

# SHOP TALK

DO YOU KNOW THAT THESE THING HAVE BEEN HAPPENING . . .

That the Frolics Days are done and gone, and that they left everyone highly pleased with the grand success of the event? (They will definitely be an annual affair now!)

That all due credit should be must go to the promoters for doing a bang-up job . . . particularly to Jack Miller, who fought the thing thru almost single handed? Credit, too, to Doc Fossum, and Carl Rosteller who pitched good ball right from the start.

That there is a tremendous surplus of nice, slightly Used Overalls on the market?

That Hillman Lee, of J. C. Fenney Co., reports the sale of the greatest quantity of work clothing he ever sold in a like period? Hillman's selling record: 18 doz. overalls, 15 doz. blue shirts, 20 doz. assorted hats. (Remember the old ill Wind that don't do nobody no good?)

That the Young Show was quite a hit, the young babes strutting about fit to kill, all dressed up like a horse & buggy? Style Show stealer from the fannies, however, was J. McNeil, Schwartz Men's Shop employe, who modeled suits & sportswear, and did right smart. Joe's was a tough job (What! Among all those purty gals?) but he carried it off with a finesse & nonchalance that was amazing. Clothes, too, were right swank . . . and don't think Joe couldn't "ear 'em!

That the Jr. Musicians (who played for the Style Show) deserve a mention? Cute as buttons were these musicians, all washed & polished for the event to within an inch of their young lives. The Director R. Leggett all praise for his success in getting them to start & finish together, keep in tune, play the right notes.

That this is enough about the Famous Factory Frolic, the which you probably will see next year bigger & better than ever?

That Piper's Cleaners is no more? For fourteen years or better Piper's have been in Torrance, starting out when the building in which they still do business was opened and officially called the Cra-Post Block. Many garments have gone thru the cleaning solvent since then, and now Bud & Lona Holloway, proprietors, have changed the name to the Royale Cleaners & Dyers. With the new name has also come some mighty big improvements in the shop. Bud and his father . . . the latter quite handy with hammer & saw . . . completely remodeled the front, put in swanky, streamlined fixtures, painted the whole cream, blue & chrome. "Most modern looking shop in town" is now the motto of the Royale, whose low prices on cleaning will amaze you.

That Herald Circulation Manager W. B. Woodbridge tells the yarn about the Scotchman whose wife died in bed one night and all the old man said to the maid the next a. m. was, "Boil only one egg this mornig, Mary!"

That Iowa born, but Torrance educated Glenn Maupin is now in business for himself? Glenn only last week signed papers, took over the General Petroleum Station at Carson & El Prado, smack across the street from the high school where he got his lambs' & from where he graduated in 1937.

For five years Glenn has been in the service station business, spent two years with Fred Harder, the last six months in a Redondo Beach G. P. station. Only 21 last week (he had to wait some months to come of age to take over the station) Glenn already has marriage ideas, plans to be hitched in January to Miss Mae Williams also of this city. Glenn & bride will remodel the honeymoon cottage adjoining the station grounds, move in, live happily ever after.

That this is supposed to be rather humorous? (Alright, I'm a liar!)

Math: Prof. "Now if I subtract 139868 from 524971 what's the difference?"  
Student: "Yeah, that's what I say! Who cares?"  
L. A. Calkigan.

That Les Prince's Beacon Drug is holding a 1c Sale, the which there is no whither. Two items and GOOD ones . . . can be bought for the one low, regular price plus only 1c more! In addition, every 1c Sale purchaser has the opportunity to hand over an Indian Head penny, be given a  
(Continued on Page 5-B)

# TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., THURSDAY, NOVEMBER 3, 1938

SECTION B

## TWO-DAY FETE PROVES GREAT SUCCESS

### Notable Record Set for City-Wide Fun

What started a week ago today as a trickle of praise for the first annual Torrance Factory Frolic increased until the volume of commendation for the community festival matched the output of the new KNX-CBS transmitter station here as the two-day celebration closed late Saturday night. Not since the days of the annual Fiestas, staged here years ago by the Legion post, has Torrance seen such general goodwill, interesting exhibits, sports events and a parade such as wound its way last Saturday afternoon thru streets lined with at least 7,000 people.

From the time the first amateur "barkers" began shouting their wares from booths lining Sartori and dotting Marcelina avenue last Friday morning until the last street-dancer started home Saturday night, the merry-making and good time continued with hardly a break.

