

SHOP TALK



by
RAY
BROOKS

THINGS HAPPEN... CHANGES OCCUR... TIME STAGGERS ON!

The guy that asks me to GIVE him a "buck" because he needs it, makes me a PHIL-ANTHROPIST.

I'll give him the buck!

But the guy who asks me to LOAN him one dollar, or a thousand, knowing he probably can never repay the loan, makes me of me only a SUCKER.

I'll be damned if I'll be a sucker!

—Anonymous.

BARNYARD BALLAD

Nestling among old derricks in the shadow of the Palos Verdes hills, 22601 Hawthorne Blvd. lies the Meadow Park Dairy, lately operated by two husky jowled Dutchmen, Wilbur H. Hornstra and Richard Hogerhuis. Hard working, frugal, enterprising, Hornstra & Hogerhuis have had the dairy only shortly over a year, have smiled contentedly as they watched business thrive in that period.

The Meadow Park serves many neighboring communities, has many customers in Torrance. In the barns they milk 67 healthy, fat cows twice a day, while in front of the milk house they execute countless millions of bottle-fuls of milk with an electric fly trap that sparkles & crackles as it flies over the milk.

In the "hot" wires, gets the shock of his life.

Announced this week, however, by Wilbur Hornstra is the fact that since March 20 he alone has owned the dairy, 67 cows and all, and that Richard Hogerhuis has stepped out. (Maybe he got tired milking 33½ cows every morning!)

NATURE NOTES

To merchants with spring merchandise to sell, the last few weeks' cloudy days have seemed more like winter than spring. But good old Mother nature, God bless her, knows what the season is. Result: California's famed poppies popping up promiscuously on vacant lots, fields, parkways. Thicker than ever they appear to be this year. Have you seen them? Interesting to Shop Talk, too, was watching a fig tree in our back yard start to bud. Apparently the fleas carnea reverses things, has the fruit before the blossoms. (Webster just opened up before me, announced that the fruit of the fig tree is actually the flower turned inside out!)

THOMPSON TICKLE

Happy as two larks was smiling Ed Thompson, Chevrolet Dealer, this week when he received the news that his mother, back in Ole Virginia, had recovered from an operation for catarrhs, can now see as well as ever. Ed says this news made him happier than selling 100 new Chevies (WITHOUT trade-in). Incidentally, Ed set a goal of 40 new customers this month for his three places, will move better than thirty.

BUOYANT BUTCHERS

Smart-cracking, happy-go-lucky and expert, Paul "Don Juan" Kasper and Harold "Married Man" Rittmiller seem to enjoy life in general and their job in particular more than anybody else in Torrance. Slicing pork chops and grinding hamburger for Henry Grubb, these boys, always have an answer, bid the customers, go about their work like it was the greatest fun they ever had. Too, they are able to

New Ford Brakes Tested on Ice



Imagine testing brakes on ice with atmospheric temperatures after day running over 70 degrees! Well that's just what happened at the all-year outdoor ice rink in the world, Tropical Ice Gardens at West Los Angeles, which made an excellent testing ground for new hydraulic brakes now featured by local Ford dealers on all 1939 cars. Pictured above is a de luxe Ford V-8 sedan making one of the stops. Due to equal pressure on each wheel, made possible with new Ford hydraulic brakes, the car came to a smooth, straight-line stop without skidding, skidding, or reports about. The ice was so slick that attendants wore skates to get a footing during the tests.

NARBONNE AVENUE RE-ROUTED AROUND M. W. D. RESERVOIR

Narbonne avenue is now being re-routed around the edge of the Metropolitan Water District reservoir in the Palos Verdes hills above Lomita. This was the next step necessary before further work on the two and one-half million-gallon storage basin can be accomplished.

New route of the highway into the hills is from the present road approximately half way between 260th and Palos Verdes Drive north and branches off thru another canyon to the west, crossing Palos Verdes Drive a half-mile west of the present intersection. Then it rejoins the old road on the other side of the reservoir site.

Principal work under way on the storage basin at the present time is centered about installation of intakes and outlets under the direction of M. Hjalmereson, superintendent for the contractor, W. E. Hall company. Only a little of the ultimate shape and grading of the reservoir is visible as yet.

