

'BLUES' TAKE TORRANCE BY STORM!

Overalls, hundreds of them, thumping around town, too big for their masters, or too broad! . . . Shop Talk, getting the first glimpse of himself in a store window, shocked & ashamed of the tremendous breadth of beam as revealed by aforementioned Overalls. . . . Sam Levy, to whom Overalls apparently come in pretty handy, he climbs around his new theatre, now a building. . . . Harry Abramson, with his regular trousers inside his Overalls, wearing an assortment of strange headgear, and carrying a sack of Bull Durham; peculiar though, because Harry doesn't smoke! . . . Dean Sears (also something you have to look twice at to recognize) winning in a walk the Bull Durham cigarette rolling contest (with Harry's tobacco) engaged in by Dean, Assistant Mgr. June, and Shop Talk, the latter running a poor third!

HARDWARE HOKUM

George Moore, hardware merchant, and one of the youngest newcomers to Torrance, submits the following Brain Teasers, to wit, viz., and i. e.:

1) If a brick weighs 3 lbs. and a half brick, what does a brick and a half weigh?

2) How long can you continue to place seven horses in seven different stalls—in a different arrangement each day?

3) A man has six coins in his pocket totaling \$1.15 in change. He could not make change for a dollar, 50 cents, 25 cents, 10 cents or 5 cents. What were the six coins?

(Answers at bottom . . . but don't you dare peek, you rascal you!)

MORE FROLIC FROTH

Postmaster Earl Comer with his walrus mustache that sticks clear out to here! being unrecognizable and passed up cold by Shop Talk as he stood in J. C. Penney's. . . . Howard Locke, in a grotesque get-up, a sure winner of the Grand Prize of a pair of gold plated, fur-lined, blue denim Overalls. . . . Jack Murray, a bit blubious about the midriff and showing it as he stands out on Marcellina talking politics. . . . Ed Thompson inviting a jail sentence, nor have his men. . . . Harold Watson, Mountain Fellow at Torrance Pharmacy, at first refusing to wear a costume, but now fully decked out like a ham bone. . . . The boys in the A. & P. Tea Co. staging a one-store whiskey contest; at last report Manager Arnold Berg was a half dozen whiskeys out in front, and young "Red" Slover, Butcher Johnny Parker's helper was told not to wash his face during the contest; the man who shaves first must buy all the others a drink.

GOOD ANSWER

Shoe repairman Kenney Ruffell swears that this happened at the high school. (So this is the way they teach our children!)

A child was asked to name the main use of cow hide. He answered, "The main use of cow hide is to cover the cow!" (Now, Kenney this story is a bit thick. However, we'll believe you. Because after all, you should know more about the uses of cow hide than anyone else.)

ALEXANDER'S RAGTIME RADIO

After months, year, even years, of wandering about the terrain of Southern California, C. (don't know what) "Alex" Alexander, old time Torrance radio dealer & repairman, always comes back home. This time he's with Harry Abramson (didn't I see that man's name in this pillar before!) in his radio general appliance repair store, two doors down from the National Home Appliance.

Alex knows his tubes & condensers, can ferret out radio troubles in two shakes of dead lamb's antennae. Besides radio, Alex is able to repair almost anything else, must be an awful lot of help around his house!

GEORGIE MORT

One of the most unique stunts for the Frolic yet to come to Shop Talk's attention is the barber chair George Morton is going to place out on the sidewalk in front of his shop. To anyone who wants to sit in that chair George will give a free shave. . . . provided the customer registers no beefs about the quality. The barber who will do the shaving is unknown, will probably turn out to be a fellow with St. Vitus dance.

SURENOUGH SHURTLEFF

Football contest picker Herman Mitchell, after being ribbed about his alma mater Rose Tech, back in Indiana, tacked on to the bottom of his contest entry



HIZZONER IN BLUES
That smile displayed by Mayor William H. Tolson, above, is worth a million but his work garb only cost \$1.18. However, the Mayor says: "It's not what you wear but how you wear it—and this is my style for the Factory Frolic!"

Phone Company Plans Special Frolic Display

Cooperating in the Torrance Factory Frolic the Southern California Telephone company has arranged to install several interesting displays in its building at 1266 Sartori avenue and to observe open house on tomorrow and Saturday.

