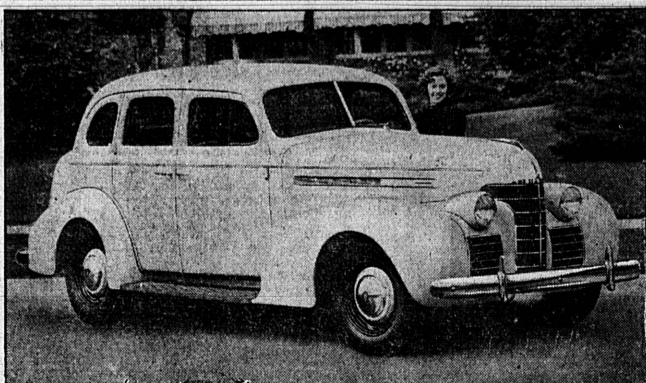




There's a BARGAIN FOR YOU in the CLASSIFIEDS; Read them!



**OLDSMOBILE** . . . Mullin Service this week added this popular four-door trunk sedan model to their display of 1939 Oldsmobile cars now on display at their local showroom, 2053 Torrance boulevard. The new Oldsmobile line for 1939 includes a comprehensive array of models in both the "Sixty" and "Seventy" six cylinder car as well as the eight cylinder "Eighty."

### Boy Nabbed in Riverside Claims He Robbed Home

Information was given deputy sheriffs at Sub-station 3 Saturday by Sheriff Carl Rayburn of Riverside county that he had picked up a young boy in Riverside who claimed he burglarized a home in Palms Verdes recently. Altho the boy asserted he stole some candlesticks and a watch, no report of such a theft had been received by the sheriff's office or by local police.

### Nickel Comes Back

**TULSA, Okla. (U.P.)**—Scotty Wilson, Tulsa oil company employee, is looking for a nickel to return to him for the seventh time since last November. The coin has a small red mark. When it came back for the sixth time, Wilson decided to keep it, but somehow it got away.

### LET THEM KNOW

While away at college, your boy or girl would like to know what's going on in Torrance. Send them The Herald—six months, \$1.

## BUSINESS DIRECTORY

**AUTO WRECKERS**  
**USED AUTO**  
**Parts . . . Tires and Accessories**  
Cars and Wrecks Bought In Any Condition!  
**Torrance Auto Wreckers**  
1001 Torrance Blvd. Ph. 336

**CEMENT CONTRACTOR**  
**Cement Work**  
OF ALL KINDS  
Sidewalks - Paving Foundations  
No job too large—none too small to receive our prompt and careful attention.  
**ALL WORK GUARANTEED.**  
Estimates Gladly Given.  
**M & M Trucking & Cement Co.**  
1617 Border Ave. Ph. 524-J

**MOVING & STORAGE**  
**M & M Trucking & Cement Co.**  
Trucks of All Sizes to Haul . . .  
• Anything  
• Anywhere  
• Anytime  
Also Storage and Packing Loads Insured  
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**INSURANCE**  
**Howard G. Locke**  
DEPENDABLE  
INSURANCE  
FIRE - - AUTO  
1405 Marcelina Ph. 135-M

**NEWSPAPER**  
**Save Time! . . . Save Steps!**  
Call Upon Herald Advertisers! They Can Fill Your Needs!  
**A. Capital Co.**  
1230 BORDER Ph. 629-J

**RESTAURANTS**  
**RITZ CAFE**  
NOW UNDER NEW MANAGEMENT OF  
**Wm. J. Lister**  
—Serving—  
CHOICE  
WINES — LIQUORS  
BEER — COCKTAILS  
Open 6 A. M. to 2 A. M.  
**CARSON and CABRILLO**  
SHEET METAL  
PHONE 350 PHONE 350

**TORRANCE SHEET METAL SHOP**  
• We have a complete workshop capable of turning out the finest in Commercial, Industrial . . . and Private Dwelling Sheet Metal Work. Columbia-made sheets used exclusively. Moderate prices!

