

### Short Cut to Big Savings!



### See the Cooking School Movie!

The most amazing thing! It shows you how to cut down on runs just by the way you wash stockings!

You'll hurry to Lux your pet frocks, too, after you've seen how easy it is. They'll look fresh and lovely as new—Lux is especially made to protect colors and fabrics. Pennies for Lux save dollars in clothes.

Safe in water... safe in—



### Cry-Baby Groom



Stan Laurel, the cry-baby member of the comedy team of Laurel and Hardy, is shown above with his new bride, 25-year-old Hiliana, statuette Russian blonde, on their return to Hollywood after a surprise marriage in Yuma, Ariz.

CALL 444 FOR AD SERVICE

### STRAND THEATRE OPENING TONIGHT IN REDONDO BEACH

Complete with all the glamour, lights and sparkling air of anticipation that marks a big metropolitan opening, the Strand theatre, built at Torrance boulevard and Catalina street in Redondo Beach, by Pacific States Theatres, Inc., will receive its first guests tonight. This beautiful theatre which seats 900, is the first of two which the operating firm is building in the South Bay district. The other is at Manhattan Beach.

The Strand's manager, genial Bob Allen, has been assured of obtaining a major studio preview as part of the program for the opening show tonight. Several motion picture celebrities are also scheduled to attend.

Equipped with the most modern sound equipment and boasting the only "saucer-bowl" floor in Southern California, the Strand is lavishly furnished and decorated in the modern tempo. Every seat, because of the unique floor, affords an excellent view of the stage and screen.

Located on Torrance boulevard just a few minutes drive from the center of Torrance, the Strand at Redondo Beach offers theatre-goers a splendid program of late pictures and special screen attractions that are now only to be found in the largest theatres in the Los Angeles area.

### OFFERS HOME RELIEF

Does your house run you? Then be sure to attend The Herald's Cooking School at the Torrance theatre Jan. 12, 13 and 14 for home relief.

BETWEEN 5c to 7c a lb. is what it is costing Rabbit Raisers to produce a pound of rabbit meat on Fedco. More and more rabbit raisers are turning to Fedco Rabbit Pellets. Feeding a few hutches for 90 days on a comparative feed basis proves less feed cost, less labor, improves does and bucks. Better pelts, less diseases, quicker friers. There's a reason for the largest rabbitries feeding Fedco. Your dealer handles both the Fedco All Grain and the Fedco Complete Rabbit Pellets. If not get in touch with the FEDCO COMPANY 1840 Valley Blvd., Rosemead, Calif.

### Relief Society Is Grateful

On behalf of the Torrance Relief society of which she is president, Mrs. Janet Woodington, expressed appreciation this week to all those who helped the Society make Christmas "a little brighter for folks in need."

The Meglin Kiddies under the direction of Mrs. G. C. Hunter of this district presented an operetta early last month and all proceeds were turned over to the Society to help finance the Christmas baskets. To the Meglin management and young entertainers and those who donated the use of their cars to distribute the baskets "and the many others who took supplies to families we are very grateful," Mrs. Woodington said.

Others especially mentioned were: the churches of this city, National Business and Professional Woman's, Kiwanis and 20-30 clubs, Columbia Steel company, those who donated cash, Boy Scouts, Torrance high school students, Torrance Community Service association and The Herald.

The Relief Society is now meeting every Friday from 9:30 a. m. to 11 p. m. in rooms above Daniels cafe. Donations of clothing and groceries may be taken there and will be received with thanks by members of the Society. Mrs. Woodington said.

### LEAVE FOR NORTH

Allan Flock and Burt Smith, Jr., sales training students with

### MAD BEDLAM REIGNS ON COMEDY SET

If dizzy, hilarious doings and carryings on during the filming of a picture are any criterion then David O. Selznick's technicolor production "Nothing Sacred," which opens Saturday night at the Plaza theatre, should walk away with all prizes and awards for the maddest comedy riot that was ever devised to shatter the peace and quiet of the amusement world.

For reasons well founded on air-guns, splintered stage lights, broken eggs, horsplay and general hilarity, the "Nothing Sacred" set at Selznick International Studios earned a reputation as "the dizziest in Hollywood."

Whether the stars caught it from the script or just happened to find their fun-loving natures in close accord has not been determined. General opinion is that Ben Hecht's screen play has had its effect.

At any rate, the fact remains that Carole Lombard and Fredric March, co-stars in the technicolor film, spent all of their spare time practicing with air guns. They were joined by Director William A. Wellman, with Charles Winninger and Walter Connolly taking occasional pot shots just for the fun of it.

This, in itself, wouldn't be unusual, but as it happened, their collective targets were the lights at the top of the sound stage roof! Miss Lombard and March spent their lunch hours tearing around the studio in a fire-truck, siren wide open.

Sirens, horns and whistles were standard equipment on the set. One or all were used by the crew to signalize the visit of an unusually pretty girl.

The Columbia Steel plant here, left Dec. 31 for the Pittsburg (Calif.) plant.

