

SHOP
TALK
By
RAY BROOKS

GOOD FOR OLD GOLD

Released this week in July Fortune, snooty \$1-a-throw magazine, are some very interesting facts and figures anent the recent Old Gold cigarette contest, the which was said to have broken up many the happy home, made ciggie addicts out of non-smokers, entailed many the hour of brow-knitting and brain cudgeling (Har'ya, Guy Kelly).

Many are familiar with the contest... a series of 90 cartoons showing one or more characters in action accompanied by various and sundry clues. Below the cartoon is a list of famous names. One of the names is represented in the picture. Problem: find correct name.

Called rebuses, (Webster defines word as "an old game mode of expressing words or phrases by the pictures of objects or symbols") the cartoons represented the biggest contest ever held in the U. S. from standpoint of prize money... \$100,000 first prize... for which over two million people sent in the complete series of 90 pictures together with 90,000,000 Old Gold wrappers which cost them \$13,500,000. Another million souls started the contest, gave up. Lumped together there were over 160,000,000 man-hours of labor expended by the 2,000,000 who finished, based on the estimate that each contestant spent an average of 80 man-hours on the series.

Despite warnings from Old Gold 10,000 entrants got excited, forgot to sign their names and addresses, were disqualified. Given the option of substituting "reasonably accurate facsimiles" over 20,000 chose this method as against the actual wrappers and many turned in prodigious feats of draftmanship. Some answers were set to music and one old lady, noticing the gold coins on Old Gold's wrapper, wrote each name on the book of 90 gold-colored tinfoil chocolate drop wrappers. During the closing weeks of the contest over 50,000 hopeful entrants paid ten cents to one dollar for the many tipster sheets that mushroomed on newsstands and in book stalls, "giving" absolutely correct answers to the hard ones.

P. Lorillard, manufacturers of Old Gold, may appear from the gross of \$13,500,000 to have made a killing. But consider that Lorillard's profit on each package is but one cent and this amounts to only \$900,000. Against this Lorillard spent \$1,200,000 on advertising, \$200,000 on prizes, \$600,000 on clerical and miscellaneous expenses; total \$2,000,000.

MORE CONTESTS
An interesting side light on nation wide contests and more evidence of America's rainbow chasing populace is the fact that in the recent Pepsodent-Amos and Andy contest over 2,300,000 persons sent in names for Amos and Ruby's baby.

HALF & HALF
Bob Thomas, prop. of the Thomas Liquor store, is combining firecrackers with fire-water this week as he put on sale a large stock of 4th of July pyrotechnics. Bob will be open all hours and all day the 4th.

DOLLEY'S DITHER
Harin' to go fishin' last week were Harry Dolley, wife Karni Dolley and Bill Walker. Scampering around in the rear of Harry's drug store packing this and sorting that, the three proceeded to stow away all necessary equipment in Harry's car parked in the rear, and tie on fishing poles.

With everything in readiness, the trio slinked in, waved goodbye, started away. And it was not until a man hurried up to the car with blood in his eye that they realized they had packed and started to drive away in the WRONG CAR!

HAPPY BIRTHDAY
S. S. Worell, local hardware merchant, celebrates today the 10th anniversary of his store opening in Torrance. Mr. Worell came here from Greeley, Colorado, where he operated a store of the same type, but, cooking his ear on day to the famous words of an equally famous man, Horace Greeley, in whose honor the city was named, Hardware Man Worell, packed his suitcase and "went west." Incidentally, Mr. Worell also is celebrating this week 53 years in the nail and paint business. To him... another 53 years of success.

Torrance Herald

TWENTY-THIRD YEAR—No. 25. TORRANCE, CALIFORNIA, THURSDAY, JULY 1, 1937. \$2.00 PER YEAR — SINGLE COPY 5c

SECTION B
Society - Sports
Theatres

FEDS DARED REBS IN COUNTY JULY 4

Paper Files Reveal Fete's Details

Fourth of July celebrations in Los Angeles county during the Civil War were more or less tame affairs in themselves, but they were fraught with dangerous possibilities due to the fact that the county at that time sympathized strongly with the Confederacy. It is interesting to trace the various switches in sympathies between the North and South in Los Angeles county prior to and during the Civil War.