**Robt. T. McCallum**  
1418 MARCELINA AVE.  
**TYPEWRITER REPAIR**  
**Ace Typewriter Service Co.**  
Agency At Fixit Shop - Ph. 382-J  
NEW AND USED PORTABLES and STANDARDS  
REPAIRS - RENTALS  
1 Mo. \$2.50 - 3 Mo. \$5  
RIBBONS and SUPPLIES  
VENETIAN BLINDS

**VENETIAN BLINDS**  
Now Made In TORRANCE! Direct from Manufacturer To You!  
**SAVE 3c to 9c a Sq. Foot**  
Prompt Service Estimates Gladly Given  
**A. Capital Co.**  
1230 BORDER Ph. 629-J

## Scientific Study of Industrial Problems Urged by Steel Head

Observing that the outlook for the near future holds promise of further improvement, B. F. Fairless, president of the United States Steel Corporation, late last week urged a scientific approach to the problems which beset modern industry. Fairless' address was delivered before the annual banquet of the American Society for Metals in Detroit.

"Reports emanating from various sources," Fairless said, "permit one to harbor a measure of optimism. For example, there is evidence that certain classes of inventories have been adjusted so that they need not stand in the way of a direct reflection of customer-demand upon producing facilities. Carloadings have been increasing recently making a new peak for the year. Automobile output has risen by a substantial percentage as the automotive industry enters its new season. Various, though not all, industries are contributing reports and forecasts which offer words of cheer."

Fairless stressed the growing importance and significance of chemistry, engineering, and metallurgy in the steel industry since the close of the World War and singled out competition as one of the reasons which insure a continuing place for technical work in the metals industry. He mentioned competition between and among concerns which make up the steel industry, keen rivalry between ferrous and non-ferrous metals in certain fields of application and competition provided by the sponsors of nonmetallic materials.

Need Scientific Assistance  
"All of this," he said, "can mean but one thing, that every actor in the arena of business is going to be alert to the last degree, or yield ground to his progressive competitors."

Speaking of the problems of American industry which are susceptible to fact-finding and cold analysis, Fairless said, "All of the factors which affect an industry cannot be as readily handled from within, as can its own technology. We are not independent of outside influences. There are numerous problems affecting companion industries, as well as certain broad social and economic considerations, upon which all of us would be glad to have as definite word as you specialists have given your companies on the subject peculiar to your respective lines of endeavor."

He pointed out that the public is familiar with the troubles of a number of American industries. "Such measures as have been brought to bear upon their cases have not been effective in restoring them to health," he said. "In this connection may not one be permitted to call attention once again to the value of the results obtained through scientific study of all problems by dispassionate and experienced research workers, in the hope that here too their findings may be given due weight in prescribing a course of treatment."

Among the problems mentioned were length of work week, distribution of gross income of the business, unemployment, and a factor in industry. "All industry would be less perplexed," Fairless said, "if it could know with reasonable certainty, whether the social well-being, as well as the economic health of large masses of people could be better served by a 36, 38 or 40-hour working week."

Problem of Income Division  
"If that range of figures is too narrow by what guiding principle shall we arrive at the one precise point, if any, whether the division of men's time between work and leisure is at an optimum?"

In connection with distribution of income, he said, "In another direction, it would be gratifying to know, if possible, how the gross income of a business should be equitably apportioned."

### Color Movie of Steel Fabrication Seen by 2,800 Here

More than 2,800 local residents attended the three showings last Thursday of the Technicolor film, "Steel—Man's Servant," at the Civic Auditorium. This unusually interesting movie, presented by the United States Steel Company, was exhibited locally through the courtesy of the Columbia Steel Company, a subsidiary.

The beautiful natural colors of steel fabrication were revealed in all their many hues as the film depicted the metal process from mines to finished products.

Taxi Politeness Decried  
**SALINAS, Cal. (U.P.)**—Politelyness from a taxicab drivers or revocation of license is the edict of the city council here.



