TORRANCE HERALD

ESTABLISHED 1914 — TWO SECTIONS — 16 PAGES

25th YEAR — No. 50. SECTION A TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 7, 1939 PER COPY 5c

Dedicate New Pulpit

Torrance Herald Photo.

REV. F. T. PORTER and NEW PULPIT
. . . for inspiration and uplifting of human life

At an impressive service Sunday morning, a new pulpit, the hand-made gift of two members of the church, was dedicated by Rev. Frank T. Porter and parishioners of the First Christian church. The handsome furniture piece was made by C. R. Smead, who with his wife, presented it to the church. It was accepted by Everett Travioli, chairman of the church board.

Rev. Porter opened the dedication service by stating: "For the preaching of the glorious gospel of our Lord which has been committed to the trust of His followers; for magnifying of His name among men; and for the proclaiming of His boundless love for all people—"

"We dedicate this pulpit," intoned members of the congregation.

"For the inspiration and uplifting of human life; for the comfort of the sorrowing; for the strengthening of the heavy-laden; for the bringing of hope to the discouraged; for the guidance of youth; and for the fellowship of Christian brethren in service, prayer and praises—"

"We dedicate this pulpit," the congregation repeated in unison.

Following more similar expressions of Christian tenets, Scott R. Ludlow and Leonard Babcock made short talks of appreciation to the Smeads, who live in Hermosa Beach, and of what the new pulpit means to a church. The gift is built of Philippine mahogany, standing 41 inches high, and is equipped with an electric outlet for a reading lamp.

Final Hearing On Zone Law Monday Night

The final public hearing on the proposed city-wide zoning ordinance before it goes to the city council for adoption will be held at the council chamber in the city hall next Monday night, Dec. 11, starting at 8 o'clock.

All interested residents of the city are urged by the Planning Commission to attend and voice their opinion of the municipal statute which is designed to regulate the growth of the city in planned order.

The Planners have been drafting the proposed zoning law for several months and have held two previous hearings on its contents and maps. Only a few have appeared at those sessions who declared they were in support of the ordinance, most of the discussion being based on minor objections to certain parts of the measure.

A number of these objections have been eliminated but the Commission would like to have the endorsement of residents who believe the zoning law will contribute to the orderly development of the city.

NAB DRINKERS

Eight arrests were made by local police for drunkenness and drinking in front of the Civic Auditorium last week end. Six were picked up for intoxication and three for indulging in public.

Drunken Sailor Demolishes Car But Is Unhurt

That there's some special kind of Providence who guards fools and drunks from harm has long been an axiom among police officers.

This must have been the case Tuesday night when James A. Murray, 20-year-old sailor attached to the U. S. S. Argonne, skidded a coupe on its side for 54 feet before the machine was demolished against a power pole at 236th street and Narbonne avenue.

Murray, who was "very, very drunk," according to police, crawled out of the wreckage with only a slight cut on his wrist. He was jailed on a driving while drunk charge and yesterday morning was fined $50. He paid half of that sum and was turned over to the shore patrol for further attention.

Masons Elect Nelson Master

Members of the Torrance Masonic lodge elected Lee G. Nelson of Redondo Beach, worshiptul master of 1940 at the annual election held last Friday night. He will succeed Jess M. Reddington as head of the lodge. Other officers elected were:

C. E. Ruppel, senior warden, and Edmund A. Day, junior warden.

The new appointive officers are: W. H. Brenner, senior deacon; Homer B. Morgan, junior deacon; Jesse Howard Sprout, secretary for the 11th consecutive term; John Henry Fess, another veteran officer who was returned as treasurer; C. G. Holmes, senior steward; Delbert J. Thompson, junior steward, and L. C. Miller, tyler.

Master-elect Nelson will appoint the marshal later. The election was preceded by a 6:30 dinner, prepared by Mrs. L. C. Miller of the Eastern Star and served by other members of that order. The installation of officers on Dec. 15 will be open only to members of the Masonic fraternity.

Four More Donate to Local Chest

Recent contributors to the Torrance community chest fund being raised by the Torrance Community Service Association were: John M. Hooper, Frank Paour, Paul M. Watson and the Helms Bakeries, Postmaster Earl Conner, who is in charge of the campaign, announced this week.

FUNERAL TOMORROW

Last rites for Mrs. A. A. Martin, mother of Charles Richard Clark of 25711 Eshelman, Lomita, will be held Friday morning at 10 o'clock at the Earl V. Mater and Son chapel, 2814 North Broadway, Los Angeles. Interment will be at Inglewood cemetery.

Gym Program Gets Results In Whittier

Figures relating to the drop in juvenile delinquency in Whittier since the operation of its new city gymnasium have been obtained by Torrance citizens in preparation for establishing an athletic center for boys and girls here.

