

RAY BROOKS SHOP TALK

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 she fall down, he don't get
hurt;
An' when she whon an' back
he go,
Wher' he hees head, I lak to
know?
—Shining Lines.

**CHIT AND CHAT &
THIS AND THAT**
To Garland Brown, prop. of
Brown's Shoe Repair Shop, re-
laurels 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 & senior-
itas with plenty of gold pesos in
their jeans buy very fancy mod-
els 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 raw-
hide... and, zip!... they have
a swank pair of Mexican Flor-
shelms!

For several weeks now Brown
and Eduardo have been turning
out huaraches (pronounced wah-
rachez) for both men and women
and doing right well. Prices
are from \$1.99 to \$6.50 and they
make them to order. Light
weight 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 be-
fore him were workers in leath-
er, making saddles, shoes, har-
ness, etc. The Espanol name for
leather workers is "talavarteros."
(You pronounce it!).

A commendable piece of enter-
prise came to our attention yes-
terday when, arriving home, I
found freshly painted house num-
bers on the curb. Inquiry re-
vealed that my spouse had given
an itinerant painter all of
10c for the job. Very commenda-
ble, 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 wouldn't 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 Tor-
rance.

One of Pauline's principal per-
ils in the days of the silent
screen was movie "fog," faked
from ammonia gas and smoke.
When the villain wasn't pursu-
ing her, ammonia fumes were!
Came the dawn—when prod-
ucers 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 pic-
ture.

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

Mr. Lander, a native of Illi-
nois, has been in the dry cleaning
game 18 years and has been as-
sociated with his brother-in-law
in the Hawthorne City Dye Works.
With his wife, Lander has moved
to Torrance, occupies an apart-
ment 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 informa-
tion about the city and its com-
munity life which has been re-
quested by people living in all
parts of the nation. This broad-
cast of the community's serv-
ices is one of the major serv-
ices of the Chamber of Com-
merce.

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

Torrance received 6,338 col-
umn 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 ad-
vertising about Torrance took
1,344 square inches of space—
nearly 8½ pages—in five news-
papers. The civic organization's
report concluded with a state-
ment of its financial expendi-
tures 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 man-
ager of the California State Em-
ployment Service bureau at 1927
Carson street, is attending a
managers' meeting in San Fran-
cisco. Before he left he stated
that there is an occasional scar-
city of qualified applicants among
domestic workers for jobs in
this district. Women seeking
employment as such should reg-
ister at once at the local C.E.S.
office, he said.

Jobs filled in private employ-
ment 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 fig-
ures, according to Floyd Byrnes,
Los Angeles county manager of
the Service.

42 Take Exam for Postal Job

One hundred applied, 58 qual-
ified and 42 men took the civil
service examination for rural
route carrier out of the Lomita
postoffice recently, according to
Postmaster Birda Paddock. 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 Wilming-
ton postoffice and Dale Dean of
the Torrance postoffice in con-
ducting the examination.

The Herald—50c for three
months.

Now Made In Torrance TO ORDER

GENUINE MEXICAN HUARACHES FOR MEN and WOMEN

\$1.99 to \$6.50

• Most comfortable shoe in
the world! Smart, stylish, new!
We make them to your last,
using only top quality leather.
Many styles to choose from.
See our display! Orders filled
promptly.

Business Men Plan Special Sale Event

Newly-elected directors of the Torrance Retail Mer-
chants' 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 presi-
dent and Gaston J. Arcq, owner
of the La Mode Furniture, sec-
retary.

The new directors of the Mer-
chants' group are: Earl Worden
of the Carson street Sawway
store; Fay Parks, Torrance
Plumbing company; John E.
Miller, M & M Transfer; Presi-
dent Peckham and Secretary
Arcq.

At Thursday night's dinner-
meeting President Harvel Gut-
tenfelder closed a most suc-
cessful term in directing a busi-
ness session that featured discus-
sion of tentative plans for a city-
wide special sale event, the lat-
ter part of this month. Ray
Brooks, advertising manager of
The Herald, outlined a number
of ideas concerning this mer-
chandising attraction.

Maintain "Blue Card"
Director Miller, who is also
president of the Torrance Coor-
dinating Council, reported on the
proposed "Factory Frolic" to be
held here in October and Gut-
tenfelder expressed the associa-
tion'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 in-
tend to carry on the "blue card"
identification plan instituted with
success by Guttenfelder during
the past year. To many a busi-
ness man and resident this plan,
whereby worthless or question-
able solicitation schemes are ef-
fectively discouraged in Torrance
by refusal of the Mer-
chants' secret committee of in-
vestigators to grant a qualify-
ing "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
Cabrillo since that year. A na-
tive 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 vol-
ume 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 mem-
ber of the Rotary club.

