



GIFT GIVING GUFF

This Christmas, particularly, much has been said about giving the "right" gift, the gift that is "wanted," the gift that emerges from a mass of scientific house-to-house surveys, that show, for example, that 39.41003 percent would like to find an airplane in their sock, whereas only .000001 really want the purple Paisley cravat that Aunt Emma sends them from Hokokus. Of course, the 39.41003 percent will get the neck piece, while .000049 percent or less, get the sky ride! But that's as it should be. Twisting a cravat about your serawny neck is about as easy, but much healthier, than doing the same thing to a monoplane.

Getting back to gifts, Shop Talk thinks this scientific survey stuff and all the talk about giving the "right" present is a lot of bunk. Heaven knows Christmas has been prostituted enough to commercial interests, and now the smart boys want to tell us WHAT to buy and WHAT to give. If Aunt Emma thinks that purple Paisley tie is quite the nuts then let her think so. She gets a bang out of giving it... and isn't that Christmas after all? Let Cousin Otto suffer with that Paisley. It's fate. And who is Cousin Otto to defy fate. Much better to defy the smart boys and their survey.

From another viewpoint, what would we have to gossip and laugh about if Aunt Emma sat down with slide rule, calipers and a survey and figured out precisely what Cousin Otto should have. No fun in that! Pure arithmetic! And again... what would the department store salespeople do between Christmas and New Year if there were no exchanges to make? Think of the unemployment problem!

So let us not stray from the accepted path of giving for giving's sake, and to hell with the survey. Christmas has been doing pretty well for almost 2000 years. Certainly this is no time to smother it with geometric formulas. Ho, ho, for Aunt Emma!

MYSTERIOUS MADAME

Wandering into the Elementary School Carnival one night last week, Gene "Radio Wave" DeBra was beset by urchins who sold him several tickets to various events, among them a drawing to have his fortune told. Stepping into a dark & secluded alcove, Gene stuck out his paw, sat back for a bit of amusing prognostication.

After a few swipes at his past that hit mighty close to the truth, Gene sat up, took an interest in the affair, popped out his eyes as crack after crack hit home.

Suspecting finally that something was too unanny about the Hine Myrtle, Gene investigated, found that behind the heavy veils was none other than his ex-wife! Wow!

JACK'S HOUSE AND WESTINGHOUSE

Displayed for the first time this week on the floor of the Star Furniture Co. is the new Westinghouse washer, a marvelous bit of machinery, and as efficient and worthwhile as its maker is famous. As an opening special Jack Koch announces a \$30 trade-in allowance for your old washer on this new one. A fine chance to trade in that wheezy old cement mixer for a nice modern washer.

HENRY'S BOY GERALD

Encroaching on the sport page this week Shop Talk herewith wants to mention a contest being carried on by a large A. L. in which the southern California high school football players are being chosen by popular vote to play on a team that is to play an all-star high school team from Chicago.

Well up in the voting is Gerald Grubb, eldest son of Henry Grubb, amiable pork chop cutter upper. Gerald was chosen by many experts and pseudo-experts as all-city guard after he has run thru the football season tearing large holes in the opposition's forward wall. (Doesn't Shop Talk sound like sports writer Braven Dyer?)

Anyhoo, Gerald wants to play in this game... to be held in the Coliseum... and needs votes, the which he is getting very few of in Torrance, his home town. Already second in the standings (for his position) Gerald has received most of his support from neighboring towns.

(Continued on Page 8-B)

TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., THURSDAY, DEC. 8, 1938

SECTION B

SOLONS PLEDGE HIGHWAYS ATTENTION

Southwest Area Meet Draws 110

Pledges were freely given by Congressman-elect Leland M. Ford, State Senator Robert W. Kenny and five Assemblymen at the dinner-meeting of the Southwest District Highway association at the Potrero Country club last Thursday night that they would give their best efforts toward

legislation that would give this part of the county the improved highway system it so desperately needs. With Oscar L. Willett, of Palos Verdes Estates presiding, the Ingelwood session "turned the heat" on the legislators present with the anticipated results being highly favorable to extension and widening of the major traffic arteries from the Baldwin Hills to Western avenue. Commitments of cooperation were given by Assemblymen Jack B. Tenney, Ingelwood; Fred Reeves, San Pedro; Ben Rosenthal, Los Angeles; Augustus L. Hawkins, Los Angeles, and Paul Peek, Long Beach.

Emphasized by Representative-elect Ford was a vital need from the military and defense standpoint, as affording direct egress and ingress to a vital spot now practically defenseless—the Los Angeles Municipal Airport. The huge airplane factories and two vast oil company "tank farms," a super-highway from the Palos Verdes, skirting the east side of the airport along the general route of the Ingelwood-Redondo boulevard and over the Baldwin Hills to La Cienega boulevard and thence into the San Fernando valley, was sketched on a huge map for the enlightenment of the concourse of editors, publishers, city and chamber of commerce officials attending from every community south of the Baldwin Hills and west of Western avenue. "Wide open space" on the road map showed not a single through road from the San Fernando valley to the sea, even Sepulveda boulevard, having a missing link between Ingelwood and Culver City.

