TORRANCE HERALD

TWENTY-FOURTH YEAR | TORRANCE, CALIF., SEPT. 1, 1938 | SECTION B

SPECIAL EDITION NEAR PRESS DEADLINE

Extra Copies of 64-Page Issue May be Reserved Now

One-fourth of the 64-page "Torrance-On-the-Air!" souvenir edition to be issued by The Herald Thursday, Sept. 15, will be placed in forms ready for printing this week-end.

For the past two months the Herald has been compiling material—including hundreds of news photos—for the largest and most expensive issue ever published by this 24-year-old newspaper.

The remaining 48 pages are scheduled for make-up within the next nine days. Designed in modern magazine style, with many pages in color, the "Torrance-On-the-Air" edition commemorating the formal opening of the KNX-CBS transmitter station will contain many new facts and articles about the city, industries, people and institutions.

Special Mailing Price

Confident that readers will enjoy every page and want to send copies to friends, The Herald publishes a reservation blank in the next column which may be filled out and given this newspaper for delivery of as many extra copies as desired. Every subscriber will receive one of the souvenir editions with the regular issue of The Herald Thursday, Sept. 15.

Extra copies may be obtained—now by reservation—at 10 cents each and those who leave their orders up to and including Thursday, Sept. 15 may have their extra copies mailed by The Herald to any place in the United States for that price. After that date, the mailing price will be 15 cents.

Covers All City Life

While the story and pictures of the new KNX-CBS transmitter will be an outstanding feature of the "Torrance-On-the-Air" edition, only about eight of the 64 pages will be devoted to a thorough survey of that $350,000 radio investment here.

The remainder of the souvenir publication will contain new photographs, especially written articles of general interest about all phases of community life here.

"TORRANCE-ON-THE-AIR!"

Souvenir 64-Page Edition Out Thursday, Sept. 15 — **The Herald's Largest and Most Costly Issue**

Designed in modern magazine style with many pages in color this edition will cover every phase of Torrance civic, industrial, business, professional and community life. You will want to send your friends copies to show them a cross-section of this city in new photos, graphs and special articles.

ORDER YOUR EXTRA COPIES NOW!

Price 10 cents—Mailed to Any Place in the U. S.
This Special Offer Expires Thursday, Sept. 15—after that date The Herald will mail extra copies for 15 cents.

USE THIS BLANK TO RESERVE "TORRANCE-ON-THE-AIR" COPIES

Torrance Herald
Office: 1336 El Prado, Torrance, Calif.
Please mail the following souvenir editions to

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I enclose ..... (10 cents per copy) for these reserved editions.
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No Flood Relief Near City Seen

Correction of conditions caused by the culvert under the intersection of 223rd street and Wilmington boulevard and by the overflow from the Metropolitan sewer at this point, will not materially affect the area or depth of inundations during major storms in the Laguna Dominguez area, formerly known as Nigger Slough, Chief Engineer C. H. Howell reported to the board of supervisors this week.

Two petitions signed by property owners in that area, and seeking correction of these two conditions, had been referred to Howell. He said that the extent of improvements necessary to prevent inundation in the Laguna Dominguez area, and the several million dollars of costs involved, already has been reported to the board, and that the district has no such funds available.

Four Babies Born at Hospital Here

Four babies were born at Torrance Memorial hospital during the past week. Mr. and Mrs. J. E. Branscomb, 1011½ Portola, welcomed a daughter, Jeanette Marion, on Saturday; Mr. and Mrs. Fred Kelterer, Hermosa Beach, greeted a son, Frederick Blanchard, Jr., on Tuesday; Mr. and Mrs. A. I. Niemeyer, Redondo Beach named their daughter, who arrived Saturday, Janice Ruth, and Mr. and Mrs. Richard E. Schumert became parents of a son, Norman Paul, last Friday. Schumert is a clerical worker at the Columbia Steel plant.

Southhampton To Be Air Hub

SOUTHHAMPTON, Eng. (U.P.)—This city has been chosen as the terminus of the Atlantic and Empire air services of the future.

Tree Stump Is Altar

TULARE, Cal. (U.P.)—An outdoor church at Hume Lake in Sequoia National Park is "furnished" with a huge tree stump for an altar and logs for seats.

The Herald—3 months, 50 cents.

RAY BROOKS SHOP TALK

THINGS ABOUT TORRANCE YOU PROBABLY WOULDN'T CARE TO HEAR ABOUT:

. . . . . that the Bellinis, Teala & Bob, have spelled their moniker wrong for many years now! Seems that Bob's sister, out from the East, informed him that their old family name in Italy was spelled Bellini, not Billini, as they have been writing it.

☆ ☆ ☆

. . . . . **that Mayfair Milk announces a price drop . . . . . not due, as Ed Brunner remarked, to Tuesday night's earthquake.**

☆ ☆ ☆

. . . . . that it was rather peculiar that the temblor occurred almost while the votes were being counted in Tuesday's primary. (Must have been the combined groans of defeated candidates!)

