The national traffic death rate for each 100,000 people in 1938 was 14.5.

Softball officials estimate attendance at games during 1938 at 100,000,000.

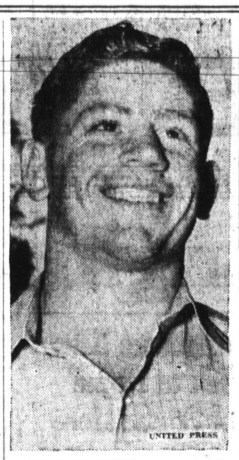

Perfectly Cleaned Expertly Pressed

Superior Work Always!

• Service deluxe, many people call it, but it's standard here at the Torrance Laundry! Every speck of dirt and grease is removed—colors and patterns are restored, and there's no objectionable dry cleaning odor! Send us your soiled garments; we'll return them perfectly cleaned—perfectly pressed!

Cash and Carry Prices!

Torrance Laundry & Dry Cleaning Co. Phone 141

UNITED PRESS

NO. 1 FARMER . . . Austin Lemenager, Sutter City high school senior, who was named star farmer of California's 8,500 members of the Future Farmers of America.

### CCC Honor Youth Goes Out

LANCASTER, N. H. (U.P.)—Milford C. Martin will be 24 years old on June 15, and therefore will not longer be eligible for CCC service. He leaves camp with an enviable record, however, never having been late for rollcalls, never absent without leave, and never having lost time through sickness or accident.

# LOCAL POETS COMPOSE MOTHER'S DAY TRIBUTES

The Herald's regular poetic contributor, Mrs. E. L. Horton, of 2023 Gramercy who has submitted Mother's Day and other topical poems to this newspaper for a number of years was joined this week by another local poet, George Hansen of Walteria, who contributed his work for the first time. Their efforts follow:

**A TINTYPE OF MY MOTHER**
**By Mrs. E. L. Horton**

It's just an old tintype all faded and worn
But to me it's more precious than gold.
Each year I cherish it more and more
Now that I'm growing old.

A picture of Mother taken long years ago
And I as a babe at her knee;
I would gladly give all I possess
If her dear face I could see.

I remember the hand she would lay on my head
As I knelt there by her side—
She prayed to the loving Father above
To always be my guide.

To keep me and protect me should I go astray
And guide my footsteps aright.
How she would tuck me in my own little bed
And then she would kiss me goodnight.

How we prize those dear tintypes no matter how old,
That sweet smiling face is still there,
Tho she has gone home to her Father above
And abides in His loving care.

**MOTHER O' MINE**
**By George Hansen**

All golden gleams the sky,
Mother O'mine;
When shadow time draws nigh,
Mother O'mine;
The evening songbird sings its melody,
Recalling hours I spent with thee;
Mem'ries of thee;
Mother O'mine, Mother O'mine,
I'm longing lonely, Oh weary the time,
Ever I'm yearning, ever I pine,
Ever I need you, Mother O'mine.

The stars the heavens grace,
Mother O'mine;
As twilight creeps apace,
Mother O'mine;
The moon rests in its cloudness far on high,
The shadowed nightbirds' mournful cry,
Awakens me;
Mother O'mine, Mother O'mine,
For you I'm lonely, awaiting the time,
Your eyes with lovelight, ever will shine,
For me and always,
Mother O'mine.

## Building in State Reaches Highest Level Since '29

—Building and construction in California last month reached the highest level since 1929, records of building permits in the state department of finance revealed today.

The aggregate value of construction authorized during March was $22,000,000, department officials said, with home building increasing sufficiently to offset slight decreases in commercial activity. January and February building expenditures were 70 percent ahead of the same period last year.

## 16 Patients Enter Hospital

Sixteen new patients were received at Torrance Memorial hospital during the past week. They were: Sumner Case, Hermosa Beach, and Mrs. Gladys Camomile, Redondo Beach, on Monday for appendectomies; Mrs. Edith Florentine, Redondo Beach, for surgery last Thursday, and Joseph Haneschka, Redondo Beach, for medical treatment last Wednesday.

Mrs. Jo Heuring, Redondo Beach, for surgery on Sunday; Clark Judd, Redondo Beach, for surgery on Monday; E. M. Johnson 1404 Engracia avenue entered Saturday for medical care and returned home Monday; Mrs. Annetta Kealey, Redondo Beach, for an appendectomy, Tuesday; William McHenry of 2232 247th street, Lomita, for medical care on Monday, and Mrs. Cora Martz, for medical attention last Friday.