The new secretary of the Mer-
chants' association, Gaston Arcq,
is a native of Pennsylvania who
has had considerable business
(Continued on Page 4-B).

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 vic-
tory proved hardly lucky for a
young local player. The horse-
shoe 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.

NEW PHONE BOOKS ARE OUT NOW

With 14,750 copies required to
supply all telephones, the new
directory for San Pedro, Wil-
mington, Avalon, Lomita and
Torrance subscribers of the
Southern California Telephone
company was being distributed
this week.

Fred W. Smith, district man-
ager of the telephone company,
said that there are 10,840 list-
ings in the alphabetical section,
as compared with 10,500 in the
book being displaced.

Harry M. Abramson of the
National Home Appliances com-
pany and president of the Ro-
tary club, continued to hold
first place in the Torrance
section of the directory while
Anthony Zampesini, 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 Communica-
tion," a large statue which
crowns the headquarters build-
ing 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 de-
spite action of the Los Angeles
district board of education in
striking the item from their ten-
tative 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 re-
storations be granted, according
to Harry M. Howell, budget di-
rector 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 DATES
The Amaranth lodge of Lo-
mita has changed its meeting
times to the second and fourth
Thursdays instead of Fridays
at the Artisans hall, it was an-
nounced this week.

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.

Store Robbed Sixth Time

Thefts-of-the-week as report-
ed to local police were:

Forty cartons of cigarettes
and seven tins of ham, stolen
from the Quality market on Tor-
rance boulevard about 12:15 last
Saturday morning by persons,
believed to be young boys, who
entered thru an unlocked door
leading off Fortola avenue. Har-
ry Akorn, 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 Camp-
bell's car while it was parked
opposite the postoffice on Mar-
cellina 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 Camp-
bell, 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 Tarin, Southern
Arabia, report that many Bed-
ouins have become enthusiastic
soccer fans.

LOCAL MAN ASKS FOR TAX RELIEF

Los Angeles county super-
visors were asked today to con-
sider the oppressed situation of
the taxpayers before they gave
their approval to the final bud-
get for 1938-39, in an appeal
from the Torrance Chamber of
Commerce.

DeKalb Spurlin, committeeman
on the Los Angeles county citi-
zens' committee on local govern-
mental budgets, said there was
"deep concern over the possi-
bility 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 tax-
payers so heavily that they
would initiate and conclude a
tax strike, thereby forcing cur-
tailment to an extent which
would harmfully affect the ad-
ministration of county institu-
tions and possibly cause com-
plete wreckage of public serv-
ice," he stated.

Rippys 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 Flor-
ida.

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

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.

A Thrifty Way TO TRAVEL



the UNION PACIFIC Challenger "EVERYBODY'S LIMITED"

TRAVELING THE CHALLENGER WAY is an inexpensive
"pleasure... famous CHALLENGER dining car meals cost
only 90c a day—breakfast 25c, luncheon 30c, dinner
35c... attractive lounge car for CHALLENGER Sleeping
Car passengers... berth costs approximately half the cost
of Standard Pullman accommodations... no wonder the
CHALLENGER is America's most popular economy train.

New Streamlined coaches feature restful reclining chair
seats... soft blue night lights... free pillows... day and
night porter service.

Obliging waiters, courteous porters, capable hospital-
trained Registered Nurse-Stewardess look after the
welfare of all passengers.

OTHER FINE UNION PACIFIC TRAINS—
Magnificent NEW Streamliners "CITY OF LOS ANGELES," providing
39½ hours service from Los Angeles to Chicago—the LOS ANGELES
LIMITED, all-Pullman, no extra fare train—the PACIFIC LIMITED,
morning departure train.

For Complete Information
See Your Nearest Union Pacific Represent-
ative for Cheerful, Personal Travel Service



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

(The above prices good only 1 week ... Saturday, July 16 to Saturday, July 23)

• With over 8 years experience in Hawthorne, we are able to give our customers
the finest, most satisfactory cleaning and pressing service it is possible to obtain
anywhere. Our cleaning methods are modern, odorless and extremely easy on your
garments. Give us a trial! No charge for minor alterations or repairs.

FREE PICK-UP and DELIVERY - TELEPHONE 204