Bees Taxed as Animals

LANSHING, Mich. (U.P.) — A bee may be an insect to some people, but to Attorney General Thomas Read it's an "animal" for tax assessment purposes.

advice customers on how to prepare certain foods. Example: If you dip fish in canned milk before you flour it, the canned milk kills the odor. Grumpy, sour store owners & clerks could learn a lesson from these boys, who are a definite asset to Henry Grubb's ever-increasing business.

BUSINESS BOLOGNA

Since the first of the year general business conditions in Torrance have not been all one could wish for. So say the merchants. But boys, you've been all wrong. Believe it or not your business for February, 1939 shows an increase of 60% over February, 1938! Ain't that wonderful? Source of this great information is the United States Bureau of Census, which, according to the Inglewood Daily News, places only Beverly Hills (with 63% increase) above Torrance for the leadership of the state, with Inglewood third with 40.3%. In these figures only independent stores are considered.

So cheer up, boys! Your business is good!

"I KNEW HIM WHEN..."

(Continued from Page 1-A)

a few minutes and said there was to be a special meeting of the board of education that night and he wanted me to go to it with him.

"That evening, Mr. Harding called at my grandfather's house, where he and Miss Kling had often met before their marriage, and took me to the board meeting. There I told my story—how the superintendent had originally enrolled me as a regular student without payment of tuition and then I was asked to wait in an adjoining room.

"There was just a thin partition between that room and the one where the board was sitting with Mr. Harding as a spectator. I heard Mr. Harding 'lay the law down' to the school authorities in no uncertain manner and shortly afterward I was recalled and told I was reinstated without being penalized. I graduated a few days later."

Friendly to Everyone

Bowen left the Ohio city after Harding became U. S. Senator. The whole staff of The Star was shocked and editorial department publisher who, when something happened in the composing room to delay an edition, rolled up his sleeves and set type with the printers. Bowen's uncle is still a printer in the shop there and recently he wrote the local man that Harding's motto in the composing and editorial departments still hangs on the walls. It reads: "Never Publish Anything to Hurt Anyone."

The scandals that wracked the Harding administration and cast a shadow over his term from 1921 to his sudden death were the fault of the President's advisers and aides, Bowen believes. Bowen's father, who lives in Carrothers, California, was "born and raised" with Mrs. Harding, who, according to the local resident was "a real lady in all respects, fearless, considerate and cultured."

"Mr. Harding was a splendid type of man. He was friendly to all of us—from his oldest enemy to the next carrier boy and he never failed to greet us by name when we met on the streets of Marion. He had a kind of dignity that made you look at him closely when meeting him and then turn around and watch him go down the street," Bowen recalls in tribute to the tall, leucisly, genial man who was the first President to travel in Canada, the instigator of the Limitation of Armaments Conference held in Washington in 1921.

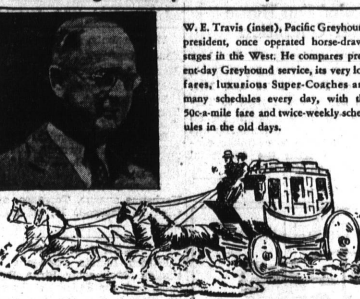
City Attorney to Prosecute Case in Louisiana Court

Next week City Attorney John E. McCall will leave us for his old home-town of New Orleans where he will argue a law case before the Louisiana supreme court April 11. He was given a leave of absence by the city council Tuesday night and in return, invited as many councilmen as desired to accompany him on the motor trip. All declined with thanks.

McCall will represent a Long Beach physician who won a \$10,400 judgment against W. H. Helms, oil operator, in 1929. To date, he said, that judgment has increased to over \$200,000. Helms is understood by the local attorney to have deposited a \$28,000 bond in Louisiana courts.

The defense attorney left California several years ago and is reported to have made a fortune in the Louisiana and Texas oil fields.

Former Stagecoach Operator Compares Travel



Commenting on the new low Greyhound bus fares, which go into effect April 1, W. E. Travis, president of the Pacific Greyhound Bus Lines, said he cannot help comparing present-day Greyhound service with the stagecoach service he operated in several western states around the turn of the century.

