

SHOP TALK

by
RAY
BROOKS

YULE YAWNS & YOWLS
As it usually does this time of year, Christmas hustle & bustle descended with a loud thump, this week on local merchants, caught them on ladders having tinsel & stuff, in windows displaying gleaming gifts, in back rooms unpacking this & that, at counters wrapping bulky packages destined for good old Aunt Emma in Honolulu.

Observed about town this past week were many noteworthy novelties and gift gadgets which deserve honorable mention, i. e., viz., and to wit:

Pharmacist Probert, with the largest Christmas stock in years, industriously displaying a remarkable showing of **Lusien Lee Long** perfumes that lovely ladies long for; counters full of super-exclusive Yards of London; telephones in the grand manner; segars, etc.

Sam Levy, shutting between his store and his new theatre, with Christmas shirts & suits in mind and building bricks & boards & bolts in his hand. And speaking of shirts... Sam this week backed a wholesaler into a corner, extracted from him an exceptionally fine purchase of high quality shirts to sell at the low figure of \$1.00. The shirts are all neatly Xmas wrapped and of fine woven madras and broadcloth. Swell gifts, says Sam.

Alden Smith, of Howard's Jewelers, doing a whale of a business in watches, struggling to keep up with the jeweler's counter and the optical dept. at the same time, Alden is displaying mighty beautiful gifts, some of which are locks, the old time picture lockets, heart shaped, in natural gold, wherein is carved around miniature likeness of your best beau. Jewelers makers, says Alden, dusted the cobwebs off the old dies, went to work right off as lockets became stylish again.

Harry Abramson, impresario of the National Home Appliance Co., up to the peak of the Christmas season with a sick mother, sick mother-in-law, sick child and sick wife. Wham! What epidemic and what a time to have it! Not sick, however is Harry's business, the which grows stronger every 24 hours and has become so healthy Harry's hoping for December 31 when he can go out to Santa Anita and forget it all. (How about taking two bucks along for Shop Talk?)

The Alcorns, progressive neighborhood drugists, with the whitest spot on Torrance Blvd., all very Christmas. As a never-done-before feature The Alcorns will star their comely, talented daughter, Ann Singer, in a brace or three of seasonal songs... said songs to emanate from Alcorn's Drug Store on the night of Friday, Dec. 23.

Les Prince, tennis playing manager of the Beacon Drug Co., with a "different" idea in interior Christmas decorations this year. Les searched for some time for a new wrinkle, finally hit on the idea of many small, live Yule trees, appropriately decorated. The whole is very fine and to Les we'd give first prize... if we had a first prize, which we ain't! (We haven't even got a second prize!)

George Arnette, operator of George's Gilmore Station on Torrance Blvd., advertising this week a complete, high grade Car Wash for 1/2 the regular price or 50c (four bills). Also he will steam clean your chassis (the car's!) for half a buck or steam clean your motor for the same price. What's more, George offers a **Rata Check** on the car wash, which entitles he who gets washed to get washed again FREE if it rains before 24 hours have elapsed.

(Confidentially, "George" is a very lucky fellow. His wife makes banana cream pies that melt on your palate and make you think of heaven! We know. We ate one... er... we mean a piece of one!)

Reported to be sweeping thru local kitchens like a Kansas cyclone thru a farmer's barn is the new "Steam - Electric" iron that eliminates scorching, burning, sprinkling, rolling and 1/2 dozen other things you have to do to clothes before you iron 'em. H. Abramson, gentleman mentioned above, will have this thing on demonstration next Thursday, all day, and local housewives are invited to witness the miracles of "Steam" ironing.

TWENTY-FOURTH YEAR

TORRANCE, CALIF., THURSDAY, DEC. 15, 1938

SECTION B

WANT NEW BIDS ON P. V. RESERVOIR

First Offers are Rejected by MWD

New bids will be called for constructing the Palos Verdes hills reservoir for the Metropolitan Water District, following rejection of all bids tendered at the meeting of the board of directors last Friday due to doubtful legality of the wage scale published in the advertisements for bids.

The Palos Verdes reservoir, expected to involve expenditure more than \$1,000,000, will be the first water storage reservoir to be constructed in the southern section of the county.

The dam is to be of earth fill construction, similar to the type employed in San Gabriel Dam No. 1 and the Bouquet Canyon reservoir of the Department of Water and Power of Los Angeles.