Miss Annabelle Munn, Wilmington, for an appendectomy, Monday; Mrs. Gladys Smith, Wilmington, for medical treatment, Saturday; Mrs. Betty Spicer, Manhattan Beach, for medical care, Tuesday; Carol Wonder, 11, of Wilmington, for an appendectomy, last Friday; W. H. York, 77, of 1720 Cabrillo, returned home Wednesday following an operation, and Walter Reich of El Segundo, who entered last Wednesday for surgery, returned home yesterday.

UNITED PRESS

GOLD MAGNATE . . . The U. S. should maintain some kind of protectorate over the Philippine Islands, is the belief of gold mining magnate J. H. Marsman of Manila, in San Francisco to see the Golden Gate International Exposition.

## U. S. Savings Bond Sales Up In Lomita

Altho below average in per capita sales of U. S. Savings Bonds, the Lomita postoffice showed a substantial gain in 1938 over previous years with sales totaling $7,743.75. Unlike many offices, nearly every bond sale credited to that office was made in person and not by mail, according to Postmaster Birda Paddock.

During the early part of 1939, Lomita continues to show a gain in bond sales and in inquiries about savings bonds. Full information is available at the postoffice there concerning the securities.

An efficiency expert estimates the average farm housewife takes more than 200,000 steps a year just to throw out the waste water.

# SHOP TALK

by RAY BROOKS

**THINGS & STUFF.**

**Johnny Parker & Jack Brown,** props. of a new market on Sartori, happy, smiling & satisfied as they counted up their cash taken in on their opening three days last week-end . . . . **Joe Bay,** former Torrance resident and high school grad, looking out from a picture in the California State Polytechnic year book; Joe is taking up agriculture at the school at San Dimas, was elected treasurer of the Executive Board . . . . **Allen Paull,** local Plymouth & De Soto dealer, an old timer in the automobile business, starting in Gardena in 1914 with that Iron Monster the Dodge when it first came out. Paull previously sold real estate in Colorado Springs, then in Beverly Hills when the latter was nothing but a pasture. From there he went to Nevada during the gold rush, again sold real estate. Returning to Calif. Paull came to Gardena, sold property along with selling Fords with a partner. When Dodge first appeared Paull gave up the Ford & the Good Earth. Since he has had agencies in San Pedro and Redondo, as well as Torrance . . . .

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**CALIFORNIA STATISTICS**

From the All-Year Club and from Don Thomas, its head, comes the following blurbs about the State of California and the state it's in:

Thomas says:

"We have cried gloom too long. It is time to change our tune. Our fundamental economic position is exceptionally strong and we must build our future on that fact."

Thomas revealed that while California ranks sixth among the states in population, it ranks:

**First in per capita retail sales with annual sales of two and one half billion dollars.**

**Fourth in total effective buying income—nearly four and one half billion dollars annually.**

**Third in effective buying income per family, $2733 a family, 29 percent above the national average.**

**Third in individual income tax returns—436,128 returns a year.**

**Fourth in net individual income—a billion and a half dollars a year.**

**Second in life insurance sales—38 percent above national average.**

**For metropolitan Los Angeles, fifth in size among United States cities, the survey revealed the following comparative rankings:**

**Third in effective buying income—$1,874,959,000 a year.**

**Third in new passenger car sales—62,659 in 1938.**

**First in automobile registrations—1374 cars for each 1,000 families in 1938.**

**Second only to New York in new residential building—$40,985,563 in 1938.**

**Second lowest tax delinquency among cities of 500,000 population and over—4.2 percent in 1938.**

**Fifth lowest among ten largest cities of persons on relief—1.5 percent lower than nation average.**

"In recent years," Thomas told 75 southland business and civic leaders, "we have magnified our weaknesses. It is time now to emphasize our strengths. Publicizing these facts of our fundamental prosperity is one sound method of restoring public confidence."

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**MORE THINGS & STUFF**

**Bill Rojo, Jr.,** now head of the Torrance Laundry & Dry Cleaning Co., making some improvements in his plant; asphalt paving of the yard in the corner Shell station (owned by the laundry) now operated by **Art Sullivan** (who's doing a nice job, we hear); remodeling & enlarging Bill's private office . . . . **Sandy Sanderhoff,** men's furnisher, working up some whing dings to send in to some of these Question & Answer radio programs . . . . **Donald Ellwood,** son of Mr. and Mrs. John Ellwood, biting into his birthday cake two days late; Donald is now a soldier stationed at San Diego, managed to get a short leave to come home, sit down at his mother's table for a change. Donald's regiment, platoon, battalion, company or squad or whatever it is, is now doing tricky war maneuvers around San Pedro . . . . **Alden Smith** and his two helpers **Charlie Ein & Richard Brunswick** hopping around like mad last week as they sold lamp after lamp in a big sale Alden staged.

## Bids Due Soon On P. V. Fed. Housing Project

Bids for construction of the Palos Verdes project for the Los Angeles county housing authority will be advertised for in about a month, it was estimated this week at the offices of the board of commissioners in Los Angeles.