**BENJAMIN F. FAIRLESS**  
... four problems cloud future

among the different interested elements, particularly with respect to the workers, the stock-

### "Public Notices"

**NOTICE TO CONTRACTORS**  
Notice is hereby given that the Board of Education of the City of Los Angeles will receive bids for furnishing all labor and material for the following work:

**KIND OF WORK DATE OF BID**  
**SCHOOL OPENING**  
**FURNISHING OF SPECIAL LIGHTING FIXTURES FOR NEW ASSEMBLY HALL AT THE TORRANCE HIGH SCHOOL** November 3, 1938

Each bid shall be in accordance with the drawings, specifications and other contract documents now on file in the Architectural Section of the Board of Education of said Board, 1425 So. San Pedro Street, Los Angeles, California. Prospective bidders may secure copies of said drawings and specifications at the office of said Architectural Section, upon the posting of a guarantee deposit, or deposits, of Twenty-five (\$25.00) Dollars for each set, which deposits will be refunded upon the return of such copies in good condition within five days after the bids are opened.

Notice is hereby given that all bidders may submit with their bids, a sworn statement of their financial responsibility, technical ability and experience. Such sworn statement may be required to be furnished before award is made to any particular bidder.

Each bid shall be made out on forms to be obtained at said Architectural Section of the Board of Education; must be accompanied by a certified or cashier's check or bidder's bond (issued by a Surety Company accredited by the Board of Education) for not less than Five (5%) Percent of the amount of the bid, made payable to the order of the Board of Education of the City of Los Angeles; shall be sealed and filed with the Purchasing Agent of the Board of Education, Room 200, 1425 So. San Pedro Street, on or before 2:00 o'clock P. M. on the dates shown above; and will be opened and read aloud in public at, or about, said time and in the public hall, second floor, of the above address.

The above-mentioned check or bidder's bond shall be given as a guarantee that the bidder will enter into contract if awarded the work, or any part thereof, and will be declared forfeited if the successful bidder refuses to enter into contract after being requested to do so by the Board of Education.

The successful bidders will be required to furnish labor and materials, and in an amount equal to 75% of the contract price, and faithful performance bonds in an amount equal to 100% of the contract price, said bonds to be secured by a surety company or surety companies satisfactory to the Board of Education.

The Board reserves the right to reject any or all bids, and/or waive any informality on a bid. No bidder may withdraw his bid for a period of sixty (60) days after the date set for the opening thereof.

By order of the Board of Education of the City of Los Angeles.  
DATED Los Angeles, California, October 19, 1938.  
C. L. CRAIG,  
Temporary Secretary.

holders, and the tax collector."

**Size Factor Important**  
"Unemployment," Fairless said, "has been one of the most harrowing subjects before the American public for a period of eight or nine years. The manufacturing industries have been importuned to provide employment for the idle, and many persons hold the belief that practically all of the unemployed normally belong in those industries."

"In this connection it is interesting to note that the steel industry, during the busy months of 1937, employed a larger number of workers than it did in 1929. Nevertheless, all of us are interested in finding a solution to the unemployment problem because as long as it persists, purchasing power in the aggregate is diminished, and all branches of industry are affected."

As to size as a factor in industry, Fairless remarked, "Questions have been raised as to the relative merits of large and of small units. It would be useful to know whether there is a standard or rule by which one might determine, on a factual basis, the approximate vertical and horizontal dimensions at which a significant change in category takes place. What actually determines whether a business enterprise is good or bad, from the standpoint of public welfare?"

Torrance Herald  
"Public Notices"

**NOTICE BY REGISTRAR OF VOTERS OF POLLING PLACES AND ELECTION OFFICERS FOR GENERAL ELECTION**

Pursuant to the Statutes of the State of California the Registrar of Voters of Los Angeles County does hereby publish the names of the election officers appointed for each election precinct for the general election which will be held on the 8th day of November, 1938, which officers and polling places are as follows, to-wit:

1—Res, 18127 Prairie Ave. Inspector, Gordon L. Mann; Judges, Florence Archer, Percy H. Giddings; Clerks, Francis M. Clark, James W. Shipman, Florine M. Barnett.

2—(With which is cons. Victor Pret.) Res, 1618 Cedar Ave. Inspector, Mary B. Harder; Judges, Lenna A. Dales, Annie L. MacDonald; Clerks, Fern Woods, Elsie F. Martin, Minnie Beadle.