Earth-Fill Practical
Construction of the Palos Verdes reservoir will virtually surround the metropolitan area with reservoirs and dams. The flood control district has 14 storage and conservation reservoirs in the San Gabriel mountain range, the Los Angeles water department has its Encino, Stone Canyon and Franklin canyon reservoirs in the Santa Monica mountain range, and the flood control district has Puddingstone reservoir in the San Jose Hills.

The earth-fill type of construction is being employed in all dams built during the past few years, since its feasibility was shown at the Bouquet Dam. This type of construction also is being employed in the Hansen retaining basin dam, and it also is planned to use it in the Van Nuys, Santa Fe and Whittier Narrows dams which army engineers are to construct for the flood control district.

NEW MWD FILM IS PREVIEWED LAST NIGHT
"The Thirteen Golden Cities," a new motion picture just completed by the Metropolitan Water District of Southern California, was shown in Los Angeles last night at an official preview attended by more than 700 people, including members of the board of directors of the water district and representatives of city, county and state governments.

Presenting the vivid and authentic story of the building of the world's greatest aqueduct with a background of California's colorful and romantic history, the picture heralds the beginning of a new era for the 13 Southern California cities which are now completing the construction of the great Metropolitan aqueduct. The picture will be available for theatrical release throughout Southern California, and will be shown to representative civic, educational, and patriotic groups in Torrance and other cities of the Metropolitan water district.

The Herald—3 months, 50c



GIVE A POTTED PLANT for CHRISTMAS

CYCLAMEN
Exquisite cyclamen in beautiful shades of pink, white and red. An appreciated gift. 50c

POINSETTIAS
The traditional Christmas flower alive in pots. In addition to the double red, we have white and pink. 25c

A Variety of Other Foliage and Flowering Plants to Choose From.

Wm. E. Wylam POPPY FLOWER "SHOP"
POST AND CRAVENS
PHONE 307

2,000 Visitors Inspect World's Most Modern Transmitter Here

Nearly 2,000 visitors inspected radio's most modern transmitter in the first 11 weeks of its operation by KNX-CBS at Columbia Park in Torrance.

Since the gala program to celebrate the formal opening of the 50,000 watt plant Sept. 16, scores of radio and electrical engineers, amateur operators, curious laymen and candid camera fans have passed through the building on free guided tours that are conducted every Wednesday, Saturday and Sunday, from 3 to 5 p. m.

Many visitors, having witnessed the miracles of science on display at KNX, Columbia Square, where tours are conducted daily, are anxious to see how a transmitter energizes all with sound impulses blended under perfect conditions in those studios, according to Leo Shepard, transmitter supervisor.

Blaster-Foot
Visitors, upon entering the central 56-foot octagonal room with a 29-foot ceiling which houses the 50,000 watt RCA transmitter apparatus, are immediately impressed with the manner in which the functional architecture blends into the technical equipment.

The average layman approves the structural safety margins designed to keep the plant in operation despite earthquake, flood, fire or other disaster.

Two program telephone lines have been installed from the CBS Studios in Hollywood to the transmitter, one for regular use and one for emergency. In case



LEO SHEPARD
... host at Columbia Park

both of the lines were cut off, a short wave receiving set has been installed to pick up programs broadcast from the studio so that programs could then be re-broadcast from the transmitter.

Interesting Exhibit
One of the highlights of the transmitter tour is the exhibit of broadcasting equipment of yesterday and today. The original DeForest Audion, grandfather of the vacuum tube, has

been on display since the opening. It was recently shipped east to be exhibited, but will soon be back at Columbia Park.

A display of microphones, dating from the original KNX carbon microphone used in 1922 to the most modern eight-ball and ribbon types, are shown along with the largest and smallest vacuum tubes manufactured today.

According to Shepard, "the KNX transmitter is one of the few plants in the country that is open to the general public for guided tours, and the fact that many hundreds of tourists have taken advantage of our invitation demonstrates a genuine interest in the new KNX service."

Officials Hope 1939 Brings Boulevard Strip

"An attorney for the Pacific Electric told me today he hoped to deliver to the city the deed for Torrance boulevard by the first of the year," City Attorney John E. McCall reported to the city council Tuesday night.

"Which year did he say?" queried Councilman Tom McGuire.

"I forgot to ask him," McCall responded.