Mrs. O. V. Peitzke, manager, said that guides will be on hand to conduct visitors through the building between 2 p. m. and 9 p. m. on the two days and to describe the functions of the various pieces of equipment required to meet the exchange's communication needs. Visitors will be given an opportunity to see the switchboard in operation under the direction of Mrs. Laura Turcott, chief operator.

Displays, the manager said, will include an exhibit showing the 328 different parts assembled in one telephone instrument. Another will show the many different raw materials used in the manufacture of a telephone. Still another will show the development of the telephone from the whiskers out in front, and young "Red" Slover, Butcher Johnny Parker's helper was told not to wash his face during the contest; the man who shaves first must buy all the others a drink.

Five Patients Enter Hospital

Five new patients were received at Torrance Memorial hospital during the past week. Arthur Booth of Norwalk, a feeder at the Columbia Steel plant who was brought to the institution last Friday morning suffering from leg burns. He slipped into an acid pickling bath. Booth is reported making a good recovery.

John H. Clay of Manhattan Beach entered Saturday for medical treatment. Mrs. Linna Harchelrode of Long Beach underwent an appendectomy Thursday. Arthur Hadden, North Redondo Beach, was received last Wednesday for an appendectomy. He is a Columbia Steel worker. Mrs. Dorothy Wimberley of the Western Ranch in Waverly underwent an appendectomy last Thursday.

blank. . . . "Rose Tech vs. Shurtleff by 7 points." At first Shop Talk wasn't quite sure whether Shurtleff was something you spread on bread or put in your car to make it run. But research revealed it to be, not a high school, as you may have thought, but ANOTHER mammoth university somewhere in the U.S., but obviously not far from Rose Tech. Well, SurenoUGH Shurtleff got beaten by good old Rose Tech by 14 points, so we had to knock 7 points off Herman's score.

ANSWERS:

- 1) A brick and a half weighs 9 pounds—one brick 6 lbs.
- 2) The seven horses can be placed in the seven stalls 5040 different arrangements, or 13 years, 9 months, 19 days!
- 3) A half dollar, a quarter and four dimes!

Hundreds Dressed Up in Frolic Garb

Torrance is not "singing the blues." Torrance is wearing the blues—and liking it! They've taken the town by storm, those overall, work-shirt clad men topped with black workmen's caps or tricky headgear of wild hues and even wilder feathers! And the ladies—God bless 'em—they've donned the official polka-dotted blue aprons and headbands and are telling the world that Torrance . . .

IS FACTORY FROLICKING THIS WEEKEND!

Dealers in men's wear had to send rush orders to their wholesalers for extra supplies of blue jeans and work shirts and the Women of the Moose have been loyally sewing away at aprons day and night to meet the demand.

Headquarters Is Busy

Starting bright and early Monday morning the "blues" began invading the city. Staid business and professional men, housewives and saleswomen and office workers, bankers and bakers, merchants and meat-cutters, clubwomen and clerks . . . all donned the Frolic uniforms to the huge delight of their friends.

Down at the old Chamber of Commerce building at Marcellina and Cabrillo there have been conferences and decisions agreed upon at the rate of "about 100 to the minute," according to Carl Marsteller who has undertaken the big job of being liaison man between the sponsoring Torrance Coordinating Council and any group or individual desiring information or assistance in regard to the Frolic.

President Jack Miller of the Coordinating Council has lost several pounds getting the big event lined up and at press-time today he declared:

Streets to be Closed
"If everything goes as we've got it planned, the Frolic will be a smash hit! It will give more Torrance people more fun and more free entertainment in two days than they ever expected. All we need now is the cooperation of everyone in the various parades and special events of the program. It's all in the bag for you to take out and enjoy!"

This afternoon work started on the stands and booths that are to line both sides of Sartori avenue from El Prado to Marcellina and extend up Marcellina. Those two streets will be blocked off from traffic beginning tomorrow and no autos will be allowed there until after midnight Saturday.

Save for Reference
Meanwhile, a number of local churches, thru their pastors, completed the program for the union church service to be held Sunday evening at 7:30 o'clock in the Civic Auditorium. The report on this devotional phase of the Frolic will be found on the church page.

The complete program for tomorrow and Saturday will be found on this page and also in the special green section of today's Herald. Save them for reference and see the whole Frolic!