3—Res, 716 Border Ave. Inspector, Alice Ruppel; Judges, Ruth McGlumphy, Beulah M. Miller, M. Golden, Leola Denney, Nellie McConville.

4—Res, 1538 Marcelina Ave. Inspector, Frances B. Clark; Judges, Minnie L. Roberts, Virginia Alverson; Clerks, Rose Arnold Winters, Rose Conley, Flora McDonald.

5—Res, 1813 Portola Ave. Inspector, Alice M. Spehenger; Judges, Eliza Trivoli, Roxie E. Sleeth; Clerks, Mary Scallion, Hazel M. Hyde, Julia B. Neelands.

6—Res, 1023 Amapola Ave. Inspector, Alice O. Thomas; Judges, Monte Darling, Olea M. Davis; Clerks, Herman Mitchell, Helena Miller, Gladys Wardrop.

7—Res, 1417 Cota Ave. Inspector, Cleora S. Stanger; Judges, Gusie Slye, Marion P. Ormand; Clerks, Phoebe J. Milburn, Mary J. Babcock, Ruth Harestad.

10—Res, 23010 Narbonne Ave. Inspector, Catherine B. Pink; Judges, Martha B. McCaffrey, Cora V. Frownfelter; Clerks, Margie E. Russell, Pearl Carroll, Mary E. Reiff.

11—Res, 2018 Arlington Ave. Inspector, Lillian Shriner; Judges, Marguerite M. Nuckles, Gus King; Clerks, Helen Dietlin, Aenid Miles, Emma L. Jones.

12—Recreation Center, 24439 Park St. Inspector, Charles H. Quandt; Judges, Nora E. Venable, Emma R. Appenzeller; Clerks, Edith D. Buckingham, Leonore Young, Dixie Sexton.

13—Res, 807 Portola Ave. Inspector, Florence N. Gramling; Judges, Leona Lincoln, Emma M. Evans; Clerks, Philomena L. McConlogue, Carrie H. Parks, Ellen Sach.

Dated this 20th day of October, 1938.  
W. M. KERR,  
Registrar of Voters.  
Publish Oct. 20-27, 1938

## CLASSIFIED ADS

### 1 Announcements

**ATTENTION CLUBS**  
FAMILY style chicken or ham dinner 65c; 5 to 8 p. m. daily, all day Sun. or hol. Enlarged quarters seats 55; clubs or parties by app. noon to 8 p. m. Attebery's, 4010 W. Sepulveda, Torrance. Ph. Red. 6802.

**Torrance Upholstering Co., 151 Border Ave. Overstuffed furniture repaired and remodeled. Rugs cleaned and sized. Free estimate. Satisfaction guaranteed. Phone 225.**

### 6 Business Directory

### POULTRYMEN ATTENTION

Feed Reliable Lender Mash all grain ration. One Feed for all ages. Nothing else to buy. Tested and approved by poultrymen everywhere. Sold on a money-back guarantee. Save time and money. Our distributor for Torrance is the Torrance Poultry & Feed Market, 1963 Carson. Phone 407. We deliver!

### C. ALEXANDER Is Back In Town!

with the  
**NATIONAL HOME APPLIANCE CO.**  
1318 Sartori - Phone 78

**REPAIRING: Radios, Vacuum Sweepers, Washing Machines, Electrical Appliances and Refrigerators!**

**FOR EVERY KIND OF INSURANCE, including Life Insurance in the A. O. U. W. with membership in Torrance Lodge No. 33. Call Wallace H. Gilbert, phone 420.**

### For WILLYS

• SALES • SERVICE • PARTS

**Call Harold W. Grundt**

**217 SOUTH PACIFIC SAN PEDRO SAN PEDRO 0770**

The TORRANCE HERALD carries ALL the NEWS. Don't miss an "OUTSIDER"—Subscribe today!

NO dust-no muss-no fuss, when refinishing your floors if you use our Dustless Hilo Floor Sander. Information gladly given. Torrance Paint Store, phone 884.

