



By Jack O. Baldwin

A column about Fred Beck, a keg of nails, a tube of "Prell" and other highly important subjects.

Haven't heard from Mr. Applegate, principal of the adult evening school, about a nodrip coffee cup but at least we have the next best thing to cut tie-cleaning bills. Wayne Donnelly, 1555 West 215th street, came in with a gift, though not particularly stylish, it is certainly practical. Mr. Donnelly's gift consisted of a grease-proof, coffee-proof, and even gravy-proof clear plastic tie. (See Diagram A.)

Mr. Fred Beck
Typist for "What Next?"
Los Angeles Mirror
Los Angeles

Your column of last Tuesday convinced me there is no honor among thieves, knaves, or newspapermen.

Beginning with, and I quote you, "Dear Izzy . . . Today, for you Izzy, a scoop I have. I got this straight from JACK Baldwin of the Torrance Herald who let it slip," (more about that later) . . . and ending with " . . . we could help Prell win this suit, and also get in quite a few games of hearts on the train." . . . I find a couple of (what the college journalism text books claim we must never be guilty of) . . . inaccuracies.

But first of all, Brother Beck, allow me please to digress for a moment for the benefit of my mother who, I am sure, is one non-Beck reader and a clipping-saving reader of Baldwin.

Mother; some weeks ago there appeared in the Torrance Herald's bigger brothers—the L.A. dailies, a squib about Tallulah Bankhead, she's on the stage you know, that she was an avid fan of George Washington and collected pictures of the first U. S. prexy. In fact she told Procter and Gamble, two soap makers, that she would like to collect a mere one million pictures of Mr. Washington, the same likeness as on dollar bills, all because of a little singing commercial about Prell Shampoo.

The Ditty goes something like this:
"I'm Tallulah the tube of Prell
And I've got something to tell
Your hair can be radiant, oh so easy,
All you've got to do is to take me home and squeeze me."

Tallulah, it appears, objected to the suggestion that she be taken home and "squeezed." She claims her name is so unique that all the radio-listening public will identify her with a tube. So you see, Mother, P, and G, along with NBC, CBS, and B and B. (that's Benton and Bowles, advertising agency) are finding out that you can't squeeze a tube of Prell at both ends.

Now then back to Brother Beck.
Beck me boy, last Thursday afternoon, for two hours I needed your girl "Friday" at the General Petroleum press preview to pick up this yarn:



DIAGRAM A

DIAGRAM B

That the mother of Tallulah NAGY, who won the Torrance Miss Industry contest a year ago had written the aforementioned initiated firms suggesting that they consider her as their "Prell" girl. (See Diagram B.)

These people wrote Mrs. Blanche Nagy, mother of Torrance's own Tallulah, thanking her for her interest and that they would include her letter in the stack already received. They did NOT agree to state that our red-haired Torrance High School girl was the Tallulah referred to in the Jingle . . . as you claimed.

Nor are the Prell people "sending her back to New York with all expenses paid, just like a contest winner." As you claimed. She went to New York. Seven months ago. With a keg of nails for the Mayor, Bill O'Dwyer.

And next, Brother Beck, Tallulah Nagy was not named after the actress of the same name, but after a girl in South Carolina. Nagy and Bankhead met, just once, about 12 years ago at the Nixon Theater in Pittsburgh.

Well, anyhow, it would appear that all might end well after all.

I was sitting here with nothing hotter to report than a

Realty Board President Names Committees

Committee appointments was the main order of business at the regular meeting of the Torrance-Lomita Realty Board held Monday evening at the city hall.

President W. E. Brown made the appointments of chairmen and members to the five working committees.

Named to the Membership committee, besides Delbert Vaughn, were L. E. Rowland, Carl Glaze, Earl Mallory, Walter Shaeffer and C. J. Ryan.

Assisting James Schmitt, chairman of the Legal Committee, are Harry Bowker, H. J. Osborne, Luther Mumford and E. H. Epperson.

The Multiple Listing committee, Altr. Perry Connert, Harry Bowker, James Elliott and Howard Percy.

