SHOP TALK

by RAY BROOKS

JACK TO JACK

Years ago when Torrance was but a pup, Jack Murray, then a barber, now an auto salesman & councilman, clipped & snipped in his own barber shop out at 2205 Torrance Blvd. Business was brisk then, the shop was one of the busiest in town. In typical Murray promoter fashion Jack sold advertising space on the walls of his shop, had many advertisers at $5 the year, must have done pretty well.

But gone from there many moons now is Jack Murray, while the shop has been operated by first one barber then another until this week when another Jack (last name Boos, pronounced Booze but not spelled that way) moved in his shears & combs, set up shop.

Jack Boos has been barbering about Torrance three years, here from Minneapolis where he had been cutting the blond locks of Minnesota Swedes for another 15 years. Married, Jack found himself in the Torrance Hospital about a year ago along with his wife. While the latter was having a baby son Jack was in another ward having a kitten ——we mean an appendectomy, stricken suddenly one night at the same time his wife was Blessed Eventing. However, all three are back to normal now, having passed the family crisis successfully.

By next week Jack will have his new shop in A-1 shape, plans then for his Official Grand Opening. Much painting & scrubbing is necessary ——particularly Jack Murray's billboards which will go the way of the advertisements which once appeared on asbestos theatre curtains.

Using the same front door but housed in separate quarters is personable Betty Johnson, who only a few weeks ago took over the beauty shop which has been a part of the establishment for many years. Betty, like Jack, has slicked up her place, installed new equipment, has already seen business improve.

To Jack & Betty & their new businesses Shop Talk wishes all success.

* * *

BUNDLES FROM HEAVEN

While San Francisco dock workers have been sewing up steamship travel in the northern city, Bill Rojo, manager of the Torrance Laundry & Dry Cleaning Co. has been getting thousands of bundles of laundry from passenger liners which have been docking at San Pedro. In as nice a piece of salesmanship as you'll ever see, Bill made a half dozen trips north, cinched the ship business for his company. Since then, Bill's boys & girls have been processing mountains of ships' sheets, linens, etc., with many jobs running well over 50,000 pieces. That's plenty of pieces and has caused the plant to operate day & night, Bill included, the which he is now weary of!

* * *

HERE & THERE . . .

Ed Neess, contractor, reports the busiest season in a long time, with several contracts for new homes signed already this month . . . Jack Koch, prop. of the Star Furniture, advertises this week a January Pre-Inventory Sale offering mammoth bargains. Shop Talk can personally vouch for the values as he witnessed Jack slash the living daylights out of one piece of furniture after another . . . Sam Levy, old time retailer always seems to be able to laugh at his own troubles. Sam tells of one of his apartment tenants many years ago who owed him over a hundred dollars for many months back rent. One day the tenant called, said he wanted to talk to Sam. Happy & smiling Sam anticipated at least a few dollars on account. When they met the tenant said, "Sam, things aren't so good with me. How about reducing my rent!" When Sam opened his eyes from his horizontal position on the floor the tenant was gone . . . so was the back rent.

State Highway Group Tours District Arteries

Extension of La Brea boulevard southerly from Inglewood to provide an important new through north-south artery between Cahuenga Pass on the north and Palos Verdes Hills on the south is under consideration by the State Highway Commission, following presentation of a delegation from the Southwest District Highways Association at the Commission's meeting this week in Los Angeles.

Loren Howe headed the delegation, and stated that his group included representatives from Torrance, Palos Verdes, El Segundo, Hawthorne and Inglewood. The delegation asked that Hawthorne avenue be included in the state highway system and that it be brought up to state standards of highway construction.

The delegation also asked that about a mile of highway between Sepulveda and Centinela boulevards be included in the state system, and also that Crenshaw boulevard from Manchester south through Torrance to U. S. Highway 101 be taken into the state system. Members of the commission were guests of the Association for an automobile tour over the proposed projects Wednesday, and were guests at a luncheon at the Palos Verdes country club.

Mayor William H. Tolson, president of the Highways Association, and City Engineer Leonard Young, secretary of the organization, conducted the tour and were hosts at the luncheon.

——Want Ads 25c——

Survey Shows Need for Buses

(Continued from Page 1-A)

to 8:30 a. m. and from 4:30 p. m. to 6:30 p. m., and on hourly runs from 8:30 a. m. to 4:30 p. m. and from 6:30 p. m. to 10:30 p. m. It is proposed to charge a 5-cent fare in the city of Gardena, and from Imperial Highway to Manchester Boulevard. From Gardena to Manchester the fare will be 10 cents.