Large Torrance Group
In addition to the talks given by the legislators, Roy Rosenburg, Ingelwood publisher, outlined the increasing amount of airplane construction in his district and what it meant in the way of housing, highways and payroll distribution thruout the entire southwest part of the county. Secretary L. J. Gilmeister of this city's Chamber of Commerce, gave an interesting review of the facilities for manufacturing, homes and recreation in the southwest and urged the association to support any concerted move toward launching a big-scale advertising campaign for the whole area.

President W. A. Curi of Hawthorne introduced Chairman Willett, who, in turn, introduced a number of distinguished guests present. There were 110 men and women from Ingelwood, Redondo Beach, Hawthorne, El Segundo, Gardena, Palos Verdes, and Linda, Los Angeles and Lennox in attendance. The Torrance delegation was headed by Mayor William H. Tolson and included L. J. Gilmeister, Alden W. Smith, Leonard Young, John E. McCall, Dr. H. C. Smiley, George Isaacs, Dekalb Spurlin, John V. Murray, A. H. Bartlett, Glenn M. Jain and Michael Straszer.

The association's road program includes improvement and extension of Crephash boulevard from Los Angeles to the ocean. Improvement of La Brea avenue-Hawthorne boulevard and continuing it as a state highway to the San Fernando valley from Centinela boulevard in Ingelwood.

City Attorney John E. McCall of Torrance lauded the enterprise and courage of Curi in launching the association and it was revealed that the then Sunnyvale Ford was the one who suggested its organization as a means of

How About—

- SHEET MUSIC?
- XMAS CAROLS?
- MACAZINE SUBSCRIPTIONS?

FOR GIFTS!

Many Beautiful Novelties and Gifts for Christmas

TORRANCE GIFT SHOP

1322 SARTORI • Ph. 495

County Buyer Reports Huge Savings In Year

Savings on more than a thousand different items purchased by the County of Los Angeles, amounting in some instances to as much as \$75,000 each, were reported by Wayne B. Allen, county purchasing agent and newly appointed business administrator, in his first annual report filed with the Board of Supervisors this week.

Elimination of monopolistic bidding and "tailor-made specifications" has resulted in doubling from 500 to 1,000 the number of county suppliers, while at the same time overhead expense for the department has been reduced one-twelfth and cash discounts have increased by \$11,000.

Taking over of all school purchases has resulted in large economies for the various school districts of the county, according to the purchasing agent's report.

Among recommendations for the future are improvement in methods for the handling of items of salvage and the centralizing in the Merchandising department of the county of the sales of scrap metals and supplies. Allen pointed out in his report that additional legislation at Sacramento may be required for fulfillment of this plan. He also pointed out that school supplies for all elementary schools should be issued through the County General Stores.

MAJOR EXPENSE ITEMS FOR COUNTY LISTED

Automotive equipment and supplies cost Los Angeles county \$333,337 during the past fiscal year, the report of the county purchasing agent this week revealed.

The purchasing agent's department spent \$6,632,111 during the year, the report showed. The largest item was \$1,626,335 for the buying of foodstuffs for persons on relief, in county institutions, forestry and road camps and in jail.

Tiniest Baby Gains Steadily in Incubator

A steady gain in weight during the past week enabled tiny Gary Otto Lambringer, smallest baby ever to be born at Torrance Memorial hospital, to tip the scales at two pounds, 12½ ounces yesterday.

The infant weighed two pounds, four and three-quarter ounces two days after Caesarian birth, Nov. 30. His gain now is six and three-quarter ounces.

Mrs. Lambringer was allowed to return to her home in La Brea last Sunday. The baby is still in the hospital incubator and is fed by tube.

To Card Games in Ambulance

CONCORD (U.P.)—Afflicted with arthritis for eight years and unable to walk for the past six years, Mrs. Louis Langlow, who lives at the Concord hospital, insists upon keeping up her bridge. She goes to bridge parties in an ambulance.

Wooldridge Writes

Herald Circulation Mgr. "If you've never time for kindness... Then you walk thru life in blindness."

200 ON GRAND JURY PANEL 19 Will Be Chosen Early in January

Men and women from virtually every community in the county are included in the list of 200 names being studied this week by all judges of the Superior court and from which the 19 members of the 1939 Los Angeles County grand jury will be selected.

These 200 names on the tentative list were submitted by 43 judges, with five making no nominations. Each Superior Judge is entitled to five nominations and

Little Joe O'Toole Due Home From Hospital for Christmas

This will be the happiest Christmas the Family O'Toole of 1225 Madrid has ever had. The reason Mr. and Mrs. James J. O'Toole and their two older sons, Jimmy and Bobbie, will greet the coming Yuletide with joyous hearts is because little Joseph O'Toole, age six, is almost certain to be brought home from Torrance Memorial hospital before that great festival day.

School Head Says Apparatus Not at Fault

One of the most regular inquirers at Torrance Memorial hospital for reports on the progress of little Joe O'Toole is making in his courageous fight for recovery from nearly-fatal injuries suffered Nov. 25 is Mrs. Oda Vans, principal of the Fern Avenue playground apparatus.