"We gave 'em a hard, rough and costly ride in our horse-drawn, stages," Travis said.

Willowbrook C. C. Supports Alondra Relief

Support for the plea of property owners in the Alondra Park special assessment district, declared to be the "rawest deal" ever given to taxpayers in a Mattoon Act district, was urged today by the Willowbrook Chamber of Commerce.

"We feel that this situation is a detriment not only to the district in which the taxes are being pyramid, but also to the entire area," Secretary J. William Gastreich wrote the board.

"This project should be placed first on the list of projects to receive aid from the automobile license tax fund for liquidation of the heavy bonded indebtedness," the chamber's letter stated.

No aid from gasoline tax funds was given to the district last year, with the result that the situation has now become unbearable for the property owners, and threat of a tax strike has been conveyed to the county supervisors.

Birds Store Olives

BANGOR, Cal. (U.P.) — This year's crop of woodpeckers and robins are robbing the olive orchards and storing the olives in holes in fence posts.

YOU

Have A SAVING Instinct—USE IT!

Most living things have a natural instinct for SAVING... a natural desire to prepare "for a rainy day." Man, too, has this instinct. YOU have this instinct. Then, why not give heed to it by starting a saving account (it can be opened for \$1.00) with us as soon as possible. Your account is fully protected and insured.

TORRANCE MUTUAL BUILDING & LOAN ASSOCIATION

We Have Never Paid Less Than 4% OUR CURRENT RATE

1335 POST AVE. Torrance 215

QUICK PRINTING SERVICE

We'll Turn Out Fast Jobs That Won't Look Like "Rush" Jobs

When you need letterheads in a hurry... or enough letters to complete the month's billing... that's when you'll appreciate the really quick service of the Torrance Herald.

And the finished job never looks like a "rush" job... that's one reason you will appreciate the thorough efficiency of this organization! Phone at any time, when you need printing, or drop in and arrange it at your convenience.

Torrance Herald

JOB PRINTING

Street Spelled 3 Ways
HALIFAX, N. S. (U.P.) — A street here has three names, and no one here in authority knows which is right. It is known as Franklin, Frankland and Franklyn.

Woman, 100, "Never Ill"
WINGHAM, Ont. (U.P.) — Mrs. Margaret Meuser has celebrated her 100th birthday at her home in nearby Elmwood with the boast she "had never been sick" in her life.

OPENING HERE... SATURDAY NIGHT, APRIL 1

PRINCESS BALLROOM DANCE ORCHESTRA
OF 97TH AND MAIN
H. J. Woods, manager

Old Time and Modern Dancing
Wednesday and Saturday Nights
McDONALD HALL, 1951 CARSON ST.

Admission: Saturday, Gentlemen 40c, ladies 25c
Wednesday, 25c straight
No Liquor or Rowdiness Tolerated

INFORMATION PLEASE

TORRANCE WELCOMES

These New Residents This Week

GLENN WISE 13301; Engracia
R. M. GORMAND 1614 Cota
F. L. MARVIN 13201; Cota
BERTHA WALLACE 1307 Post
HARVEY B. FLAMMER 1005 Sartori
A. E. GREGORY 802 C Sartori
MRS. MAUDE KIRCHNER 724 Border
MIGUEL DRAJEDA 150 Pueblo
JAY BUXTON 1230 Border (rear)
ELEN JOSEPH 1223 El Prado
LEO FRADSHAM 1816 A Cabrillo

APPLIANCES-ELECTRICAL WORK

Repairing, Wiring, Fixtures, Alterations. Call us for all kind of Electrical Work and Supplies. Costs—Reasonable. Service—Prompt. 1421 Marcellina.