——Want Ads 25c——

Charles E. Myers of Davenport, Wash., who has been enjoying an extended holiday visit at the home of his daughter-in-law, Mrs. Bessie Myers, returned home Wednesday.

People

what they're doing

Mrs. Cecilia Tucker of 1740 Arlington was confined with an attack of influenza over the New Year's holidays.

Mr. and Mrs. Fred Bever, Mr. and Mrs. J. H. Fess and Mr. and Mrs. Archer Lewis motored to Pasadena Monday morning to see the Tournament of Roses parade.

Kenneth Byron Fess attended the gala Army-Navy New Year's Eve party at the Army & Navy clubhouse in Long Beach.

Mr. and Mrs. L. D. York returned home Tuesday night following a holiday visit in San Francisco as the houseguests of Col. and Mrs. E. C. Alley of that city.

Mrs. Paul Beall arrived in Torrance this morning from her home in Burlingame to be the overnight house guest of **Mrs. J. R. Winters** at the Erwin hotel. Mrs. Beall is a former Torrance resident.

The **B. F. Dyes** are planning to move from 1508½ Post soon to a home in an outlying farming community.

Mrs. Harry G. Banks, who was suffering all last week with a severe cold, is much improved.

Diehl Dies in La Jolla Home

(Continued from Page 1)

entered the employ of Carnegie Steel Company as a chemist in the laboratory of the Duquesne Works. Rising through the various operations he became assistant general superintendent of Duquesne Works in 1915 and operating vice-president in charge of the Pittsburgh District of Carnegie Steel Company in 1918.

In 1930 he was made vice-president of United States Steel Corporation and in 1932 was sent to San Francisco to head the new Columbia Steel Company as president.

His successor as president of Columbia Steel was William A. Ross, who was vice-president and general manager of sales during Mr. Diehl's administration.

Local Residents Claim First Baby Born in 1940

Brenda Joy McClure is 1940's first Torrance baby.

She was born to Mr. and Mrs. James McClure of 718 Amapola avenue, at 6:38 a. m. New Year's Day at Torrance Memorial hospital. Brenda has a 10-year-old sister. Proud Father McClure is a milker employed at the Van Fleet dairy. Both mother and Brenda are making splendid progress.

There were three other new arrivals at the hospital during the past week. They were:

A daughter to Mr. and Mrs. Forrest McKinley of 1417 Cota avenue, yesterday morning;

A daughter to Mr. and Mrs. W. F. Howard of Gardena, Dec. 29, and

A daughter to Mr. and Mrs. Bernard Martin of Moneta, Tuesday.

——Want Ads 25c——

Lecture Series Starts Tonight at Catholic Church at 7:45

Rev. Father Dominic of the Passionist Order will begin a series of evening lectures based on attributes of the Christian family tonight at the Catholic Church of the Nativity. The lectures, to which all residents of the community are cordially invited, will be given each evening, starting at 7:45 o'clock. The final address by Father Dominic will be given next Sunday evening, according to Rev. Father Joseph V. Fitzgerald, resident pastor.

——Want Ads 25c——

THIRTEEN NO HOODOO HERE

Thirteen may be a jinx and a hoodoo to you, and you, and you. But to the Al Kerbers, the Loton Buckleys, the O. E. Fossums, the E. M. Moshers, the Fred Bevers, the A. B. Shriners, the Al Johnsons, the Paul Weises, the William Evanses, the Fred Knudsens, the Ray Hoovers, and the Louis Millers it just doesn't mean a thing! And, to prove it, they entertained for Mr. and Mrs. Paul Kasper (making the 13th couple) of Midland, Texas, Thursday night at a gala dinner party in the Florentine Gardens of Hollywood.

The Kaspers, who have been spending the holiday season in Torrance with their son, Paul Kasper, Jr., and friends, returned to Texas Saturday.

KIWANIANS HOLD PARTY HONORING NEW OFFICERS

E. E. MURCHISON
. . . names aides Jan. 8

DEAN SEARS

More than 150 members and guests of the Kiwanis club participated in the annual installation dinner-dance held last night at the Lakewood Country club. There was no formal program, the evening being given over to dining, dancing and impromptu fun features.

L. J. Gilmeister, a past president of the club, installed E. E. Murchison as the 1940 Kiwanis president, succeeding Dean L. Sears who enjoyed a most successful year. J. B. Scotton was seated as first vice-president, William Rojo as second vice-president and Edward Brunner was returned again as secretary-treasurer.

President Murchison, manager of the Western Auto Supply store here, will announce his committees at the next regular meeting of the club, Monday evening Jan. 8, at Daniels cafe.