"We have naturally been deeply concerned over little Joe's injuries," Mrs. Vans said. "He is a bright youngster and everyone loves him. We are also concerned over the circumstances surrounding his accidental fall from our playground apparatus. It should be remembered that he was on the equipment which is reserved for much older children and had been 'dared' by some older boys to walk across the horizontal bars."

"Parents should not become alarmed over the safety of their children while using the playground apparatus. During school hours we have proper supervision and children have been asked to stay off the playground on days when there is no school—such as the Friday when little Joe was hurt. We hope to open the playground, with supervision, every holiday and week-ends when the new equipment is installed, instituted by Superintendent Vining Kersey is put into effect."

Hit-and-Run Reversed
BUTTE, Mont. (U.P.)—Joe Smith applied to police to learn if he was guilty of being a hit-and-run driver. He said he ran into a girl, but it was the girl who ran so fast afterwards he was unable to ascertain whether or not he had injured her or not.

Useful Gifts for Christmas

- PILLOWS.....75c to \$2.95
- DESK.....\$9.95 • \$12.50 • \$16.95
- CHILD'S DESK AND CHAIR.....\$6.75
- HEATERS.....\$3.45 to \$18.95
- BLACKBOARDS.....\$1.25 and \$1.45
- CEDAR CHEST.....\$19.50 to \$39.50
- Child's Red Rockers and Chairs.....95c
- Occasional Tables.....\$3.95 to \$15.50
- Roberti Innerspring Mattresses.....\$12.50 to \$39.50
- BUNK BEDS, complete.....\$18.50
- BABY HIGH CHAIRS.....\$4.95
- RADIOS.....\$9.95 to \$99.50

LA MODE FURNITURE

1513 CARRILLO G. J. Arco PHONE 545
• This is A Christmas Treasure Hunt Store •

SCHOOL FAIR NETS \$115

The fair and festival held at the Torrance Elementary school by one of the most successful functions of its kind ever conducted at that institution. The net proceeds from the booths and entertainment features amounted to \$115, it is reported.

Credit for the success of the event is being divided between Mrs. Almendra Smith, president of the P.T.A., Mrs. Rose Gallimore, chairman of the festival; Mrs. T. E. Watson, dining and cafeteria chairman, and others who worked hard to make it an outstanding attraction.

The proceeds will be added to Tenth district P.T.A. funds to continue a grant of \$50 a month toward the upkeep of the local Development center, furnishing cod liver oil and milk to some 35 pupils every morning of the school week and free lunches to 20 underprivileged children.

Olio Saxons Mixed
PORT CLINTON, O. (U.P.)—Violets, dandelions and strawberries were picked in Port Clinton during the unseasonably warm fall weather.

Local Men on Geyer Committee

Two residents, Howard P. Raymond, president of the local Democratic club, and Harry B. Minor have been named as members of Congressman-elect Lee E. Geyer's congressional committee. It is the duty of this group to keep the congressman "informed of the needs and desires of his constituents while he is in Washington."

Gorillas do not have tails.

MORE MONEY for GIFTS

IF YOU BRING YOUR CHRISTMAS CLEANING AND PRESSING TO

ROYALE!

Imagine being able to save \$1.25 on every dollar spent for cleaning! That's what you actually save at our low prices. This means MORE MONEY for Christmas gifts... yet you get the same high quality workmanship as found in higher priced cleaning!

3 PLAIN GARMENTS \$1.00 (Not White)

This is a Christmas Treasure Hunt Store

ROYALE CLEANERS & DYERS

FORMERLY PIPER'S — 14 Years Same Management

1344 POST AVE. Across from Library Phone 307

WHY NOT DRIVE A

Good

Car THIS CHRISTMAS?

LOOK OVER THIS LIST OF BETTER USED CARS AND SELECT ONE FOR YOUR FAMILY FOR CHRISTMAS!

- 1937 FORD DeLuxe Coupe, R & G Reconditioned \$495
- 1937 FORD V-8 — 60 Tudor Sedan, Radio. \$495
- 1936 FORD DeLuxe Fordor Sedan, Priced Right \$435
- 1934 FORD V-8 DeLuxe Coupe, Exceptionally Clean \$265
- 1934 FORD DeLuxe Fordor Sedan, A real buy \$265
- 1935 FORD DeLuxe Coupe, Radio and R & G Conditioned \$365

ALL CARS RECONDITIONED AND PUT INTO RUNNING CONDITION! VISIT OUR LOT TODAY!

Schultz & Peckham

AUTHORIZED DEALERS OF FORD PRODUCTS

In Torrance 17 YEARS

1514 CARRILLO AVENUE TORRANCE PHONE 137

CHRISTMAS CARDS



Those who want "something different" in Christmas Cards are finding just the cards they want at the Poppy Flower Shop. Dozens of delightfully new cards to choose from... reasonably priced, of course.

Wm. E. Wylam POPPY FLOWER "SHOP"

POST AND CRAVENS PHONE 307