Whittier is outspoken in praise of the operation of its city gymnasium plan, and city officials there quoted figures to show the drop in juvenile delinquency.

Boys placed on probation are required to report to the gymnasium two hours a week, twice weekly, but their identity is not made known to other youngsters who attend the gym groups of their own free will.

General gymnasium work, wrestling, boxing, games, music, and arts and crafts work are offered at the Whittier gym, which is open daily from 8 a. m. to 10 p. m., except Sundays. There also is a newspaper and magazine rack.

No Second Offenders

Police Chief O. C. Smith of Whittier was recently quoted as saying: "The results shown by the operation of the gymnasium have exceeded the police department's expectations. We have reduced our juvenile delinquency 55 per cent.

"In the past year, the City of Whittier has had 74 crimes committed by juveniles, consisting of petty thefts, grand theft auto, etc. Out of the 74, 52 lived in the city of Whittier, which is approximately 55 per cent lower than the preceding year, and out of the 52 juveniles, only four have been cited to Juvenile Hall. The rest were put on probation, through the Police Department, and had to appear for two hours, twice a week, at the Whittier gymnasium. We have yet to have a second offense committed by any of the above juveniles.

"The average attendance is based on total attendance units for the past year, and the weekly average was 1089. We have found the best attendance was in September and October, which averaged 1500 per week. This check was made and figures were computed by the Los Angeles County Recreation Department."

Russian Singer to Give Concert In Local Church

Mme. Maria Karinska, for 23 years a noted Russian prima donna, will appear in concert and give a short talk on "Russia Under the Czar," Sunday evening, Dec. 10, at 7:30 o'clock in the Central Evangelical church. She will sing several operatic numbers and some lighter selections. During her talk she will compare the old Russia with the Soviet regime of today.

Greeted by 10,000 Here

Torrance Herald Photo.

SANTA GETS ROYAL WELCOME . . . Standing in a bower of colorful balloons fastened to the top of the fire department's city service ladder truck, Santa Claus in person made an impressive entry into Torrance last Friday night. Illuminated by a colored floodlight, Santa and his balloons were paraded thru the city and then escorted down Sartori avenue where more than 10,000 men, women and children cheered his special trip to this city. He ushered in the holiday season and announced he would return with his huge Gift Chest on Dec. 22.

SANTA'S VISIT ATTRACTS CITY'S BIGGEST CROWDS

Twenty thousand eyes brightened and 10,000 voices called out cordial greetings as Santa Claus in person toured about the city and finally arrived at the triangular park in front of the Torrance theatre last Friday night—right on the dot of 7:30 o'clock—to pay his third annual "pre-view" visit to Torrance. The crowds, which lined Sartori avenue from Torrance boulevard to the park were the largest ever to assemble in this city.

Preceded by the Torrance Municipal band and its high-stepping, baton-twirling drum majorette, Marjorie Anderson, Santa, naturally, was in high good humor as he rode under the colored lights, waving gaily to the thronged sidewalks.

His equipage, the big hook-and ladder truck of the fire department festooned with more than 700 balloons which all too quickly gave out. A colored spotlight mounted on top of the truck transformed the equipment into a fairy-land setting of real beauty.

Delegation Demands Gym

Santa himself was the same as ever—perhaps a trifle stouter—and appeared unweary after his special flight from the North Pole. The cheer that greeted

(Continued on Page 3-A)

Gift Chest Articles On Display Now

Only a few of the 22 special gifts offered by local merchants to those whose Torrance Heralds of last week carried lucky numbers were distributed last Friday when Santa Claus visited the city. Consequently the merchants who did not award their presents added them to the collection being made here for Santa's Gift Chest.

This great box of worthwhile presents will be opened here on the night of Dec. 22. Meanwhile, its contents are on display in the attractive window next to the Bank of America on Sartori avenue. Merchants cooperating with the Gift Chest plan are now issu-

(Continued on Page 3-A)

P. O. Prepares for Mail Rush

For the convenience of patrons, all windows at the postoffice here will remain open Saturdays, Dec. 16 and 23, to 6 p. m., Postmaster Earl Conner said today. He is also setting up a temporary general delivery window to be used during the holiday rush period for distribution of that class of mail, C. O. D.'s and called for packages. This extra window will be located in the postoffice lobby near the box section.

Postmaster Conner urges early mailing to assure receipt of packages and other mail before Christmas. Only special delivery parcels will be delivered Christmas Day. The postoffice will be closed Sunday and Monday, Dec. 24 and 25. Parcels should include a return card to insure their proper handling if the addressee cannot be found or the package is damaged in the mail.

