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RAY BROOKS



### BARGAINS—BIGGER & BETTER

The biggest city-wide sale Torrance ever had gets under way tomorrow morning when 42 stores open wide their doors in the hope of finding buyers for the 215 (count 'em) different items that have been especially reduced for the two day event.

Considerable effort and planning has gone into this sale and smart shoppers will think twice before they discard today's Herald without having scanned the advertising columns for choice values at lowest prices.

Yea, verily, Read 'em and Reap!

### OIL FIELD "SLANGUAGE"

Getting it straight from a reliable source which has been no nearer an oil field than Europe is Peace, Shop Talk herewith prints a few definitions of peculiar terms used in oil drilling and particularly for the benefit of local citizens who are dabbling in the re-born Torrance field.

"On location" means the spot where the well is being drilled. The measurement of a well's ability to produce is called "potential."

A "roughneck" is a man who works on the derrick floor in the oil fields, while a general handyman in the drilling crew is a "roustabout."

A foreman is a "farm-boss." The driller who utilizes the rotary method is a "twiveler," but on a cable-tool drilling job, the driller is a "rope choker," his assistant a "tool-dresser."

When an oil man starts for work he "goes on tour"—and it's pronounced "tower."

Starting to drill is "spudding-in," penetrating a producing horizon is "drilling-in," removing the mud from the hole is "balling," and filling the bottom with concrete is "plugging back."

Taking a sample for the formation for study is "coring," the sample itself being a "core."

Moving the derrick to a new location is "skidding the rig." A well which fails to produce oil or gas is a "dry hole," or "duster."

One productive unit of gas is a "gasser." And one which produces only a trickle of oil is a "stripper."

### NEW OPERATOR

Far bigger news than the "man biting dog" yarn is the fact that G. Morton's new beauty shop manager, Eva Norcross, over at the American Beauty Shop, was born in Los Angeles; therefore qualifies as a native daughter, the which you seldom see in these here parts.

Miss Norcross, at a tender age, migrated to Long Beach, took up the well paying profession of "make me look beautiful," has been in the business many years. Reports state that she rates high in "hair styling," "tinting" (they changed "dyeing" to "tinting" because women didn't like the word!) and "permanent waves," says she can beautify you until you won't know yourself. (As if you didn't know!)

### STRONG ON WEEKS

The U. S. public, as it has been stated by pundits both interesting & dull, is a sucker for propaganda.

As result, some concern or group is always staging a "week" of some kind. The mouse-trap people hold a "Catch More Mice Week," to make the citizenry mousetrap minded. We have with us... "National Golf Week," "National Insurance week," "National Dairy Week" and a hundred others.

Shop Talk respectfully submits a few "weeks" for consideration & approval.

"National Use-Your-Own-Tooth Brush Week," "National Alley Cat Week," "National Go-To-Bed-Early-And-Get-Up-Late Week," "National Wear-A-Celluloid-Collar Week," "International Intolerance Week," "National Home-Town-Buy-In-The-Big-City Week," "State-Wide Let's-Pay-More-Taxes Week,"

Don't you suppose we could find a nice, weak sponsor who would be interested in one of these weeks?

—Shop, Save—Bargain Days—

**Council Sends Murray to Meet On Factory Frolic**

Councilman John V. Murray was authorized by the city council Tuesday night to attend a meeting of the Coordinating Council on Monday night, Aug. 8, at the city hall when further details of the first annual Torrance Factory Frolic will be considered by a representative group of citizens.

—Shop on Bargain Days—  
The Herald—8 months, 50 cents.

# TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., JULY 28, 1938

SECTION B

## STATE JOBLESS CHECKS AID BUSINESS

### \$26,525 Issued Here In June

Business in every category feels to some extent the distribution of millions of dollars in unemployment compensation checks to benefit claimants.

This statement was made yesterday by Carl L. Hyde, executive-director of the Department of Employment, who said that up to June 30, a total of 1,035,928 unemployment compensation checks had been distributed in California, representing a total of \$9,890,497.61. In June alone, 271,343 checks were distributed, representing \$2,558,077.32.

The Torrance office of the Department of Employment, located at 1927 Carson street, issued 2,627 checks for a total of \$26,525.38 last month. The local bureau distributed 10,201 checks up to June 30, representing disbursement of \$103,632.41 here since the first of the year. This figure was the ninth largest in the county since the unemployment compensation checks were first issued, representing \$139.32 in compensation checks so far this year.

A survey of several thousand cleared checks, Hyde said, indicated that the vast majority are being cashed by banks and grocery stores, indicating the money is being used for the necessities of life.