BUSY YEAR AHEAD

California appears destined for a full, busy and controversial year during 1940, with a special session of the legislature and three elections highlighting the calendar.

FREEDOM FAILS

Lack of suitable employment has prevented 180 men in Folsom prison from taking advantage of their paroles, it was revealed this week by Warden Clyde Plummer.

Eighty percent of tornadoes occur between the hours of noon and 6 p. m.

Enough Petroleum for Great Spread

More than 20 billion barrels of oil have been produced in the United States since 1857. This amount would cover the entire states of Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, Rhode Island and Vermont with a coating of oil one inch thick.

Eleventh Largest Lake

Lake Erie is the eleventh largest lake in the world, with an area of 9,960 square miles.

50¢ WILL GET THAT SUIT or DRESS CLEANED—THE ONES YOU GOT SO SPOTTED and WRINKLED OVER THE HOLIDAYS

BRING IN THOSE GARMENTS NOW!

ROYALE CLEANERS & DYERS

1344 POST AVE. (Across from Library) PHONE 370

A&P Food Stores

GUARANTEED MEATS!

"Guaranteed Meats" are nothing new to A & P customers! A&P meats are . . . and always have been . . . unconditionally guaranteed! Come in today and see for yourself!

Pork Loin LARGE CUTS FROM EITHER END OF LOIN 14¢ lb
WHOLE LOIN OR FULL HALF . . . 17c lb.

Beef Roast CHUCK CUTS . . . . 14¢ lb
CENTER CUT 7-BONE ROAST . . 17c lb.
U. S. Government Graded Grain-Fed Steer Beef.

Pork Shoulder WHOLE OR FULL SHANK HALF . . . 12¢ lb
Shankless Picnics CUDAHY'S EVER-READY FULLY TENDERIZED 19¢ lb
Ready-Cooked! Just heat and serve!
100% Pure Pork Sausage . . . 17¢ lb
Our Own Make!
Sliced Bacon 1-lb. carton 23¢ ea ½-lb. carton 12¢ ea
Cudahy's Puritan, Fancy.
Sliced Bacon ½-LB. CELLO PKG. OR ½-LB. LAYERS . . . 10¢ ea
Rath's Cedar Valley, Cudahy's Gold Coin, or Wilson's Corn King.

Link Sausage ½-lb. Cello 10¢ ea
100% Pure Pork! Armour's Star Or Cudahy's Puritan!
Salt Side Pork . . 11¢ lb
Fancy Eastern.
Pork Liver Fresh! Sliced! 14¢ lb
Fresh N.Y. Oysters 19¢ dz
Large Extra Select.
Fresh Shrimp . . . 19¢ lb
Large, Green, Headless.
Sea Bass Fresh Fillet . . . 21¢ lb
Pork Chops Best Cuts 21¢ lb
Fancy Center Cut Loin.
Stewing Chickens 19¢ lb
Fat, Plump, Fresh-Killed.

Save on Fresh Fruits & Vegetables!

ORANGES LARGE NAVELS 12¢ dz
WINESAP APPLES . . . . 4 lbs. 15¢
NEW POTATOES CREAMING SIZE 10 lbs. 15¢
Bananas Golden Ripe . . lb. 5¢
Avocados Medium Size 2 for 13¢
Calavo Fuerte
Celery Utah-Type stalk 9¢
Lettuce Iceberg 3 large heads 10¢

Don't Miss These!

Niblets DEL MAIZ . . 2 12-oz. cans 19¢
Peanut Butter SULTANA 2-lb. jar 23¢
Peas "RELIABLE" BRAND . . . . . No. 2 can 10¢
Margarine NUTLEY BRAND . . . 1-lb. ctn. 10¢
White Eagle SOAP CHIPS . . 5-lb. pkg. 27¢
Bisquick . . . . . 40-oz. pkg. 27¢
Our Own Tea . . . 1-lb. pkg. 43¢
Campbell Soup . . 3 cans 25¢
TOMATO, 7c; CREAM OF MUSHROOM OR CHICKEN, 10c