Everyone could find entertainment to his taste. With the exception of patronizing the booths, eating places and the commercial attractions, a Factory Frolicer found the event very easy on his pocketbook.

The total absence of the usual objectionable carnival hokum and the general spirit of neighborly friendship were outstanding features of the big event. It was a Torrance Frolic, a combination of old-time county fair, home-coming and community jollification, by Torrance people for the entertainment of Torrance people and their friends from other cities.

And there were hundreds here from surrounding towns—drawn by generous newspaper publicity and spot announcements of the event contributed by KNX. They mingled with townsfolk and appeared to enjoy the various Frolic features as much as the hordes of youngsters who availed in carefree fashion all day Saturday.

The man behind the whole project was John E. Miller, president of the Torrance Coordinating Council, which sponsored the whole show. But Jack Miller has been kept busy ever since Friday disclaiming any credit for the success of the Frolic. He insists that the general committee of the Coordinating Council and "everyone who had anything to do with the Frolic" deserve all the praise. But Miller was the man who kept the Frolic idea going and spreading during the past several months and all of his co-workers declare that the kudos for the event belong to him.

Parade Largest Ever  
Be that as it may, it is well known that Jack Miller had the good fortune to have such people as Fay Parks, Mrs. Cora Bohrer, Dale Riley, Tom Dougherty, Carl Marsteller, Mrs. Flora McDonald, Dr. O. E. Fossum, Harry Abramson and Vernon Coll giving much time and effort to cooperating with him in planning and conducting the Frolic.

Each of these public-spirited men and women—and many others whom The Herald hesitates to name for fear of overlooking some who should receive honorable mention—worked hard to give this community a two-day interlude of real fun.

The most outstanding feature of the Frolic was the parade. This procession of high comedy entries, smartly garbed units, bands, drums and bugle corps, riders of horses, bicycles and motorcycles—and baby carriages—was the largest ever to be seen here. The floats showed much originality and work and smaller entries attracted just as much attention as the huge trucks that rumbled along carrying products of Torrance industries.

What started out to be just

### Here's Official List of Prize Winners

To Mrs. Irene Davis of the Fern Avenue P.T.A., went the Coordinating Council's special award of \$5 for being the "happiest person seen on the streets during the Frolic." She put in many hours at the Fern P.T.A. booth on Marcelina near Sartori and her smile was flashing every minute of the time.

Old-fashioned dance: Won by Mrs. Marie Benson and H. Cook. Scooter race for children under 12 drew only two entries. First across the finish line at the end of a half-block side-walk dash on Marcelina was Billy Dahn, who won 50 cents. Six feet before the finish line David Douglas spilled and scooted across on his nose. He too was awarded 50 cents.

Bicycle parade: LeRoy Howard Moore, \$3 in merchandise for best decorated wheel; Frank Whiting, \$2 merchandise for best equipped bike, and Melvin H. Tyler, \$1 merchandise for his unique five-wheeler.

Bicycle race for boys under 12: Distance 1 1/2 miles: Richard O'Brien, \$3 in merchandise; first place; Bobbie O'Toole, \$2 merchandise; second; Eldon DeLong, \$1 merchandise; third.

Bicycle race for five miles for boys over 12: Fred Lincoln, \$5 in merchandise; first; Vern Lovelady, \$3 merchandise; second, and Clyde Anderson, \$2 merchandise; third.

Horseshoe tournament: Walter E. Morris and Fred Leidy, doubles winners—each receiving a set of regulation horseshoes; John Rowe, singles winner, a set of horseshoes.

Comedy parade: Most out-

### Frolic Featured Fun for Everyone

What was the outstanding feature of the Factory Frolic? Was it the Comedy Parade, the well-padded and be-limpeted "colored gal" in that procession, the acrobatics of the Four Sensational Jacks, the concessions or what-not?

Your reporter is not going to "stick his chin out" by picking the most notable event of the two-day celebration, but herewith chronicles some of the Frolic festivities which gave a lot of folks—some laughs and points out a few incidents collected in jaunts about the city.

Personal nomination for the best horseman in the parade: Sergeant Frank Schumacher of the local police department. A former member of the famed Seventh Cavalry who saw several years' service in the Yellowstone Park, he rode his mount with true cavalry aplomb: Incidentally, his parade appearance marked the first glimpse his blond daughter, Alice, a page at the local library, had of her dad horseshack.

Wasn't it nice of the fog to refrain from intruding? Little LeRoy Howard Moore of 1725 Greenwood was just able to give his name when he was picked for the rider of the best decorated bike. He is 5 1/2 years old.