Edith Smith was named as chairman of the Ethics committee which also includes Paul Vonderahe, James Elliott, Harry Bowker and C. J. Ryan.

The four members of the Attendance committee are James Schmitt, Bob Haggard, Hans Norby, Earl Mallory.

Paul Vonderahe and Luther Mumford were chosen as Reporters.

Torrance Police Will Share in File System

Chief of Police John H. Stroh said yesterday that the Torrance Police Department has become a contributing member of the Los Angeles County Sheriff's Office's Central File of Sex Criminals.

Stroh said that all cases involving sex offenses occurring in Torrance will be reported to the Central Files where the information will be recorded. The Torrance Police Department will then be notified by Central Files of similar cases occurring throughout the county and of any possible suspects who might be involved in the case here.

He added that the countywide information which will be made available should be a valuable asset to the department.

APRIL SURVEY

"The April population survey, conducted nationally by the U.S. Bureau of the Census, is expected to reveal up-to-date figures on family characteristics, consumer 1948 income and migration," said Mrs. Gladys Evans, Los Angeles District Supervisor.

"Thank you" note from NBC. There was a good yarn there but I needed somebody to pick it up, kick it around a bit, and get some action on it. Meeting your very lovely feminine "log-man" last week was (it proves now) the break we needed. So after two hours of "slipping" our efforts were rewarded.

Look for Life Magazine to pick up the yarn in an early issue.

Yep, Brother B., it appears that the Torrance Chamber of Commerce, originator of the contest that brought Tallulah Nagy's name and the name of our very fine community before the public, will reap the harvest from some publicity seeds sown many months ago during the city's Factory Frolic celebration.

You filled a column, me too, Nagy's getting a bang out of it. Procter and Gamble is selling lots of Prell. Uh, huh, everybody's happy, "cepting Miss Bankhead, who brought up this mess in the first place.

By the way, Brother Beck, do you know just how good this shampoo is? Ever used it? Think I'll get a tube of it and take it home and squeeze the Prell out of it.

OBITUARY

A. A. BUTLER
A. A. Butler, 82, 1002 South Palos Verdes, died Tuesday morning at his home after an illness of several months. A native of Draper, Utah, he came to Torrance in 1928 where he was employed at Columbia Steel for 13 years. For the past eight years he has resided at the San Pedro address. He is survived by his widow Esther Mae, three daughters, Mrs. Jack F. Bowring, of San Pedro; Mrs. Albert Turner and Mrs. Stanley Bisque, both of Detroit, a brother, and three sisters, in Salt Lake City, seven grandchildren, and eight great-grandchildren. Services will be held in McNeerney Mortuary in San Pedro on Friday at 10 a.m. Bishop Harold Snow of the Church of the Latter Day Saints will officiate. Interment at Inglewood Park cemetery will follow the services.

AND IT'S A GOOD THING
All information concerning individuals furnished to the Census Bureau is treated as confidential under Federal Law and cannot be given to any other Government agency for use in investigation, taxation or regulation.



SEASONS CROSSED . . . Merchant Marine Felix Alfred and Mrs. Alfred put away Christmas tree ornaments to clear the decks for New Year's Day—Today!—Herald Photo.

Early Filing Of Reports Is Urged

Early filing of unemployment insurance wage reports and tax returns was urged today by E. L. Funder, auditor in charge of the California Department of Employment's audit district office in Long Beach.

"Contribution returns for the first quarter of 1949 are now due, and will become delinquent after April 30," Mr. Funder said. The department of employment is requesting employers to mail their returns as early as possible to facilitate the work of processing the forms."

Mr. Funder added that any employer needing advice and assistance in preparing his return may obtain such assistance by telephone or call at Room 20, 110 W. Ocean, Long Beach.

PLUMBING THEFT IS REPORTED

About \$90 worth of plumbing fixtures were taken from a residence on Palos Verdes drive north, 1/2 mile east of Narbonne Tuesday night, owner Hilda Alau told sheriff's deputies.

She said the residence was locked over night.