Conner said he would be glad to advise anyone about how to prepare Christmas mail for prompt delivery in good condition. Postoffices will make every effort to handle the holiday rush without congestion and delay.

P. E. to Halt Service Here Before 1940

A formal order of the state railroad commission to abandon passenger rail service on the Torrance line of the Pacific Electric was entered yesterday at the State building in Los Angeles, which company officials said would become effective before the end of the year.

The service is to be abandoned between Torrance and Hermosillo and intermediate points. Company engineers recommended this several weeks ago, after the commission made a survey.

Passenger rail service also is to be discontinued on the Redondo Beach via Gardena line, between Redondo Beach and Los Angeles and way points, via Gardena and Watts. A similar order was made on the Redondo Beach via Playa del Rey line, between Clifton and Los Angeles.

BUS SURVEY REPORT EXPECTED SOON

While a final tabulation of city-wide responses to questions concerning the need for a bus line, either municipal or privately owned, here when the P. E. abandons passenger service, has not been completed, it is apparent that a great majority of local residents favor such transportation facilities to and from Los Angeles.

The results of the survey will be turned over to the city council for study and adoption of some plan to meet this demand. It is possible that a circuitous route, serving residents of Walteria, Lomita, Torrance and possibly Redondo Beach, may be worked out.

Whether the system will be a municipal service or a private enterprise still must be determined. At any event, it is believed that a bus line will be instituted immediately after the P. E. abandons service.

Building Total is $576,993

With one month to go, Torrance building for 1939 now stands at $576,993. New construction here last month totalled $23,850. This figure is considerably under the $203,515 recorded for November, 1938, but last year's building was given a tremendous impetus because of the deep sand oil development in South Torrance.

The total for the 11 months of 1938 was $3,075,718 while the year closed with $3,143,873 an all-time record here.

During the past month the following construction jobs were started: four residences for $15-100; three garages, $800; one apartment above a garage, $2,325; machine shop, $700; office building, $100; two oil tanks, $100; packing shed, $150; General Petroleum Corporation building, $200; alterations and repairs to five homes, $2,025, and alterations and repairs to three industrial locations, $13,500.

New permits issued during the past week were: W. B. Pursell, enlarging a dinette at 809 Arlington, $100; F. L. Cassidy, two-room addition to a residence at 1518 Marcelina, $1,130; Charles Frey, addition of a service porch at a residence at 24005 Ocean avenue, $100; Louis Busch, two-car garage and apartment above at 808 Acacia, $2,325; General Petroleum refinery, installation of a stairway on existing solution tanks, $460, and H. L. Harline, four-room frame residence at 24247 Los Codona, Walteria, $2,000.

Night School Plans Christmas Party

The first Christmas party to be held by Torrance Evening high school students is scheduled for next Wednesday evening, Dec. 13, starting at 7 o'clock. Luke Nichol is general chairman of the festivities, assisted by Mrs. Lucille Trudgian and Alice Orozco. The party will be held in the high school gym and later in the cafeteria where refreshments will be served.

The eats will be pot-luck and the programs state "a ten-cent gift will help a bit. Coffee will be served." There will be dancing, singing of carols and a Santa Claus for all night school students, their friends and children.

No Clues to Child's Attacker

Altho her dreadful experience is now being forgotten—thank anticipation of Christmas joys for that—by the little five-year-old Torrance girl who was a victim of a criminal attack somewhere in Walteria on the afternoon of Nov. 27, police and sheriff's officers have not given up an intensive search for the man who lured her with "some gum" and then dumped the child out in Walteria after the mistreatment.

Every lead received by Torrance police and deputy sheriffs and, according to Police Chief John Stroh, "there have been 20 or more"—has been checked and investigated. But so far the degenerate who trapped the little girl had evaded all authorities.

With the publication of the child's harrowing story, police have received a number of reports that other children and one or two young girls have been accosted in the Lomita area by strange men offering them rides in cars. None accepted altho in one instance, a girl was forced to flee across a vacant lot to escape an insistent motorist.

"We are only hoping that about men wearing dark glasses and driving brown or tan cars as far north as Ventura and in a number of cities in this county," Chief Stroh said yesterday. "None have given us the slightest clue as to the identity of the little girl's attacker. But three deputy sheriffs are continuing to work with the Torrance police department on the case.

Urge Prompt Reports

"We are only hoping that something will 'break' in the case and we can get our hands on the man before he repeats his crime."

Meanwhile, the little girl has had her attention drawn to the coming Christmas season and she has not been questioned again for several days. Stroh and deputy sheriffs found it necessary to ask her many questions last week but when it became noticeable that she was becoming confused in her replies it was decided that it would be better to let her try and forget her harrowing experience.