"Well, maybe he meant 1939—we hope so, anyway," Mayor William H. Tolson hazarded.

The deed will permit the city to improve the center strip on Torrance boulevard owned by the traction company but unused for about 10 years.

Multiple Family Dwellings Given Special Permit

Permission was granted by the city council Tuesday night to two local residents to construct multiple family dwellings on sites which were zoned for business and single-family houses. Mrs. Bess Myers was allowed to erect a two-family flat in the rear of a lot facing on Cravens avenue off Post avenue, in the business zone, and Dr. O. E. Fossum was permitted to build two two-family dwellings on an 8,850 square foot lot on Cota across from his residence at 1621 Cota.

GRANT TANK PERMIT
Permission was granted the General Petroleum corporation by the city council Tuesday night for the erection of a large welded oil tank on the oil company's refinery location.

CAR WASH 50c

24 HOUR RAIN CHECK

If It Rains Within 24 Hours After Car Is Washed... We Wash It Again Free!

COMPLETE CHASSIS STEAM CLEAN 50c

COMPLETE MOTOR STEAM CLEAN 50c

GEORGE'S GLIMORE STATION

2172 Torrance Boulevard Torrance

Jail Windows to Be Wired-But Not for Sound

Windows at the city jail are to be made impregnable.

Director John Stroh's recommendation that heavy wire screens be placed over the openings to prevent surreptitious passage of information or jail-breaking equipment was adopted by the city council Tuesday night.

The screens were ordered installed at a cost of \$106.

Four Generations in Field
VICEROY, Sask. (U.P.)—When the Jordan family here goes harvesting they do it in no uncertain manner. Four generations of Jordans garnered the corn crop this season.

Order Overhead Lights for Riviera

Overhead street lights were installed at four Hollywood Riviera intersections by the city council Tuesday night following the reading of a letter from Roy C. Stewart of the Hollywood Riviera association requesting the illumination. It will cost the city \$3.28 per month to illuminate each of the new lights.

Wooldridge Herald Circulation Mgr. Writes
"Friend is a word of royal tone
"Friend is a poem all alone."

GIFT WRAPPING . . .

Every gift, no matter how large or how small, is artfully gift wrapped without obligation.

BAKER JEWELRY SMITH
1321 SARTORI • Phone 87

The Grand Gift!—DIAMONDS!

WEDDING ENSEMBLE... engagement ring of six small stones and large center diamond. Wedding ring has five beautiful stones. 14K natural gold, stones set in 18K white gold. \$57.50

LOVE LOCK ENSEMBLE... with engagement ring of 14 small diamonds and 1 large, blue-white stone. Wedding ring has seven lovely stones. 14K natural gold, stones set in platinum. \$75

COFFEE PERCOLATOR SET

A perfect gift to a person proud of his home! Beautiful, streamlined, chrome 8-cup, PERCOLATOR with chrome sugar and creamer to match. \$12.50. Terms.

"I'm getting a WATCH this Christmas LIFE

The Picture Magazine Says . . .
"ASKED WHAT SHE PREFERRED FOR CHRISTMAS, EVERY SINGLE WOMAN QUESTIONED NAMED FIRST OF ALL . . . A WRIST WATCH!"

HAMILTON
Estimate 17 jewels, 14K gold-filled, \$90.00

ELGIN
Margot's New color, 12 jewels, 10K gold-filled, \$40.00

Lady Elgin
14K gold, \$47.50

BAKER JEWELRY SMITH
1321 SARTORI AVENUE PHONE 87

USE YOUR CREDIT . . .

BAKER SMITH, JEWELRY offers everyone the opportunity to give a "nicer" gift this year on Easy Budget Terms. Payments can be arranged to suit.

SUNBEAM SHAVEMASTER

Of all the electric shavers none can compare with the SHAVEMASTER. Embraces new principle. Guaranteed to give you the finest shave you've ever had. \$15. Easy Terms.

MEN'S BRUSH SETS

The gift superb! A matched set of military brushes, comb and clothes brush. Four beautiful pieces in black enamel and natural gold. \$4.95. Terms.

SETS OF SILVERWARE

TUDOR and COMMUNITY PLATE . . . in complete service for six. Choice of many lovely, new patterns. Tarnish-proof chest. A lasting gift any woman would desire. \$18.35 and \$29.75. Terms.