The Torrance high school alumni association's float got a big hand all along the parade route—and with merit too. The boy and girl grad at-top the world did a nice balancing act.

Carrot-topped Leonard Geary, 18, of 2219 Andree, cavorted in style aboard his high bike garbed in a yellow, red and green costume. He made most of that equiptage himself by adding a second frame turned upside down and reversing the sprockets.

Another feature cyclist was Paul Smith, 17, 1823 Arlington, who pumped around for a while on 20-inch tires. It was hard work.

Did you get a bird's-eye view of Torrance from the Ferris wheel?

That Hobby and Handicraft exhibit stole the show. Fay Parks, who was in charge said he could have filled the Civic Auditorium with interesting gadgets, collections and what-



J. E. (JACK) MILLER  
Whose untiring efforts for more than three months resulted in a harvest of such genuine community entertainment and neighborly hospitality that the first annual Factory Frolic of last week-end will certainly become a highlight in Torrance history. As president of the sponsoring Coordinating Council, Miller was general chairman of the Frolic.

"side-shows" of the Frolic became major features before they were opened Friday morning. These were the Hobby and Handicraft exhibit, arranged by Fay Parks, assisted by Mrs. Bohrer and Miss Ada Chase, and the Needlework exhibit, which was in charge of Mrs. McDonald. Dale Riley was instrumental in getting many of the City Recreational handicraft workers here and in Walteria to exhibit their products in the Hobby show and the High school Hobby club also added greatly to the splendid exhibit which drew great praise. Both exhibits were thronged by visitors every hour.

"Happy" Wintz—no one seems to know what his real first name is—contributed his voice and wit to make the Saturday events known by means of the Standard Oil company's address truck. He arrived in town early, set up his equipment and went into more than 12 solid hours of micro-phoning. No detail of the Frolic appeared to escape his attention and subsequent comment and his work deserves high praise.

Only two events of the 30 on the two-day program were eliminated for lack of time or other reasons. These were the mask parade Saturday night—there was too much doing to hold it—and the bon fire. But they weren't missed because other events took up the time allotted to them or everyone was having enough fun as it was.

Toledo Quarantine Dogs  
TOLEDO (U.P.)—An epidemic of dog-biting has led Dr. Millard C. Hanson, city health director, to establish a citywide dog quarantine here.

Woodridge  
Herald Circulation Mgr. Writes  
Friends . . . hard to get, harder to keep, but our greatest asset.

### Lomita Meat Dealer and Civic Worker Likes Herald

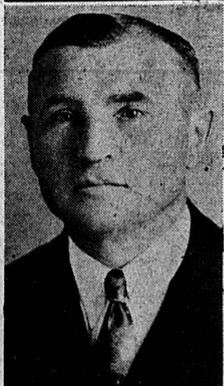
For 19 years Hugo F. Schmidt has owned and operated the Lomita Meat Market at Narbonne avenue and Lomita boulevard. And for all those 19 years, Schmidt has been one of those esteemed newspaper readers who are always "paid one year in advance" to The Herald and its predecessor, the Lomita News-Letter.

Last week the mailman brought Schmidt's check for another year's subscription to The Herald and he continued to hold the distinction of being the oldest subscriber to this newspaper.

"I take The Herald," he said, "because I have many friends in Torrance and I want to know what they and their city are doing. I have always regarded The Herald as a fine publication and I look forward to receiving it every week."

Schmidt is president of the Lomita Chamber of Commerce which is now conducting a voluntary campaign for funds to assist the Torrance Community Relief Association in maintaining suitable quarters for the women's sewing WPA project in which a number of Lomita women are finding employment. Part of the funds being collected in Lomita will be used to finance the annual children's Christmas celebration sponsored by the Lomita Chamber.

The well-known Lomitan came



HUGO F. SCHMIDT . . . holds Herald distinction

to that community in 1919 from Los Angeles. When the Lomita News-Letter started publication, he was among its first subscribers and he still has a copy of the Vol. 1, No. 1 edition of that publication which was later consolidated with The Herald. He is a native of Saxony, Germany and lives at 2069 250th street.



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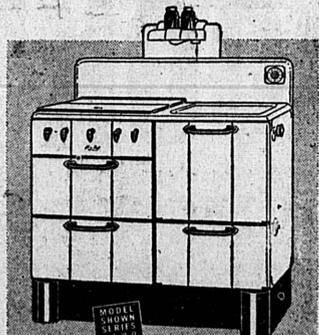
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