### Funds Circulate

Other business establishments in which claimants cashed their compensation checks, as indicated by the survey, were butchers, clothing stores, department stores, service stations, garages, drug stores, hotels and apartments, loan establishments, dairies, insurance companies, ice plants, express companies, and a dozen other miscellaneous places.

"Apparently," Hyde said, "every type of business in California is obtaining some benefit from the unemployment compensation checks. From the business establishments, the funds re-enter the wholesale trade, and then the industrial plants, where they are again paid out in wages. And this procedure is actually the ultimate purpose of unemployment compensation, exclusively of keeping men in employment."

—Shop on Bargain Days—

**Tax Exemptions Total \$76,038,960**

Exemptions allowed on taxable property in Los Angeles county this year total \$76,038,960, as compared with \$72,828,000 last year, it was announced this week by the county assessor's office.

Veterans—67,601 of them—were granted exemptions amounting to \$42,182,410. Last year veterans were allowed but \$39,902,670.

Next largest item is churches with \$17,147,040, as compared with \$16,611,000 last year. Colleges are next with \$9,816,375, as compared with \$8,498,615 last year. Cemeteries were allowed only \$4,716,886 this year, as against \$5,624,925 last year. Orphanages were allowed \$617,530, as compared with \$730,140 a year ago.

—Shop on Bargain Days—

**Solid Freezing of Earth Seen in 71,799 Years**

MIAMI, Fla. (U.P.)—After two years of research, Prof. Hirsch Yankelwitz, formerly of the Institute of Technology of St. Petersburg University, declares that the earth will freeze into a solid ball in 71,799 years.

### Well, Folks...

- I am told every day by folks they always find what they want at Worrell's.
- Fishing Tackle for all kinds of Fish... Guns, Ammunition.
- SHERWIN-WILLIAMS Paints the Year Around for every kind of job... and it's so easy to spread!
- I have a few good buys on Lawn Mowers and Garden Hose.

**WORRELL**  
The Hardware Man  
Where a \$ Goes Farther!  
1517 CARRILLO AVE.  
Phone 167-M

### Diehl, Tells of Display Now Being Built

Selecting San Francisco, the site of the 1939 Golden Gate International Exposition, as the subject for architectural and engineering evolution, United States Steel, as a part of its exhibit on Treasure Island, will show how imaginative builders, working with steel, could transform a city into a thing of fabulous beauty and convenience.

Visitors to the 1939 Golden Gate International Exposition will see a moving diorama of what the U. S. Steel envisions San Francisco may be 60 years after the conclusion of the World's Fair of the West.

In the San Francisco of 1999, seven hilltop communities form the outstanding feature of the residential section. On the crest of these hills will be forty-story apartment houses, with the slopes cleared and converted into protective green belts. Each hilltop community will be a unit within itself, with shops, landing fields and parking areas. Connecting these communities will be elevated highways, with spiral ramps leading to the lower levels which are laid out in super-blocks which are approximately 500 feet square. Low-cost homes of steel and three-story apartments are to be found in the lower level residential areas.

Model for All Cities  
Plans for the dramatic exhibit were announced here by Ambrose Diehl, president of Columbia Steel company, West Coast subsidiary of U. S. Steel.

Aiding in the solution of traffic problems in the city of the future, will be the creation of cloverleaf intersections, elevated highways connecting San Francisco's two great bridges, and subway lines instead of surface cars.

Broadly speaking, according to planners of the exhibit, the same basic plan could be used in the development of all cities.

The San Francisco of the future, as shown in the diorama, will be just a part of the magnificent exhibit in the Mines, Metals & Machinery Building on Treasure Island. Here the visitor will see replicas of the San Francisco-Oakland Bay Bridge piers, a series of dioramas showing the principal steps in the manufacture of steel, a display of the products of the corporation and a section devoted to research.

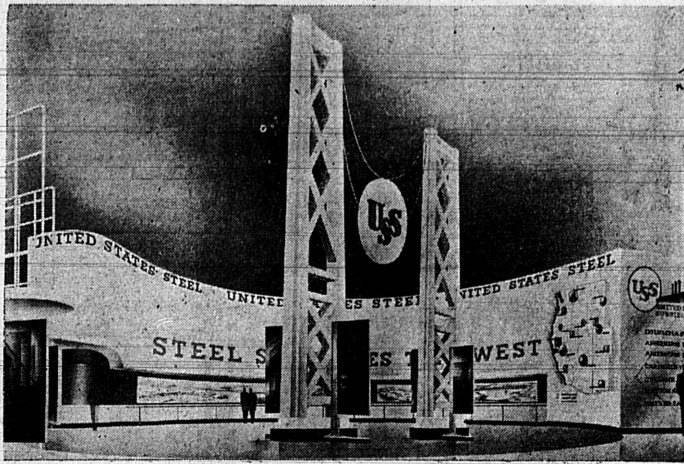
—Shop, Save—Bargain Days—

**Infant of 7 Months Has 9 Grandmothers**

MERIDIAN, Cal. (U.P.)—The seven-month-old daughter of Mr. and Mrs. Harley Nieman of Anaheim has nine grandmothers.