Sperry Flour . No. 10 sack 45¢
Pancake Flour Globe A-1 large pkg. 17¢
White Rice M.J.B. 2-lb. pkg. 16¢
Crisco . . . . . 2 1-lb. cans 37¢
Chocolate . . . 2½-lb. bars 25¢
Hershey's
Salmon Alaska Chum 2 No. 1 cans 25¢
Perfect Strike
Spinach Iris Brand 2 No. ½ cans 25¢
Sauerkraut Iris Brand No. 2½ can 13¢
Sliced Beets 2 No. 2 cans 25¢
Iris Brand
Tomatoes Solid Pack No. 2½ can 14¢
Iris Brand
Lima Beans Sea Side No. 1 can 7¢
Peaches Sliced or Halves 2 No. 2½ cans 35¢
Iris Brand
Fresh Prunes . . 2 ½-oz. cans 9¢
A&P Brand
Hominy Burbank 2 No. 2½ cans 15¢
Tamales . . 2 15½-oz. cans 25¢
Gebhardt's
Peas Green Giant . . . . 2 17-oz. cans 27¢
Seedless Raisins A&P Brand 15-oz. pkg. 5¢
Jell-O Assorted Flavors 3 pkgs. 14¢
Vinegar Kern's Crystal 2 quart bottles 15¢
Syrup Log Cabin . . . med. can 32¢
Grapefruit Juice Iris Brand No. 2 can 8¢
Kleenex Tissues 500-sheet package 29¢
Dog and Cat Food Puss'n Boots 2 No. 1 cans 15¢
Dog Food Skippy 6 No. 1 cans 25¢
Clorox Bleach 2 quart bottles 27¢
Rinse . . . . . large pkg. 20¢
Cleanser . . . . 3 cans 10¢
Lighthouse
Waldorf Tissue 2 rolls 12¢
Towels Red Cross 3 rolls 25¢
Argo Starch . 3-lb. pkg. 21¢
Laundry

1319 Sartori Ave, Torrance
Prices effective thru Saturday (taxable items subject to tax)

We've got 'em!

Come in today and see this newest idea in men's style service. The Jarman Style Charts! They give you authentic information on which shoes to wear with what, just as published in Esquire Magazine.

THE JARMAN STYLE CHARTS

authentic information on

Which shoes to wear with what!

(AS APPEARING IN ESQUIRE)

. . . and while you're here, look over our full line of Jarman Shoes. There's a special style for every clothing fabric in your wardrobe. And Jarman not only offers you style, but comfort and wearability at a price you can afford.

Your Size, Please?

	5	6	7	8	9	10	11	12	13	14	15
AAA											
AA											
A											
B											
C											
D											
EEE											

No matter what your size, we can fit any normal foot in this smart Jarman straight tip style! Come in and let us fit you. And look over all our new Jarman Styles, in the Season's newest all-whites and combinations.

Jarman SHOES FOR MEN

(We can fill your order by mail. Just check your size on the above chart and send it to us. We'll send you this straight tip style in either black or brown . . . $6.

Most Styles $5 to $750

Ask to see our Jarman Style Charts, as shown in Esquire—featuring "which shoes to wear with what."

SAM LEVY

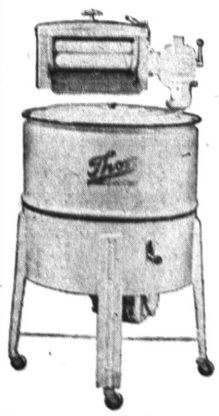
1307-1313 SARTORI AVENUE TORRANCE PHONE 121-W

WASHER SCOOP!

SAVE $20

ON THIS BEAUTIFUL NEW

THOR Washer



Reduced from $59.95 to $39.95

• Wow! What a Bargain! Brand new 1940 Model, all white! Family Size Capacity, ¼ H. P. Life Time Oiled Motor! Standard Agitator! An outstanding value!

OFFER FOR A LIMITED TIME ONLY!

1 WEEK! JAN. 4 to JAN. 11!

Easy Terms

Note: $49.95 Price Includes Automatic Pump for Emptying Tub.

National Home Appliance Co.

HARRY M. ABRAMSON "FRIENDLY CREDIT"

1312 Sartori Ave. Phone 78

You Be The JUDGE

• Since 1924 the Beacon Drug has earnestly tried to serve its customers with the finest of merchandise at reasonable prices. As a result, hundreds of local people have come to rely on the products it sells, to have faith and confidence in the advice and statements of its owner.

This faith and confidence have brought to the Beacon Drug one of the largest Prescription businesses in the city. Every day our compounding skill and knowledge of drugs makes new friends and builds new confidence. We serve the people honestly and to the best of our ability.

We ask that you be the judge; that before you buy you consider first just what you want your money to purchase. If it is QUALITY Merchandise at LOWEST prices then try the . . . .

Beacon Drug Co.

Authorized Ticket Agent for Union Pacific and Greyhound Bus Lines

The Rexall Store WE GIVE S&H GREEN STAMPS

Gramercy and Cabrillo Phone 180

LESLIE L. PRINCE, Prop.