Zoning For Schools Must Be Definite

City officials throughout the county noted with interest this week a ruling of the county counsel's office pertaining particularly to the Claremont unified school district but applying generally to other cities. The opinion cleared the way for remodeling of a large residence for school purposes, in a residential district, but adjoining the school property. The house is to be used for expansion of the school.

Deputy County Counsel William McKesson expressed that zoning regulations of a city do not bind school districts unless expressly made so. The city's ordinance specifies that "any person, firm or corporation" violating the law is subject to a fine, but must specifically name "school districts" before it applies, he said.

Life Longer In Australia
CANNBERRA (U.P.)—Life tabulations completed here show that the chances of living to be 100 years old in Australia are now twice as great as in 1890.

Wooldridge

Herald Circulation Mgr. Writes
Came the dawn of another day — and yesterday's problems melt away.



TO HIS CREDIT . . . According to all advance indications the Factory Frolic will be a grand success. If any man in Torrance deserves credit for this it will be John E. ("Jack") Miller, above. The Frolic is his "brain-child" but he would be the last man to lay claim to its success. He wants you and you to participate in the many events scheduled for tomorrow and Saturday!

Motorcade for Factory Frolic Treks 50 Miles

Led by Motor Officer Percy Bennett, a caravan of 10 automobiles and two large trucks, made a 50-mile tour of surrounding cities Tuesday morning to advertise the Factory Frolic. With their horns blaring away, the motorcade drove to Gardena, Lawndale, Hawthorne, Inglewood, Manhattan Beach, Hermosa Beach, Redondo Beach, Palos Verdes, Harbor City and Lomita and attracted considerable attention.

Those driving machines in the tour were two members of Mullin's Oldsmobile agency staff Dr. O. E. Fossum, Mrs. Irene Davis, J. H. Richardson representing Ed Thompson's Chevrolet agency, Jack Clayton for Plymouth, two truck drivers for the M & M Transfer, one of them being young Jack Miller, son of the head of the Factory Frolic, F. M. Krekow, representing the Torrance committee of the California Pension Plan, W. C. Silence, Eddie A. Cordier, representing the National Home Appliance company, and Dale Riley.

The Herald—50c for three months.

Full Program for Big Frolic Is Announced

With scores of last minute details in connection with the two-day festivities being settled every hour, it is impossible, according to the sponsoring Torrance Coordinating Council, to report a full, complete and official program of the first annual Torrance Factory Frolic. However, the following schedule of events for tomorrow and Saturday is as complete as could be compiled at press-time today:

FRIDAY MORNING, Oct. 28

Street booths and exhibits open.
Boy Scout, "Kangaroo court" and "jail" open and ready for business. Arrests to be made by Scouts, offenders hailed before court and punished. Special jail facilities provided at park in front of theatre.

Heavy Show opens in building at corner of Cabrillo and Gramercy.
Arts and Crafts show in Isen building across the street at Cabrillo and Gramercy.
Needlework show in Isen building.

Booths Are Listed

Baking show in the Boy Scout hall on El Prado (old library).
The following groups have reserved booth space on Sartori and Marcellina: Walteria P.T.A., pie and coffee; Torrance Woman's club, hamburgers; 20-30 club, fingerprint registration at the Frolic headquarters in the old Chamber of Commerce building, Marcellina and Cabrillo, and a chip-lag game; First Christian church, Hallows'en punch; high school P. T. A., plate-breaking; Job's daughters, fish pond and Mayfair Creamery products; Women of the Moose, hamburgers.

Torrance branch of the Red Cross, first-aid tent in the park in front of Torrance theatre; Royal Neighbors, needlework; Girl Scouts, candy and ice cream; American Legion Auxiliary bazaar in the Boy Scout hall where the baking exhibit will be held; Fern Avenue P.T.A., popcorn and peanuts; St. Cecilia Guild, gypsy fortune telling; National Business and Professional Women, balloon darts; Torrance Relief Society, coffee cup fortunes; Elementary P.T.A., novelties; Loyal Order of the Moose, dart board; Methodist church, candied apples and popcorn balls.