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. . . . . **that wrestling with a ballot in one of those pigmy-size voting stalls is worse than trying to play a game of rugby in a phone booth.**

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. . . . . that the marble machine is becoming so popular at George Probert's Torrance Pharmacy that Fountain Man Harold Watson is now making appointments for players days in advance.

☆ ☆ ☆

. . . . . **that Myrtle Melz, whom many will remember as former operator of a beauty salon on Torrance Blvd., is now back in Torrance, having plunked down cold cash for Geo. Morton's American Beauty shop on Cabrillo. Myrtle will concentrate on the females whilst Georgie will now have more time for the males. (Or have I got that backwards?)**

☆ ☆ ☆

. . . . . that Les Prince's boy alibied to his mother that the reason he didn't want to scrub the kitchen floor was because he couldn't get his corduroy pants rolled up high enough. No alibi to her, Mrs. Prince made him take them off, scour the linoleum in his B.V.D.'s At this, the lad remarked he didn't mind pushing the mop, but hated to scoot around in the suds with only a thin piece of fabric between him and the floor!

☆ ☆ ☆

. . . . . **that all the Election Board women at Precinct No. 6 on Amapola were complaining about the city's garbage collection service, claimed that garbage cans were left undumped for days, quickly ruined, and left in the alleys where passing cars made pancakes of them. (Wonder why they were thinking of garbage? Certainly no connection between it and politicians!)**

☆ ☆ ☆

. . . . . that inasmuch as Shop Talk got a house for houseless George Arnette, new operator of the Gilmore Station out on Torrance Blvd., by mentioning it here last week . . . . . therefore it hopes to do the same for Pete Beville, soft speakin' Southern boy, who recently came out from Florida to help Don Miller at Firestone's. Pete's family . . . wife and two children . . . arrives within the fortnight, will find no home, no nothin' unless something pops.

☆ ☆ ☆

. . . . . **that two darn nice young fellows, Earl Moore, Mgr. and Bill Morgan, helper, have only this week taken over the Shell Service Station on Carson street down by the Torrance Laundry. They say they mean business, are getting new equipment and additional stock, plan to stay in Torrance and make a profit. Bill Morgan, as friendly and likeable as he is short & round, formerly operated a station in Santa Ana, got held up one night, was taken into the hills in a frightful storm and cracked on the head. Says he doesn't like hold-ups.**

☆ ☆ ☆

. . . . . that Les Prince reports excellent response (sold out after first shipment!) to his rather novel offer of skillets and chicken fryers at a big saving after the customer has punched out $1.95 in purchases at Les' Beacon Drug.

☆ ☆ ☆

. . . . . **that Penney manager Hillman Lee reports excellent business, with last Thursday over 100% gain over the same day last year. Hillman is now in a back-to-school sale, says he has some bargains for parents that will make their eyes pop out!**

Tables Turned Perfectly

SAN FRANCISCO (U.P.)—Edward Collins, 27, feels that he has more than paid his debt to society. On the day he was released from San Quentin prison where he had served a term for robbery, he was held up in this city and robbed of his trousers and $28 by two gunmen.

Orange Entry

UNITED PRESS

Miss Estherann Walker of San Bernardino, runner-up in a recent "Miss California" beauty contest, will represent the Southern California orange belt at the 10-day State Fair opening Sept. 2.

Auto Parts Lead in Local Thefts

Thefts-of-the-week as reported to the police department:

Old batteries and tires . . . from Fred Harder's service station late last week. In one night 11 batteries and two tires were purloined, Harder said.

Auto horn . . . from T. Kitano's car last Thursday night while it was parked near 190th and Western.

Spare wheel and tire . . . from Frank J. King's car sometime during the past week. King lives in the Norman Arms apartments on Torrance boulevard.

Reported as stolen last week by Cecil Furman from his front yard at 1008 Cravens avenue, a trunk containing household equipment was merely taken in custody by a neighbor, police were informed, to safeguard it against possible theft. The neighbor noticed the trunk standing in Furman's yard at nightfall and removed it to his garage for safekeeping until the owner returned.

No Liquor Propositions On Ballot

No propositions relative to the control and regulation of liquor in California will appear on the ballot at the November election.

This is the first state election since repeal of prohibition that the people have not been called upon to vote on one or more propositions relative to control and regulation of liquor.

SUBSCRIBE TODAY!

The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

Alondra Park Suffers from Supervisors' Slash

Taxpayers in delinquent special assessment districts throuout the county will receive only half the financial aid from the county treasury that has been given for the past several years, by action of the board of supervisors, in cutting the budget preparatory to its adoption last night.