First project to be undertaken is the Cermanitos project on a 63-acre tract south of the Southern Pacific tracks between Atlantic and Orange avenues in North Long Beach. The estimated cost is $1,591,000 and the bids will be opened June 15.

The project consists of a group of two-story buildings providing 607 family units. Each building will contain from 4 to 10 family units and each unit will contain from 3½ to 5½ rooms. There also will be a community building of the same design as the dwellings.

Walls of all buildings will be reinforced concrete, with reinforced concrete ground floors and second story floors. Plans call for wood frame roofs with clay shingle tile covering, with alternate bids for wood. Exterior and interior wall surfaces are to be painted.

Included are steel windows throughout, unit gas heaters, three bathroom fixtures, kitchen sink and gas water heater for each family unit. A refrigerator and kitchen range also will be provided for each unit, but these items will be purchased separately later.

## Torrance Band to Appear in Parade at Bellflower May 19

Arrangements were completed this week by the Light-Way Celebration committee at Bellflower to present the Torrance municipal band as a feature of the Light-Way Celebration to be held in Bellflower on May 18, 19 and 20. The band will take part in the Memories Parade on Friday evening, May 19, according to information received from the Light-Way committee.

The first bicycle with a rotary crank was built in 1866.


# We Thank You

**For Your Splendid Response to Our Opening Last Week by Bringing You Again Bigger and Better**

**Week-End Food Specials**

**PARKER & BROWN MARKET**

**1328 SARTORI** (Next to Bank of America) **TORRANCE**

SEE Johnny Parker For BETTER MEATS AT LOWEST POSSIBLE PRICES

SLICED ½ lb. pkg. Bacon ea. 10c
Bacon Squares lb. Salt Pork lb. 12½c
Pure Lard or Shortening (Bulk) lb. 9c
6 lb. Box SLICED Bacon .... 90c
Cudahy's PICNIC HAMS lb. 19c
SLAB Bacon.. lb. 19½c
Boneless COTTAGE HAM.. lb. 29c

EASTERN Pork Roast 15c
Choice Cut BEEF POT Roast ..lb. 15c
ROUND SWISS G-ROUND Steak ..lb. 25c
SHOULDER Lamb.. lb. 15c
Cudahy's Puritan Armour Star HAMS lb. 25c
SHOULDER Pork Chops 19c

Fresh, Lean— Ground BEEF 15c
OUR OWN BULK Sausage lb. 19c
SLICED PORK Liver.. lb. 15c
LAMB CHOPS lb. 22½c
Boneless LEAN BEEF STEW lb. 22½c
MOCK CHICKEN LEGS 6 for 25c
CUBED STEAK lb. 29c

• DELICATESSEN •
TRY EDNA'S HOME MADE SALADS pt. 12½c
LARGE EXTRA GOOD TAMALES 3 for 19c
FRESH RANCH EGGS doz. 25c
Golden State—Clover Bloom BUTTER lb. 28½c

FRESH FISH and Poultry
NORTHERN HALIBUT, SALMON, SEA BASS, ROCK COD, TUNA, GREEN SHRIMP 19c lb.
SMELTS SAND DABS lb. 12½c
Fresh Dressed Colored CHICKENS lb. 25c
FRYING RABBITS each 59c

SEE Jack Brown FOR MORNING FRESH VEGETABLES

Large Solid Heads Lettuce ..... 5c
CARROTS BEETS TURNIPS Bunch 2c
Cabbage lb. 1c
White Silver Skin ONIONS, 3 lbs. 10c
Red Ripe TOMATOES, 3 lbs. 10c

New Potatoes 10 lbs. 10c
Sweet Tender Peas 3 lbs. 10c
Large Size, Utah Type BUNCH CELERY .... 5c

Newton Pippin, Hard, JUICY APPLES 9 lbs. ..... 25c
Extra Large Arizona GRAPEFRUIT 5 for..... 10c
Sweet, Juicy ORANGES 3 doz. .... 10c



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and our gas refrigerator is as silent as when new

"Just think! In all these years, our Servel Electrolux has never made a noise. It's as long-lived as a bronze book-end, as efficient and useful now as the day we bought it. It has no moving parts in its freezing system to make a sound or wear out."



ALWAYS ECONOMICAL! Absence of moving parts means continued efficiency. What's more, Servel Electrolux runs on the low-cost fuel, natural gas!

AND THERE'S SOMETHING NEW IN RANGES! Modern gas cookery is clean as clean can be. Burners are rust-proof, clog-proof, smuggless, and speedier than ever!

CLEAN, HEALTHFUL HOUSE HEATING, TOO with automatic vented gas appliances. Warmth stays uniform room by room even when outside temperatures drop.

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