### MIDSHIPMEN AND GIRL FRIEND



Here are Robert Young, Florence Rice and James Stewart, the trio who provide the main axis for the comedy, "Navy Blue and Gold" which opens tonight at the Torrance theatre.



Pointing Way To Stardom. Ginger Rogers and Adolphe Menjou in a scene from "Stage Door" opening Sunday at the Luntz theatre.

### Colorful Story of Annapolis Opens Tonight

Acclaimed by naval officers as the most authentic story ever written about the historic United States Naval Academy, "Navy Blue and Gold" opens tonight at the Torrance theatre.

The picture is headed by a strong cast including Robert Young, James Stewart, Lionel Barrymore, Florence Rice, Billie Burke, Tom Brown, Samuel S. Hinds, Paul Kelly and Barnett Parker.

It portrays the poignant devotion of cadets pledged to their country's service, the heartaches of stern, character-building discipline, the thrilling sportsmanship of the Navy's titanic football games, and the love of two players for the sister of their quarterback pal.

"Navy Blue and Gold" teams Young, Stewart and Tom Brown as buddies coming from different walks of life to rise to fame on the Navy Gridiron. Miss Rice portrays the sister of Tom Brown, and Parker has the role of a comic English butler who aids his young master's football career. Many scenes for the picture were filmed on the grounds at Annapolis.

### DETOUR

Col'm Under Construction By BETSY BYRNES

This New Year shall be full brave, I decree! Some days may seem drear 'And some, full of cheer; Yet, whatever fate, Let's hail "thirty-eight!"

### QUESTIONS

What does El Prado mean? One President of the United States was a Baptist and one, a Quaker. Can you name those two Presidents?

Can you give definitions of the words amalgam, amber and amorphous?

TODAY'S PROVERB "The only people who never make mistakes are those who do nothing." —Thomas Huxley. Isn't that a fine proverb? There is an old Dutch saying, too, along the same lines, which reminds us that "even the horse, who has four feet, stumbles occasionally."

### ANSWERS

El Prado, as you know, is Spanish. Its literal translation is "The Lawn, or The Meadow." Some of the residents of El Prado would be rather concerned if the English translation of their pretty street was generally used, wouldn't they? Warren G. Harding was a Baptist and Herbert Hoover is a Quaker.

Amalgam is a combination of a metal with mercury. Amber is a fossil resin. It is found buried in parts of northern Europe near the Baltic Sea. Amorphous means shapeless. Don't ever call anyone amorphous!

ADIOS "For beauty I am not a star! There are others more handsome by far. But my face, I don't mind it, For I am behind it; It's the people in front that I jar." —Unknown.

### May Reduce Milk Prices

Adjustment of the prices paid local dairymen for their milk is to be taken up at two public hearings to be held Jan. 14 and 15 in the State building at Los Angeles under the auspices of the state department of agriculture.

An amendment proposed to the Los Angeles area's milk stabilization and marketing plan would reduce the present price of 72 cents per pound milk fat for class one milk to producers to 69 cents. Class one milk is the grade generally delivered to homes.

### To Increase Tomato Plantings In Hills

Winter tomato plantings will be increased in the Palos Verdes Hills because the crop which comes in the late spring after the Imperial Valley season now is over. Harvest of green peas in the same area began the last of December and quality was good.

Production of dry beans was exceptionally heavy with movement of supplies slow early in the season.

AS NEW AS 1938 "It's the talk of the town—the 1938 model Cooking School coming Jan. 12, 13 and 14 at the Torrance theatre.

## PLAZA THEATRE

HAWTHORNE, CALIFORNIA  
Telephone 299 "The Friendly Family Theatre"  
EARPHONES? . . . YES!  
Thursday, Friday, Saturday, Jan. 6, 7, 8

**Special! Rose Parade and Football Game!**

SPENCER TRACY and "BIG CITY"  
LUISE RAINER in  
and JOE E. BROWN in  
"Fit For a King"  
FRIDAY NITE PLAY MAGIC SCREEN  
Saturday Night—"BIG CITY" and "NOTHING SACRED"

Sunday, Monday, Tuesday, Jan. 9, 10, 11  
CAROLE LOMBARD and "Nothing Sacred"  
FREDRIC MARCH in  
The Technicolor Comedy Riot  
2ND BIG HIT "MERRY GO ROUND OF 1938"  
with ALICE BRADY and MISCHIA AUER

Starts Wednesday, Jan. 12  
"Submarine D-1" with Pat O'Brien and George Brent; also—  
"40 Naughty Girls" (Wed. Only) James Gleason and ZaSu Pitts.  
\$888 COME EARLY! DOORS OPEN 6 P. M. \$888

## TORRANCE THEATRE

ADULTS 25c Phone Torrance 132 CHILDREN 10c

Thursday, Friday, Saturday, January 6, 7, 8  
ROBT. YOUNG—JAS STEWART—L. BARRYMORE in  
"NAVY BLUE AND GOLD"  
and LESLIE HOWARD — BETTE DAVIS in  
"It's Love I'm After"  
FRIDAY NITE . . . PLAY NITE

Saturday Matinee — 1st Episode of  
HOOT GIBSON in "PAINTED STALLION"  
3 CARTOONS (2 POPEYES)  
In Addition to Above Program  
FREE ICE CREAM TO CHILDREN!!