In the earliest days of the Los Angeles pueblo the sentiment was anti-slavery. This was natural, because the early settlers were New Englanders. By 1860, however, most of these New Englanders had either died or moved on. Following in their footsteps came a wave of settlers from the South. As a result, when the Civil War broke, Los Angeles was strictly a "Secesh" town. Unionists, or Northerners, were very much in the minority. In commenting on the celebration of July 4, 1861, a Los Angeles newspaper throws considerable light on this situation, as follows:

"There were sufficient Union men to 'hold a party.' The 85th anniversary was not neglected. At early morn there was the national salute of 34 guns from the old six-pounder belonging to 'we, the people,' which has so often belched forth for whatever occasion and for whatever political party doing the shooting. At 10 a. m. the streets around the Plaza were enlivened by the sound of martial music from the band of the First Dragoons, followed by the Los Angeles Grays commanded by Capt. H. N. Alexander. The company that paraded was well drilled, and it did remarkably well, considering its paucity of numbers,—29, rank and file..."

Later the parade, after a short march, went to the "shady vineyard" of L. Sainsevalin, southeast of the Plaza, where the speaking took place. This was the period when there was no bar or length limit to spread-eagle speeches in super-flamboyant style, and for more than three hours Lincoln was glorified and Jefferson Davis disparaged. Just where the Southerners were keeping themselves while all this was going on was not stated.

The principal speaker was Joseph E. Gitchell, outstanding spell-binder of his time. He was followed by James Mohan "of San Gabriel Canon," and Murray Morrison. When the afternoon began to wane the last speaker mounted the improvised dais. He was Capt. Winfield Scott Hancock, always a conspicuous talker and for several years governmental quartermaster for Southern California with headquarters here. He later became one of Grant's generals in the Virginia campaign. When "Beau" Clowned The newspaper article closed with: "When Capt. Hancock (Continued on Page 4-B)

County Assessor Closing Books On Saturday

Heaviest volume of work since 1929 was thrown upon the county assessor's office this year because of thousands of new homes, many of them built with federally-insured home loans, County Assessor Ed Hopkins said this week in announcing that he would close his books Saturday of this week, July 3.

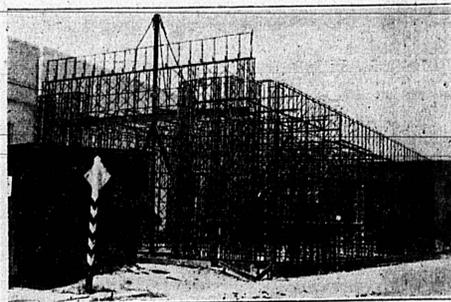
This is the last week that local residents may make a return on their property, as required by law, according to John W. Hartman, chief deputy. Upon completion of the new assessment roll it will be turned over immediately to the board of supervisors, which will sit as a county board of equalization for three weeks beginning next Monday.

Hartman this week broadcast another warning to veterans who have not yet filed their \$1,000 property exemption claim, explaining that if not claimed by Saturday, it cannot be allowed by the assessor. This also is true with respect to church and other organizations who are entitled to an exemption under the law. To date more than 1,000,000 statements have been filed, including 84,000 veteran statements.

Depression Debt Payment Looms

Twenty-five California counties must begin Jan. 1, 1938, to pay off an approximate \$27,000,000 debt incurred at the depths of the depression to provide relief for their increasing army of unemployed. Los Angeles county — which borrowed \$12,867,622.77 under the unemployment relief bond act of 1933 — will be the heaviest hit of all. Los Angeles' debt was six times greater than the next highest borrower, San Francisco.

Carcass of Woven-Steel



The steel-woven framework of the Civic Administration building, now rising next to the Civic Auditorium on El Prado, is slowly but steadily being welded together to form a light but unusually strong and resilient "carcass" for the \$19,790 structure.

Each crossing beam is being welded to the supporting angles, with the window and door openings being outlined in steel. Only a few men are at work on the building, which will be used to house the Chamber of Commerce and serve as an auxiliary assembly place for public or semi-public functions, but when the steel framework is completed next week a force of carpenters and plasterers will go to work.

The shed-office of the contractor, Elser Wickholm, Ltd., and architects, Walker and Eisen, now hides the entrance of the Administration structure. Those interested in construction methods would do well to inspect the process used on the building because it is considered the latest development of that art. Tuesday night at city council meeting two change orders for the equipment and design of the Administrative building were authorized. One was to equip the building—and the Civic Auditorium—with 35 round tables and three long tables at the rate of \$22 each. This change from all long tables will save the city approximately \$225 on the job, City Engineer Frank Leonard said. The other change was for the relocation of the counter in the office part of the building and a door, for which the city will receive a credit of \$20.

During the discussion it was brought out that among the furnishings for the new structure will be 21 dozen sets of dishes, enough to serve a dinner

Completion of WPA Projects In Co. Budget

The sum of \$1,000,000 of county funds with which to fulfill the county's share as sponsor of pending WPA projects as well as those now under way, in virtually every section of the county, is set up in the preliminary budget for 1937-38, adopted in its revised form June 30 by the board of supervisors.

