card" Director Miller, who is also president of the Torrance Coordinating Council, reported on the proposed "Factory Frolic" to be held here in October and Guttenfelder expressed the association's thanks to the city council and Chamber of Commerce for assistance rendered the business group during the past year.

President Peckham declared this week that the new leaders of the Merchants' association intend to carry on the "blue card" identification plan instituted with success by Guttenfelder during the past year. To many a business man and resident this plan, whereby worthless or questionable solicitation schemes are effectively discouraged in Torrance by refusal of the Merchants' secret committee of investigators to grant a qualifying "blue card" to canvassers, has resulted in saving of both time and money.

In taking over the direction of the Torrance Retail Merchants' association, President Peckham continues a career of exceptional public service that began here in 1921 when he and Charles Schultz established the Ford agency that has been a landmark at 1514 Cuyler since that year. A native of South Dakota, Peckham worked in a Ford garage at Santa Ana from 1913 to the time he came here.

Leaders Are Active In 1923-24 and 1925 Peckham and his partner were selling Fords here at the rate of better than 600 a year. While this volume has dropped off, still the firm has maintained an enviable record as a top-notch agency. Peckham said this week that he believes conditions are showing improvement and the firm is keeping most of its 14 employees working full time.

Peckham has been married for 22 years, is the father of three children, Mary, Robert and George, and lives at 1518 Post avenue. He is an active member of the Rotary club. The new secretary of the Merchants' association, Gaston Arcq, is a native of Pennsylvania who has had considerable business.

(Continued on Page 4-B)

NEW PHONE BOOKS ARE OUT NOW

With 14,760 copies required to supply all telephones, the new directory for San Pedro, Wilmington, Avalon, Lomita and Torrance subscribers of the Southern California Telephone company was being distributed this week.

Fred W. Smith, district manager of the telephone company, said that there are 10,840 listings in the alphabetical section, as compared with 10,500 in the book being displaced.

Harry M. Abramson of the National Home Appliances company and president of the Rotary club, continued to hold first place in the Torrance section of the directory while Anthony Zampini, father of the famed distance runner, Louis, of 2028 Gramercy, again brings all listings to a close.

For the first time, the book carries on its cover a drawing of the "Spirit of Communication," a large statue which crowns the headquarters building of the Bell System.

The original is 22 feet high and weighs 16 tons. The heroic figure stands poised on a globe, his left arm pointed toward the sky, from which he has snatched the thunderbolts grasped in his hand. His right arm supports the coils of a telephone cable sweeping around his body.

Despite Tax Boost City Teachers Fight for More Pay

Continuing their fight for a \$1,096,000 salary restoration despite action of the Los Angeles district board of education in striking the item from their tentative 1938-39 budget, teachers' organizations announced today they will repeat their demands at a public meeting of the board to be held in Polytechnic high school August 1.

The board has tentatively fixed its next year's tax rate at \$1.74 per \$100 valuation, an increase of four cents over the last year. Should the salary restorations be granted, according to Harry M. Howell, budget director for the board, the tax rate would be boosted seven cents.

The public meeting of the board probably will offer the teachers their last chance for restoration, since within nine days thereafter the board must adopt its final budget.

CHANGE MEETING DAYS The Amaranth lodge of Lomita has changed its meeting times to the second and fourth Thursdays instead of Fridays at the Artisans hall, it was announced this week.

PRESIDENT



GEORGE J. PECKHAM... he favors "blue card"

SECRETARY



GASTON J. ARCQ... Pennsylvanian on Greenwood

Horseshoe Brings Ill Luck ORANGEVILLE, Ont. (U.P.)—Tossing a horseshoe over his shoulder for luck in an effort to assure his lacrosse team of victory proved hardly lucky for a young local player. The horseshoe struck a rafter in a barn, rebounded and struck him on the head. As a result he was unable to play his usual good game and the team lost.

They Once Looked Like Mice



Jack, left, and Jill, right, the toy Manchester dogs owned by Miss Polly Radine of Los Angeles, looked like mice when they were born. Now, 3 months old, they are shown above playing telephone. They are fed oatmeal, milk and raw meat.

LOCAL MAN ASKS FOR TAX RELIEF

Los Angeles county supervisors were asked today to consider the oppressed situation of the taxpayers before they gave their approval to the final budget for 1938-39, in an appeal from the Torrance Chamber of Commerce.

DeKalb Sprulin, committeeman on the Los Angeles county citizens' committee on local governmental budgets, said there was "deep concern over the possibility of further increase in the county general tax rate."

"It is my conscientious feeling that it would be far better to strike a chord of economy now rather than to burden the taxpayers so heavily that they would initiate and conclude a tax strike, thereby forcing curtailment to an extent which would harmfully affect the administration of county institutions and possibly cause complete wreckage of public service," he stated.

Store Robbed Sixth Time

Thefts-of-the-week as reported to local police were:

Forty cartons of cigarettes and seven tins of ham, stolen from the Quality market on Torrance boulevard about 12:15 last Saturday morning by persons, believed to be young boys, who entered thru an unlocked door leading off Portola avenue. Harry Alcorn, druggist across the street from the market, said he heard a noise like the metal door being opened but thought it was someone working on a car. This was the sixth time the market has been robbed.

Auto robe and gasoline from a car owned by a woman resident at 1348 Carson street whose name was not obtained. The robe was taken and the gasoline drained while the car was parked in front of her home last Wednesday but the thefts were not reported until Friday.

Auto radio from Susie Campbell's car while it was parked opposite the postoffice on Marcella avenue some time between 7:30 and 11:30 p. m. Friday. The glass in a door of the car was forced down to allow the door to be opened. Miss Campbell, who lives in Wilmington, reported. The radio, she said, was valued at \$50.

Bedouins Play Soccer CAIRO (U.P.)—The football has replaced the rifle and spear for settling tribal warfare among some Bedouin tribes. Visitors returning from Tarim, Southern Arabia, report that many Bedouins have become enthusiastic soccer fans.

Rippy Driving Up East Coast

According to word received by friends here this week, Mr. and Mrs. C. T. Rippy and children are now driving up the Atlantic coast toward New York City. Rippy writes that they were most impressed so far with Louisiana, Mississippi and Florida.

"In a few years the All Year Club of Southern California will have plenty to do to keep abreast of Florida," the traveling attorney opines. "Miami has Hollywood backed off the map and the Bok Tower was very impressive."

Dog Quarantine Still in Effect

"The dog quarantine has not been lifted and county health authorities have advised me that dogs found loose on the streets are still being impounded," John Stroh, public safety director here, said this week.

He pointed out that owners should keep their pets confined or tied up at all times. A rumor was prevalent here during the past week that the quarantine had been abolished. Stroh said that when it is the lifting will be given wide publicity from official sources.

Speeding at 10 Cents a Mile CLEBURNE, Tex. (U.P.)—A 10-cents-a-mile fine is being levied on automobile speeders under order of Mayor W. H. Goldsmith.

Big Dirt Chiseler One million tons of silt are carried away every 24 hours by the Colorado River, chiseler of the mile-deep Grand Canyon.

OPEN SATURDAY!

LANDER

CLEANING & DYEING

1115 Sartori . . . Next Door to Torrance Paint Store

DON'T MISS THESE OPENING SPECIALS!

MEN'S SUITS	50 ^c
LADIES' COATS	
LADIES' SUITS	
LADIES' DRESSES (plain)	
(WHITES SLIGHTLY HIGHER)	
PANTS - SWEATERS - SKIRTS	30 ^c

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