Sunday, Monday, Tuesday, January 9, 10, 11  
FREDRIC MARCH — CAROLE LOMBARD in  
"NOTHING SACRED"  
All in Gorgeous Technicolor  
FIBBER MCGEE MOLLY — MARY LIVINGSTON in  
"This Way Please"

Wednesday, January 12 — One Nite Only  
\$\$\$ — SURPRISE NITE — \$\$\$  
BARTON MACLANE — GLENDA FARRELL in  
"ADVENTUROUS BLONDE"  
and GEO HUSTON in  
"Wallaby Jim of the Islands"  
\$\$\$ — COME EARLY — \$\$\$

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## STAGE DOOR

starting  
KATHARINE HEPBURN 'ROGERS'  
GINGER MENJOU  
with GAIL PATRICK - Samuel S. Hinds  
Andrea Leeds - Lucille Ball  
KID RADIO  
Feature

Directed by GREGORY LA CAVA. Produced by RANDO S. BERMAN.  
Screenplay by Marie Perle and Anthony Veiller.

ALSO  
Jane Withers in "45 FATHERS"

Wed. - OVENWARE 2 Fine Features  
Starts 6 P. M. — 2 Shows

## SOUTHERN CALIFORNIANS, INC.

We present to the public of Southern California the following

### DECLARATION OF PRINCIPLES

to which we are committed

SOUTHERN CALIFORNIANS, INC., has been organized for the purpose of establishing and maintaining industrial stability in Southern California.

Southern Californians, Inc., will fearlessly and vigorously use the organized strength of the community.

To protect the public in its right to the free movement of lawful commerce and industry and labor which is essential in a civilized community.

To uphold the firm and impartial enforcement of law by the local government which the people of this community have consented to preserve peace and order and to administer and enforce justice.

To defend every person's right to work, or refuse to work, free from fear of coercion, violence, tribute, tyranny or unlawful hindrance.

To protect the right of all employees to bargain with their employers singly, in groups, or through unions, as they may elect, through representatives of their own unhampered selection.

To protect and defend every employer in the lawful possession and use of his property, on his own premises or on public thoroughfares.

For the accomplishment of these ends we propose.

TO SERVE THE PUBLIC: by doing everything in our power to maintain prosperous conditions in Southern California; by establishing such relationships of justice and confidence between the employer and the employee as will permit the free flow of goods and services uninterrupted by lockouts or strikes.

TO ASSIST THE EMPLOYEE: by obtaining better working conditions with respect to wages, hours, and security of employment; by maintaining the Open Shop so that he may, according to his individual and independent choice, join a labor union or refuse to join a labor union; by making it possible for the employee to protect himself against intimidation, violence or coercion because of his decision; by encouraging the highest possible minimum wage scales and reasonable and equitable maximum hours of labor.

TO ASSIST THE EMPLOYER: by protecting him in the operation of his business free from the unlawful interference which may result from his refusal to accept dictation, including Closed Shop conditions.

This organization is not opposed to labor unions as such, but Southern Californians, Inc., has been formed to fight racketeering in labor relations—racketeering which exists at the expense of the employee, the employer, and the public.

Southern Californians, Inc., extends to all elements of the public, to the workers, to business, industrial, agricultural and commercial groups, to educational bodies, to civic groups and organizations, to our churches, and to every constructive factor in our population, an urgent invitation to join in a fight to make this area industrially free—where industry may flourish, and where every worker will have opportunity for employment under the best possible conditions.

SOUTHERN CALIFORNIANS, INC.  
EXECUTIVE OFFICES: 411 WEST FIFTH STREET, LOS ANGELES, CALIFORNIA

## STRAND

25c FREE PARKING 25c

CATALINA at TORRANCE Phone 8300

REDONDO'S NEW SHOW PALACE  
**OPENS TONIGHT**  
AT 6 P. M.

**STARS — LIGHTS**  
**A NIGHT OF NIGHTS**

PROGRAM  
MAJOR STUDIO PREVIEW  
FEATURE

STUART ERWIN in "SMALL TOWN BOY"

Mal Hallet and His Band

LATEST MICKEY MOUSE NEWS

REMEMBER 25c ALWAYS

## LOMITA Theatre 10c-20c

24333 NARBONNE AVENUE Phone LOMITA 243

NOW PLAYING . . .  
Wm. Powell—Myrna Loy in  
"DOUBLE WEDDING"  
Barbara Stanwyck in  
"BREAKFAST FOR TWO"

SATURDAY NITE—\$5—PLAY—\$5

STARTING SUNDAY . . .  
1st Showing In This District  
A GIANT PROGRAM

THE SCREEN'S BIG CAST IN THE YEAR'S BIG PICTURE  
KATHARINE HEPBURN 'ROGERS'  
GINGER MENJOU  
with GAIL PATRICK - Samuel S. Hinds  
Andrea Leeds - Lucille Ball  
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Feature

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