But authorities are eager to receive any information that may lead to the identity of the sex fiend who mistreated the youngster. Prompt reports of any further incidents in which children or girls are invited into strangers' cars will do much, Chief Stroh said, to stamp out the practice of subjecting victims to mistreatment.

Navy Guns Not Quakes Rattle Harbor Windows

Big guns of the U. S. Fleet and not earthquake tremors rattled windows in the harbor area Tuesday afternoon. Vessels of the fleet engaged in battle practice were the battleship Colorado and cruisers Portland, Savannah and Louisville. Firings will be continued the remainder of this week and next.

RECEIPTS DECLINE

Gate receipts for boxing and wrestling shows in California during October totalled $124,701, compared with $136,350 for the same month in 1938, the state athletic commission reports.

FIRST WANT AD RHYMES WINNERS WILL BE ANNOUNCED NEXT WEEK; JUDGE ANSWERS INQUIRIES ABOUT CONTEST

Judge Swamped by Inquiries!

Want ad Rhymes Writers from all around have been sending in some of the finest rhymes we have ever seen (and that speaks volumes when coming from our judge who has officiated or assisted in judging no less than 100,000 rhymes over the past 20 years in as many cities).

Because of a few misunderstandings, we felt it would be only fair to set a specified time for each week's judging of rhymes. All rhymes sent in since last Thursday, Nov. 30, and up to Wednesday, Dec. 6, of this week, will be judged together and the first prize winners announced next week in this paper.

All rhymes sent in between the dates of Thursday, Dec. 7, and Wednesday, Dec. 13, will be judged and the following week the prize winners from this group will be announced in both The Torrance Herald and The Lomita News. The same arrangement will be followed each week thru to the close of this eventful contest.

Many Questions Asked

The judge received many questions which the rules of the contest were designed to anticipate and answer. However, a few questions and their answers follow herewith:

Question: May I write a rhyme each day on one advertiser's ad and send each separately?

Answer: Yes. You may write a separate ad each day on the same advertiser's ad if you desire. But, seven rhymes on the same ad may not be written the same day and sent as one batch. For your own sake, you will find greater opportunity for your skill by writing on different ads.

Question: Is it permissible for every member of our family to send in as many rhymes on different ads as we care to?

Answer: Yes. Every member of every family (excepting employees of the Herald and News) may write as many want ad rhymes on different want ads as they care to. Further, they may send in rhymes every day if they wish.

Question: May I write a rhyme on display ads?

Answer: No. This contest is confined to classified or want ads only.

Question: Will preference be shown rhymes that are long in verse or short?

Answer: I take it that you use the technical term "verse" to mean line. It is preferable to keep the lines short and snappy. However, there are a few exceptions when four long lines are of considerable merit. Why not make it easy on yourself? Write the easiest way that you can make your ideas sound best.

Question: What is the absolute limit in number of rhymes any person may send in?

Answer: There is no limit. One person has just sent in 157. Peculiar thing about them is that they are all very well done. However, the prizes will go to the best rhymes submitted whether you send in one or 100.

Question: Will art work count in my favor?

Answer: No. We want rhymesters not artists. The best rhyme, whether it is written in pencil on wrapping paper or typed on imported vellum, will be judged the winning rhyme. Of course, neatness and legibility will assist the judge and jury and we ask you to be neat and legible in your copy. Now observe these rules and roll up your sleeves and send us one from every member of every family in the Torrance-Lomita area:

RHYMES RULES

Read these few simple rules:

1. Write a four-line rhyme based on some classified advertisement which appears on the regular classified pages of The Herald and News. Your verse must concern some particular ad — not classified ads in general. (Be sure to see rule No. 5).
2. Write on but one side of the paper, and be sure to paste a clipped copy of the advertisement about which you write on the same side of the sheet — preferably above the rhyme.
3. Date each rhyme you send in.
4. Print your name and address in full and mail your verses to the "Classified Ad Rhymes Contest Editor," Herald-News Office, Torrance, Calif.
5. You may write more than one rhyme at a time (as many as there are ads if you wish) but each one must be on a separate sheet of paper and on a different ad each time. You may write each day on the same ad, if you desire.

All simple rules to be guided by aren't they? Please be careful and observe them thoroughly in order that an otherwise worthy poem is not discarded. If you don't win the first time, you may the next. Read each week's criticisms for guidance.

Now let's get started. Turn to the next to the last page in this paper and select any or all of the classified ads for your study. Get everyone in the family to help you. Or, as many of you in each family who feel they can write are welcome to enter the contest. Only Herald-News employees and relatives are barred from competition. The sooner you get started, the sooner your rhyme will get in for the first jury to select a winner. Let's go!