### 7 Personal

NOT responsible for debts contracted by any person except myself. Fred S. McIntosh.

### 11 For Rent: Houses, Furnished

FOUR-room house, 2 bedrooms, refrigerator, garage. Water paid. 1508 1/2 Acacia. Phone 89.

3-ROOM furnished bungalow. 1917 Cabrillo Ave.

HOUSE for rent, furnished, 3 rooms, garage, water paid, \$14 per month, or 2211 1/2 Gramercy Ave. Owner 320 Cherry Ave., Long Beach.

TWO-bedroom house \$25 mo., also 3-room house \$20 mo. 929 Arlington Ave.

TWO and 3-room bungalows, \$13 to \$15 per mo. including hot and cold water and electricity. El Prado Court, 1100 El Prado.

### 13 For Rent: Apartments and Flats, Furnished

CLEAN furnished apartment, 21900 So. Western Avenue.

FURNISHED single apartments. Margaret Court, 218th and Hall-dale.

### Read the Ads in the Business Directory

### CLASSIFIED ADVERTISING RATES... DATA

Rates Quoted on Per Issue Basis  
(3-line minimum)  
1 Time (per line).....12c  
2 Times (per line).....10c  
3 Times (per line).....9c  
4 Times (per line).....8c  
12 Times (per line).....6c

Multiple Time Rates effective ONLY if no change of copy ordered—otherwise open rate of 12c per line will be charged.

Ads may be cancelled after any insertion. Rate earned will be charged and money refunded for space not used.

Not responsible for more than ONE incorrect insertion of any ad ordered for more than one time.

### 13 For Rent: Apartments and Flats, Furnished

SINGLE apartment. Gas, water, lights furnished. \$17.50. Sam Levy, 1311 Sartori.

SINGLE room with private bath suitable for gentleman or business woman. Single apts. Call Apt. 7, 1417 Marcelina.

### 15 For Rent: Rooms, Furnished

ROOM in local residence. Private bath and entrance. 1330 Engracia. Ph. 210-W.

FURNISHED room in private home, with or without board. 2216 24th St., Lomita.

### 18 For Rent: Stores and Offices

STOREROOM 30x90, at 2011 highway 101, So. Lomita. Suit. for barber or beauty shop, drug store, etc.

### 20 Board and Room

EXCELLENT food, large, airy rooms, home-like atmosphere. Wisteria Inn, 1007 Cota. Newly redecorated inside and out. Rates reasonable.

### 21 For Sale: Automobiles and Accessories

HAVE your automobile upholstered and tops installed by local man; expert workmanship; no overhead charge. Chas. F. Cox, 2155 240th st., Lomita, phone 508.

### 22 For Sale: Furniture and Household Goods

USED furniture of all types bought and sold. Highest prices paid. When you want Used Furniture come to Torrance's only Used Furniture Store. El Prado Used Furniture Store. 1216 El Prado. Phone 1067.

SELLING OUT My Complete Stock of Baby Crib, High Chairs, Nursery Chairs, Etc. ALSO—Big Bargains In Used Living Room Set, Used Gas Ranges, Beds, Odd Chests, etc. Come at once. 1328 Sartori Ave. (next door Bank of America)

### 28 Help Wanted: Male or Female

The New '39 Willys Is Going To Be "Red Hot."

I have a very attractive position open for a good energetic salesman who can qualify for the Torrance territory. See Harold W. Grundt, 217 S. Pacific, San Pedro. Phone S. P. 0770.

### 29 Employment Wanted

MOTHER'S helper, or light housework, after school or week-ends. Call at 20504 So. Normandie.

VAN'S WINDOW CLEANING House Cleaning Floor Waxing Chimneys and Fireplaces Cleaned 3304 GRAMERCY - Phone 667

### 30 Wanted to Buy

WILL pay cash for your home or acre of land. Must be bargain. Give details. Box 8, Tor. Herald.

### 35 For Lease

FOR RENT: Cement mixer, \$2.50 per day; with man \$7.50. Call 1533 Post. Phone 177.