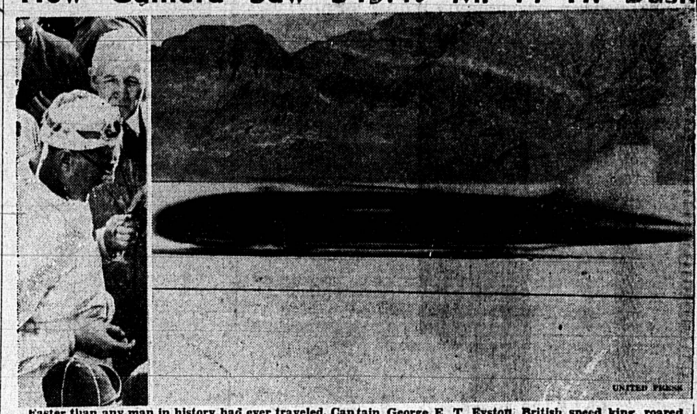
Alondra Park north of Torrance is one of the badly delinquent districts that will suffer as a result of the board's action, and Supervisor L. M. Ford, in whose district it is located, urged that a cut of some $400,000 be not made, altho it was recommended by the department of budget and research.

Alondra Park was on the list with 13 other "sour" districts where the delinquency was between 10 and 20 percent this year. The Alondra district had an average delinquency of 16.78 percent. Last year it was only 12.51 percent, and the year before it was 14.68 percent. This disclosure prompted Supervisor Gordon McDonough to remark that "apparently taxpayers in this district are not doing their part in paying their taxes."

Pierce Fazel, investigator who recommended the slash in aid to special districts where they were between 10 and 20 percent delinquent, said bondholders were not desirous of selling their bonds at less than 80 cents on the dollar, in spite of the higher delinquency this year. The county has given the district $72,000 a year for several years to relieve the burden.

Chairman Roger Jessup, who voted for the cut in aid said that since the other members of the board saw fit to leave $240,000 in the budget for beach and park land purchases at an earlier session that "a cut had to be made some place," and voted to slash the $400,000, leaving a balance of $704,550 for aid to the special districts.

How Camera Saw 345.49 M. P. H. Dash



UNITED PRESS

Faster than any man in history had ever traveled, Captain George E. T. Eyston, British speed king, roared past the camera at 345.49 miles per hour in the picture above to set a new land speed record, in a run on Utah's Bonneville salt flats. Eyston, after driving his seven-ton "thunderbolt over the measured mile, talked to London as a throng crowded about him.

3 Oil Workers Hurt in Field; Now at Hospital

Eleven new patients were received during the past week at Torrance Memorial hospital, including three oil workers injured in accidents in the South Torrance field. They were R. H. Alexander, 42, who was hit by a falling pipe Tuesday night but escaped serious injury; Carl Marquardt, Gardena, and Frank G. Scholl, of the Plaza Hotel, both suffering from oil burns were received last Friday.

Other new patients bedded at the hospital were: Donald Smith, Redondo Beach, Sunday for an appendectomy; Mrs. Miaso Tsunoda, Redondo Beach, Monday for surgery; Mrs. Nellie Nowen, North Redondo, last Thursday for medical care and Mrs. Lillie Hudson, 1911 220th, Monday for surgery.

Thomas J. Jordan, Escondido meat cutter, Tuesday for surgery; Joe Lamar, San Pedro sheet metal worker, Wednesday for medical care; Mrs. Rose McCracken, 1626 Date street, Sunday for observation, and Mrs. Dena Monzakis, 1207 Amapola, Monday for medical care.

Life Goes Round 'n Round

DES MOINES, Ia. (U.P.)—Ten thousand miles in a circle, that's George Gorsuch's record. The 68-year-old amusement park employe says he has traveled that far operating a merry-go-round for the past 22 years.

Left Turn Most Perilous

TULARE (U.P.)—"Beware of the left turn" is the warning of Capt. W. E. Riley of the California Highway Patrol.

Announcing

The Recent Purchase of the AMERICAN BEAUTY SHOP 1511 Cabrillo Ave.

by

MYRTLE MELZ

Former Operator of Myrtle's Beauty Salon on Torrance Blvd.

Assisted by Mrs. EVA NORCROSS

OPENING SPECIAL

One Week, Sept. 1 to 7

Shampoo, Manicure and Finger Wave 85c

SHAMPOO and FINGER WAVE ..... Now 60c

An attractive Rear Entrance has just been completed with plenty of Free Parking Space in the rear.

TELEPHONE 333

Man, Oh Man—WHAT AN OPPORTUNITY!

Introductory Special of FAMOUS VAI BROS. - EXTRA DRY

CHAMPAGNE FULL FIFTH Gal. 97c

Rare indeed is the chance to buy famed Vai Bros. naturally fermented CHAMPAGNE at this low price . . . lowest that CHAMPAGNE of this high quality has ever been sold to our knowledge. Try a bottle today! The biggest treat you ever had!!

Case of 12 1-5th Gallon Bottles $11.00

EXTRA SPECIAL!

ROBERTS LIQUOR STORES

STORE HOURS OPEN 8 A. M. CLOSE 2 A. M.