TORRANCE ELECTRIC SHOP — PH. 567

AUTO REPAIR - 'OLLIE' & 'RED'

Nothing can go wrong with an automobile that "Ollie" and "Red" can't fix! Most modern equipment, New Electrical Motor Diagnosis Machines. Body & Fender Repair. Cravens and Marcellina... In Harvel's Service Station. PHONE 946

CAFE - BEER - COCKTAILS

THE RITZ CAFE, open from 6 a. m. to 2 a. m. every day, is serving delicious meals at all hours PLUS your choice of expertly mixed COCKTAILS, draught BEER, choice WINES. Pay us a visit! Located where Carsons meets Cravens.

RITZ CAFE — Wm. J. Lister, Prop.

CONCRETE WORK - TEL. 524-J

Sidewalks — Paving — Foundations — All Kinds of Cement Work. No job too large — none too small to receive prompt and careful attention. All work guaranteed. Estimates gladly given. 1617 Border Ave.

M & M TRUCKING & CEMENT CO.

ELECTRICAL WORK - TEL. 238

Contracting • Lighting • Repairing • Fixtures
Advice and Consultation Gladly Given On Home Modernization and New Home Wiring on FHA Financing Plan. El Prado at Sartori. K. B. Sims.

SERVICE ELECTRIC CO.

INSURANCE - AUTO - FIRE

Years of service to thousands of satisfied motorists and home owners qualifies us to take care of all your Automobile and Fire Insurance. Howard G. Locke, 1465 Marcellina. Phone 135-M.

MOVING - STORAGE - TEL. 524-J

Household goods shipped anywhere in the United States thru our connections with famous BEKIN STORAGE CO. Trucks of all sizes to haul ANYTHING ANYWHERE! All loads handled with greatest care; storage and packing loads insured. 1617 Border Ave.

M & M TRUCKING & CEMENT CO.

PIANOS TUNED - Repairing

All makes, \$2.50. 28 yrs. experience. Estimates free. J. U. Bunch, 1509 Cabrillo. Phone 97-W.

SERVICE STATION - Standard Oil

Independently operated by Charlie Mitchell. Selling complete line of Standard Oil products. Expert Lubrication. Atlas Tires and Batteries. Carson and Cabrillo. Ph. 765.

SHEET METAL - TEL. 350

We have a complete workshop capable of turning out the finest in Commercial, Industrial and Private Dwelling Sheet Metal Work. Columbia-made sheets used exclusively. Moderate prices! Robt. T. McCallum, 1418 Marcellina Ave.

TORRANCE SHEET METAL SHOP

TAILOR - J. LEPKIN - TEL. 102

In Torrance Since 1925. Suits and Overcoats Tailor Made. Cleaning & Pressing and Alterations. 1320 Sartori Ave. Torrance

TYPEWRITER SERVICE - REPAIR

Repairs, Rentals, Ribbons, Supplies, Service. New & Used Portables & Standards. 1 Mo. \$2.50, 3 Mo. \$5. Ace Typewriter Service Co. Agency at Fixit Shop. Ph. 382-J.

Torrance Herald

With Which is Consolidated the Lomita News
Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
Torrance, California.

MEMBER
California
Newspaper
Publishers
Association

MEMBER
United
Press
Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

OFFICIAL PAPER OF THE CITY OF TORRANCE
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470. Dated March 22, 1927.

Subscription Rates In Advance
Anywhere in Los Angeles County... \$2.00 per year
Anywhere in the U. S. Outside of L. A. County... \$3.00 per year
Canada and Other Foreign Countries... \$6.00 per year
Single Copies... 5c

ALONDRA GARDENS

• Located on the North side of Redondo Beach Boulevard between Prairie Ave. and Hawthorne Blvd.

BIG HOME SITES 50 ft. x 140 ft.

• Improved with Sidewalks, Curbs, Streets, Electricians, Gas, Water, and Electricity All Paid For!

\$20.00 DOWN, - \$10.00 Monthly

• Will safeguard the location of your future Home. You may start building as soon as your purchase has been approved.

• Accessible from all points by Main Boulevards... Bus Service on Hawthorne Blvd. ... Grade Schools Close by... Leuzinger High but one mile north... This gently rolling Home Community makes an ideal spot for Residence, Income and Business Development.

ALONDRA GARDENS

Wm. C. WARFIELD, Realtor
Open Sundays and Evenings 'til 9
16714 HAWTHORNE BLVD.