"We must have a continuous supply of discarded shoes, furniture, clothing, and other items in order to carry on our self-help program," Major Ellison said. "Our social service center is entirely self-supporting through the refinishing and resale of discards. No cash donations are solicited."

He added that Red Shield trucks will stop at homes or offices to pick-up no-longer-needed articles if residents will telephone 1356 and give their addresses and hours for the trucks to call.

MARINE RESERVE FLIES

From June 1947 to April 1948 Naval and Marine Reserves aviators flew 487,359.9 hours.

TODAY IS NEW YEARS DAY FOR SEAFARER

Since last Thursday was Christmas, Felix Alfred, merchant marine just returned home, is going to do a little whistle tootin' and horn blowing to celebrate New Year's today.

Alfred, a seaman serving aboard a Navy Tanker, was due home for Christmas but Navy orders sent him back to sea. He may have been there yet but for a broken hand. Incapacitated with his hand in a cast, the former owner of the City Taxi Company arrived by air last Wednesday after seven months at sea.

Awaiting at the family home, 1911 Andro avenue, to greet the seafarer was his wife, two daughters, 15-year-old Ruth and six-year-old Mary Lou . . . and the family's three-month-old Christmas tree.

Mrs. Alfred did not even open her presents last Christmas but decided to wait for her husband.

Mr. Alfred, received a hat, pajamas, socks, pair of shoes, and the usual tie, according to Mrs. Alfred.

"Here's my present," she says pointing to a new refrigerator.

Two Pups Killed After Rescue From Oil Sump

Suffering from swallowing oil and tar, two puppies were put to death last Sunday night after being rescued from an oil sump at Lincoln and Border avenues, according to Police Officer Gale Whitacre.

Whitacre said the animals were shot with the consent of South Bay Humane Society officials who stated the dogs were beyond help.

Mother of the puppies snapped at rescuers and had to be restrained before the young puppies could be helped.

Owner of the two hapless animals or the mother dog could not be ascertained, Whitacre said.

LOMITA Theatre

2433 NARBONNE AVE. PHONE 243 NEIGHBORLY IN EVERY RESPECT

TORRANCE

NOW PLAYING —
WILLIAM HOLDEN
LEE J. COBB
"DARK PAST"
— AND —
DOROTHY LAMOUR
DON AMECHE
SLIGHTLY FRENCH
SHOW STARTS 6:00 FRIDAY
SUN. - MON. - TUES.
FRANK SINATRA
KATHY GRAYSON
THE KISSING BANDIT
COLOR BY TECHNICOLOR
— AND —
DOUGLAS FAIRBANKS, JR.
HELENA CARTER
THE FIGHTING O'LYNN
SHOW STARTS 1:00 SUNDAY
Next Week - Starts Wed.
THE WALKING HILLS
— AND —
GIRL FROM MANHATTAN

PARK

NOW PLAYING
THE COUNT OF MONTE CRISTO
— AND —
THE SON OF MONTE CRISTO
SUN. - MON. - TUES.
JOHN LOVES MARY
— AND —
AN ACT OF MURDER

GRAND

NOW PLAYING —
John Wayne - Albert Dekker
Binnie Barnes - Patsy Kelly
IN OLD CALIFORNIA
— AND —
Chester Morris - Buck Jones
George "Gabby" Hayes
WAGONS WESTWARD
SHOW STARTS 6:00 FRIDAY
SUN. - MON. - TUES.
Alfred Ladd - Robert Preston
Brenda Marshall - Donald Crisp
WHISPERING SMITH
COLOR BY TECHNICOLOR
— AND —
LAWRENCE TIERNEY
FRIGILLA LANE
BODY GUARD
SHOW STARTS 1:00 SUNDAY
Next Week - Starts Wed.
IN THE NAVY
— AND —
WHO DONE IT?