The baby has two grandmothers, four great-grandmothers, and a stepmother.

### U.S. Steel to Show S.F. of 1999 in Huge Golden Gate Expo Exhibit



THEME CENTER OF EXHIBIT... Here is a view of the U. S. Steel Corporation's huge display being prepared now for the Golden Gate International exposition in San Francisco next year. Two 35-foot models of the San Francisco-Oakland Bay Bridge pylons will greet visitors as they enter the exhibit. In the background will be two huge dioramas in large scale showing the city of San Francisco as engineers conceive it will look in 1999, and the completed Central Valley Water Project. Other exhibits surrounding the theme center will demonstrate the manufacture and use of steel. Visitors will also see a complete steel laboratory in action.

### Local Tennis Club Gets Tie

By grabbing a 14 to 14 tie from the strong Houghton (North Long Beach) Park team, the Torrance Tennis club made the best score of its current season last Sunday. Last year the local club lost to Houghton, 18 to 10. The top half of the Torrance Class A division won all of its matches.

The women's division was weakened by the absence of two of its best players, Louise Shanahan and Billie Ann Niland, who have been playing in the Harbor district tournament. They are in the finals and will compete Sunday, Aug. 31, for top honors at San Pedro's Peck Park.

South Gate will furnish the next opposition to the Torrance Tennis club, the games being scheduled for Sunday, Aug. 7. The club is said to be much stronger than last year, and promises to go high in the Inter-Cities Tennis league.

—Shop on Bargain Days—

**Mower Mows 100 Years**  
BINGHAMTON, N. Y. (U.P.)—A mowing machine believed to be more than 100 years old still "works like a top."

### County Budget Hearings Open On August 2

Public hearings on the 1938-39 county budget will open before the board of supervisors on Tuesday, Aug. 2. Copies of the county's new preliminary budget, showing a total of \$69,803,926 for general county purposes may now be obtained at the supervisors' offices at the Hall of Records. This total compares with the final budget of \$57,715,825 for last year. The supervisors lopped some \$9,000,000 off the requests of the department heads during informal budget hearings.

Budget hearings, provided for under the amended county budget act, will continue for a period of "not to exceed 10 days." It was formally announced. At that time any taxpayer may appear and be heard for or against any item in the budget.

Organized groups, such as the property owners associations and the property owners division of the Los Angeles Realty Board are expected to appear before the board this year as in previous years.

In addition to the general county funds, raised by the general county levy which last year stood at \$1.41 per \$100 assessed valuation, there are special county funds to be raised, such as the special road fund and the public library fund, totaling \$10,000,000.

(Continued on Page 4-B)

## BIGGEST BARGAINS WE'VE EVER OFFERED IN.....

● MEN'S ● WOMEN'S ● CHILDREN'S

## SHOES

EVERY SHOE ON SALE IS NEW, FRESH STOCK! NO SECONDS, SHOP WORN OR LEFT OVER STYLES!

**WOMEN'S SUMMER SHOES in Both Light and Dark Shades, Cut More Than...**

• Costs or profits mean nothing here! A grand selection of Patent Leathers, Kids, Calfskins and Fabrics in many light and dark colors. Pumps, straps and sandal styles. REDUCED TO THESE GIVE AWAY PRICES

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\$1.88 \$2.45 \$2.98

SEE OUR CLEARANCE TABLE OF WOMEN'S QUALITY SHOES TO GO FRIDAY AND SATURDAY \$1.49 AT

100% LEATHER HEALTH SHOES for CHILDREN... ALL SIZES

Real all-leather, sturdily made, nationally known shoes. Brown and Black, all sizes, ties and straps. Reduced from \$2.45 & \$1.95!

REES FAMILY SHOE STORE

1277 Sartori Avenue Torrance



**CLEARANCE Men's SUMMER OXFORDS**

Famous Weyenberg White and Two-Tone Oxfords Reduced to Clear From \$3.85!

\$2.69

HERE'S A BIG BARGAIN!!

Men's New Fall All-Leather Sole Shoes. Regular \$3.00 \$1.98 On Sale

Special Lot Men's Brown and Black OXFORDS \$1.98

Men's \$2.45 WORK SHOES On Sale \$1.79

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