Projects in this area include \$280,340 for Alondra Park, \$62,462 for the Lomita water works system, and \$988,966 for Nigger Slough drainage.

Kiwanians to Hold 'Round-Table' Meet

Because of the Monday holiday, the Kiwanis club will hold a "round-table" session at Daniels cafe on Cabrillo avenue for those of its members who are in the city that evening. Kiwanians who are enjoying the three-day holiday elsewhere are urged to "make-up" their attendance at Lomita the following Tuesday night.

Attendance of 250 in the Auditorium. The kitchen in the auditorium is to be moved to the Administrative building to provide greater dressing room space in the Auditorium.

Extend Pipeline and Fire Protection

Additional fire protection is to be provided along Arlington avenue between Santa Fe avenue and Sepulveda boulevard by the installation of a pipeline and hydrant costing \$154. This work was authorized by the city council Tuesday night.



3 BIG DAYS
July 1 - 2 - 3

Just take a hurried glance at these VALUES... and then TRY to buy them elsewhere for any LESS! It can't be done... positively! We feature ONLY the best quality. So shop at The Beacon with confidence and safety!

HUNDREDS OF OTHER ITEMS AT EQUALLY ATTRACTIVE PRICES FOR THESE 3 DAYS!



IF YOU'RE NOT 100% SATISFIED WITH ANY R & G USED CAR



Ford Dealers not only offer the best selection of used car values in town, but on their R & G used cars they also guarantee to give you back your money if you are not 100% satisfied! R & G used cars have been Renewed to specifications laid down by the Ford factory, and are Guaranteed in writing. You have two full days to try the car and convince yourself that it is exactly what you want. If, at the end of that time, you are not entirely satisfied, your money will be refunded in full. Isn't that the fairest used car proposition you ever heard of?



AT FORD DEALERS ONLY

- 1934 FORD DELUXE FORDOR SEDAN. A REAL BUY..... **\$395**
- 1935 FORD DELUXE TUDOR SEDAN. BARGAIN..... **\$495**
- 1936 FORD PICK-UP. IN TOP SHAPE..... **\$485**
- 1936 FORD PICK-UP. PRICED LOW..... **\$485**

Schultz & Peckham

AUTHORIZED DEALERS OF FORD PRODUCTS
In Torrance 15 Years
1514 Cabrillo Ave. Torrance Ph. 137



EVERY CHICKEN IN YOUR FLOCK CAN BE A

PRIZE WINNER
If You Feed Reliable Leader
ALL PURPOSE MASH

\$2.59

• Tested and approved by smart poultrymen everywhere. Reliable Leader ALL-PURPOSE MASH is the one food for all ages, from chicks to laying hens. Nothing else to buy. Leader Mash does the job. Sold on a money-back guarantee. To establish this feed with local poultry raisers we offer until further notice Leader Mash at the low price per 100 lbs. of...

POULTRY SPECIALS FOR THE 4th

- YOUNG ROASTING HENS.....Lb. 27c
- COLORED FRYERS.....Lb. 30c
- WHITE HENS.....Lb. 22c
- RABBIT FRYERS.....Lb. 14c

FRESH LOCAL RANCH EGGS
All Poultry Dressed Free While You Wait

Torrance Poultry & Feed Mkt.
1963 Carson Phone 407
T. S. LOVELADY, Prop.

4% INTEREST
WHERE THE RATE HAS NEVER BEEN LESS AND YOUR SAVINGS ARE INSURED UP TO \$5000

Place your savings here for Income purposes and Insured Safety.

QUARTERLY INCOME
on \$500 or More Placed in Full Paid Certificates. Interest Checks mailed to your address every ninety days.

SAVINGS INVESTED BY JULY 10th BEAR INTEREST FROM JULY FIRST

American Mutual Building and Loan Association
OF REDONDO BEACH, CALIFORNIA
210 South Pacific Ave. Telephone 3351

Eastman Baby Brownie Camera **89c**

For White Shoes Shumilk Dressing **23c**

Oil-less, Soapless Drene Shampoo **49c**

Calorex, Gallon Vacuum Jug **98c**

Cool, Comfortable Fitted Athletic Supporter... **29c**

Gypsy Sun Tan Oil **50c**

Sport Goggles **39c**
Others, 10c, 19c, 29c

RECALL Corn Solvent **25c**

RECALL Gypsy Cream **50c**

WE GIVE S.&H. GREEN STAMPS

BEACON DRUG CO.
The Rexall Store
Leslie L. Prince
1519 Cabrillo Ave., Torrance
Phone 180
Authorized Ticket Agency for Greyhound and Union Pacific Bus Lines.