GARDENA

NOW PLAYING
THE BOY WITH GREEN HAIR
COLOR BY TECHNICOLOR
— AND —
THE PLUNDERERS
SUN. - MON. - TUES.
SOUTH OF ST. LOUIS
IN TECHNICOLOR
— AND —
JUNGLE GODDESS

Better Business Bureau Reports On 'Salesman'

In an attempt to expose fake magazine salesmen and other "bilkers" the magazine "Data," official publication of the Better Business Bureau recently published the following item:

"The postman rang three times—once at 153 South Hill street, Los Angeles; once at 803 Edison Building, New York; and once at 427 Wrigley building, Chicago, but he batted .000 in trying to locate the American Publishers Circulation Company.

American Publishers Circulation Company is the fictitious name used on receipts handed out by a man who uses the names W. Clayton, George Gray and J. Breen. His scheme is to collect \$2 from a housewife, accept her subscription for three years to some magazine and promise to send her a cook book for \$4.95 C.O.D. Sometimes the cook books arrive, but the complainants always report that the magazines don't—the salesman having pocketed the down payment.

Recently this man has been victimizing Torrance housewives. In interest of saving 75 cents one housewife there was induced to make an advance payment of \$6.25."

Hospital Cases

R. B. Andrews, 1820 Torrance boulevard.
Alton - Cuipepper, 4026 W. 182nd street.
Arvall Garnett, 24637 Eshelman avenue.
Mrs. Gloria Hixson, 2054 Kathy Way.
Mrs. Blanche W. Littlefield, 1614 W. 213th street.
Miss Agnes Thompson, 1416 Cota avenue.
Raymond Taylor, 26246 Eshelman avenue.

L.B. MAN HURT IN ACCIDENT

A Long Beach man received minor injuries about 2:30 p.m. Saturday in an auto accident at the intersection of 250th and Oak streets.

Winston D. Youmans, 71, driver of one of the vehicles, received lacerations while the driver of the other auto, Donald R. Oliver, 28, U.S. Navy, was unhurt, deputies stated.

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"TELEVISION FACTS"

FACTS YOU SHOULD KNOW IF YOU ARE BUYING OR OWN A TELEVISION SET

By Phil Gibson

It's A Fact—

The Adams and Eves that made their appearance recently on MOVIE TOWN, RSPV, were well versed in the art of charades. The outstanding skit was played by the Eves when they demonstrated Jack Spratt and his wife . . . licking the platter clean. The contestants that wait at the KTLA studios to guess these skits see this program from a remote broadcast that comes each week from a well-known celebrity's home. Sundays at 8:00.

It's A Fact—

Everyone loves a circus and the kids are certainly proving it when they see BOZO the CLOWN over Channel 11 on Sunday evenings at 7:00. An authentic circus background is used and the kids are given balloons so they'll get in the real "Circus mood," and then Bozo starts his funny stunts and introduces his entertainers. Josephine, the petite performing monkey, keeps the kids howling.

It's A Fact—

The famous DUNNINGER, the man who can read your mind, now comes to you via kinescope film from New York on Channel 4. Paul Winchell and his famous dummy, Jerry Mahoney, do their best to vex the great Dunninger, but nothing perturbs him. . . . The DUNNINGER-WINCHELL show can be seen on Thursdays at 9:30.

It's A Fact—

That if you will drive around and notice the television aerials in our fair city . . . you'll notice them atop everything from house trailers to the city's hillside mansions.

It's A Fact—

Television is for all the people . . . not just a few! And it is for all because it is well past the experimental stage both in the type and price range of receivers on sale today . . . but the quality and number of excellent shows that are on most of the day and night.

It's A Fact—

That we will deliver a Television set to your home for a FREE HOME TRIAL this weekend. There is absolutely no cost or obligation on your part. We feel that it is our job to demonstrate television . . . then and then only if you want to buy that set or any other, we are ready, willing and glad to be of service to you. Our prices and terms are as low as any concern in Southern California . . . and believe us we mean it! . . . and also can prove it!

For the Best Picture In Television
GIBSON-DeVORE
HOME APPLIANCE
Headquarters for Radio and Television
Phone Tor. 1728
1875 Carson St.
Torrance
PHONE ZENITH 1728
—Our No Toll Out-of-Town Phone Number.