Junior Girl Scouts, health foods; Coordinating Council, ball game; Torrance Junior Musicians, chili shop; high school Alumni association, knife game; \$30-Pension club, booth; Haig & Haig, photograph gallery; Frank Egerer, voice recording on discs; and Boy Scout troop 217, knife game.

Many Have Exhibits

The list of exhibits tentatively arranged includes: Pacific Electric, Metropolitan Water District, KNX and CBS, Torrance Lumber company, Bill and Scott's Roofing, Southern California Telephone company at local office; A Capital Venetian blinds; Tor-



BRING ON YOUR FROLIC . . . This group of local men are ready to join in the festivities tomorrow and Saturday. They were corralled by The Herald for this exclusive photo depicting the styles in smiles and factory garb for the city's biggest community celebration. They are, in the front row left to right: Pay Parks, Mayor William H. Tolson, E. E. Murchison and Carl Marsteller. Second row, left to right: Harry Abramson, Alden W. Smith, Tom Dougherty, Dr. O. E. Fossum and Michael Strasser. Top row, left to right: Jack Miller, J. B. Scott, Robert Deinger, Earl Conner, Howard Locke, Vernon Coll and Dean Sears.

Find Fame in Frolic Features

More entries are urgently wanted in all of the competitive Factory Frolic events on this page. You have a chance to earn fame and fortune (merchandise prizes) by competing. Look over the events now and register tomorrow morning at the Frolic headquarters, Marcellina and Cabrillo avenues.

Continuing with the Friday morning program:
Entry practice for horseshoe tournament on six new, regulation courts located on Cabrillo avenue next to Max Pons factory.
FRIDAY AFTERNOON, Oct. 28
1:30 p. m.—Four Sensational Jacks in daring acrobatics and handstands on high tower, located on Cabrillo next to Max Pons factory.
2 p. m.—Farade to high school field for football game.
3 p. m.—Football game between Torrance and Banning. Admission 25 cents for adults, 15 cents for students.
5 to 6 p. m.—Japanese fencing at band stand.
FRIDAY EVENING, Oct. 28
7 p. m.—Amateur show at band stand located in vacant lot on Sartori between Home Furniture Mart and Torrance Gift Shop.
7:30 to 8:30—Fashion Show at Civic Auditorium by the National Business and Professional Women. Music furnished by the

made. Prizes of ribbons and merchandise.
11 a. m.—Bicycle Race for boys. Distance: Five miles. Starts at corner of Sartori and Marcellina, out Western avenue to 190th street, over 190th to Cedar, down Cedar to Torrance boulevard to Sartori and finish at band stand.
12 to 1 p. m.—Japanese fencing at bandstand.
SATURDAY AFTERNOON
Oct. 29
1:30 p. m.—Four Sensational Jacks in high tower performance on Cabrillo next to Max Pons factory.
2 p. m.—Finals of horseshoe tournament. Prizes to be awarded.
3 p. m.—Comedy Parade. Starts forming on Border avenue at 1:30 p. m., in front of the M & M Transfer and proceeds thru business district. Feature entries in this parade include the following thru the courtesy of the city of Inglewood: Salisbury corporation, troupe of riders; Junior Patrol Bicycle Corps, "Keystone Cops." Inglewood Police, Scooter squad and Inglewood city officials.
Other notable entries are: Torrance Municipal band, Monterey Sartori. Scooters must be home

(Continued on Page 2C)

"Authorized Advertisement" "Authorized Advertisement" "Authorized Advertisement"

Big Meeting

AT

Civic Auditorium

8 P. M., Tues., Nov. 1

- A NONPARTISAN interpretation of the proposed 25 Amendments to the Constitution will be given by the celebrated authorities Messrs. A. I. Stewart and Louis Burke.
- THIS MEETING will not be a debate, but a helpful interpretation of each amendment proposed.
- YOU OWE it to yourself to be posted on these amendments. You may bring your sample ballot if you wish.

TELL A FRIEND AND BRING A FRIEND AND YOU WILL ALL BE GLAD YOU CAME!!

Tues., Nov. 1 - 8 P. M. - Civic Auditorium

Do you suffer from Headaches

EYE STRAIN MAY BE THE CAUSE!
Have Your Eyes Examined Today!

ALDEN W. SMITH
OPTOMETRIST WITH
1503
Cabrillo
HOWARD'S JEWELERS
TORRANCE
Phone
411