

Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
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The Herald—3 months, 50 cents.

Start Early!
TOURNAMENT
OF ROSES
and
TENNESSEE vs. U.S.C.
FOOTBALL GAME
Pasadena
MONDAY, JANUARY 1

Travel to and from the Tournament of Roses and Football Game without traffic worries, parking difficulties or fees, yet with complete comfort and safety on the Pacific Electric Railway and Motor Transit lines.

The Parade starts promptly at 9:15 a.m.—and the Football Game in the Rose Bowl starts at 2:15 p.m. Make Reservations and Start Early!

For information regarding train or Motor Coach service and fares to Pasadena on Jan. 1st, consult local Pacific Electric or Motor Transit Agent.

PACIFIC
ELECTRIC
Railway
H. O. MARLER
Passenger Traffic Manager

INFORMATION
PLEASE

TORRANCE WELCOMES
These New Residents This Week

F. PAREDES 2114 Torrance Boulevard No. 106
ES GREER 808½ Portola
B. M. WILKERSON 2010 Arlington
A. L. HANSEN 832B Sartori
MRS. L. E. BROLLIER 930 Arlington No. 3
MRS. PAUL B. MORGAN 1341 El Prado
TONY RODRIGUEZ 2375 Maricopa
2713 Carson

APPLIANCES-ELECTRICAL WORK

Repairing, Wiring, Fixtures, Alterations. Call us for all kind of Electrical Work and Supplies. Costs—Reasonable. Service—Prompt. 1121 Marcellina.

TORRANCE ELECTRIC SHOP — PH. 567

BEAUTY SHOP Expert Work Ph. 333

The American Beauty Shop, now under the management of Eula Thomas, offers the most expert beauty work. Miss Thomas, with years of experience, specializes in Hair Styling, not just ordinary beauty work. Telephone Torrance 333 today. Evenings by appointment. Rear entrance for your convenience, 1511 Cabrillo Ave.

DAVID JACOBS-Plumber Ph. 1176

Visit our new location, 1324 Cabrillo, Torrance. It's completely new from front to back. Plumbing shop in rear; gas ranges and gas heaters on display in front. We invite you to visit our new store and call TORRANCE 1176 for plumbing and heating service.

INSURANCE - AUTO - FIRE

Years of service to thousands of satisfied motorists and home owners qualifies us to take care of all your Automobile and Fire Insurance. Howard G. Locke, 1405 Marcellina Phone 135-M.

MANICURES - WAVES Ph. 220-J

Betty's Beauty Shop, now operated by Betty Johnson, is fully equipped to turn out as fine beauty work as is available anywhere! New fixtures, new machines and a thorough knowledge of beauty work guarantees you satisfaction. 2205 Torrance Blvd. Permanent waves \$2.50, \$3.50, \$5.00.

MOVING-STORAGE Tel. 524-Jor53

Mousethrow goods and other merchandise shipped anywhere on the Continent. Fleet of 8 trucks including large dustproof, insulated, air-conditioned vans. Also expert packing and storage in metal-lined vaults—all at reasonable prices. Everything insured whether in storage or en-route. 1617 Border Avenue. M & M TRANSFER CO.

SHEET METAL - TEL. 350

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 Marcellina Ave. TORRANCE SHEET METAL SHOP

SUITS - COATS - J. LEPKIN

J. LEPKIN, Merchant Tailor, is now showing the newest and smartest in men's fall fabrics for suits and top coats... either hand tailored or made-to-measure. Come in! Let us fit you! 1320 Sartori.

Christian Family
Topic for Lecture
Series at Church

A series of lectures on the subject of the Christian family, based on the first Christian family of Jesus, Mary and Joseph, will be given at the Catholic Church of the Nativity from Thursday, Jan. 4 to Sunday, Jan. 7 each evening at 7:45 p.m. Rev. Father Joseph V. Fitzgerald, in inviting all residents to attend the series, points out that the lectures are intended for every American, whether Catholic or non-Catholic.

"Our families must be Christian and what family can be better initiated and copied than the first Holy Family?" he questions. "Many are working steadily from without to implant false and pagan doctrines whilst we do nothing to build up from within a true concept and obligation of a Christian democracy and Christian home."

Want Border Avenue
Included In County's
Master Road Plan

With the addition of a recommendation that Border avenue northwest to connect with Dominguez street and then westerly to connect with Crenshaw boulevard be included in the plan, the city council voted Tuesday night to approve the Los Angeles County Master plan of highways in this area. The plan embraces both major and secondary roads as being the first to receive any future improvement.

Paul Hippik of Torrance has just been elected to Phi Gamma Kappa, Woodbury College honorary scholastic fraternity. He is taking the Junior Accountancy course and was awarded the bronze Phi Gamma Kappa pin recently.

SHOP TALK

by
RAY BROOKS

SANTA SHOOTS SHOP TALK!

With crime in his heart and a vicious look in his optics, Mr. S. Claus, alias St. Nickolas, swept into Torrance along about the first of this month and with complete disregard for tradition, habit or custom, shot Shop Talk down like a dirty dog. Deader than a mackerel was this pillar between many weeks, an unwilling victim of Christmas and the press of much to do.

But like a cancerous growth that's hard to down, Shop Talk pops back into print this week, determined to stick out another eleven months and maybe twelve, Christmas 1940 permitting. No doubt both our readers will be glad.

THINGS HAVE HAPPENED!

Many's the thing and numerous was the news these past few weeks. But Shop Talk, hog-tied and weary, was unable to report them. However, a few have been saved. Those rescued were:

Both Les King at Roberts and Bill Mullin at Ralph's did a whoppin' big business in Christmas Spirits over the Xmas holidays. Les, however, bogged down in the stretch, couldn't take it, had to retire to his bed with a bad cold.

Frank Garbe at the new United Cut Rate Drug went to town, was really swamped. By Christmas Eve, Frank's party new store looked like the residue from a Kansas twister. Day after Christmas Frank came down, had the wrong key, was forced to crowbar his way in the rear, yell for a locksmith to open the front door... which was done after many customers had been turned away with gifts they wanted to exchange. At least that's one way to beat the Christmas exchange business!

Elmer Murchison, Western Auto's Mgr., had some of the swankiest windows in town this Christmas. They were swathed in blue light, made Murch's Xmas gift items really stand out.

The Bank of America's Dean Sears reports several applications for PHA loans on the neat little model home which shone so brilliantly from the bank's windows. If such had happened, Dean "Get-More-Interest" Sears would probably have made enough in interest to pay for a house twenty times its size! (If you're readin' this, Dean, I'm only kiddin'!).

Charlie Elen, with no help at all from Richard "I'll-Have-Your-Watch-Ready-Tomorrow" Brunswick, managed to throw together two outstanding jewelry display windows over at Howard's Jewelers... all of which helped Prop. Alden Smith do a very sweet Christmas business.

Lou Reese, manager of the Grand Theatre, and as friendly & likable a fellow as you'll ever want to meet, handed out seagulls several weeks ago when his wife had a baby boy. Wives having babies is not particularly startling news but when Lou's other boy, now about 19, is also named Lewis Henry and the old man himself goes by that same handle. What confusion! What chaos! Lewis Henrys all over the place. Incidentally Lou brings home L. H. The 3rd today from the hospital where the cheerless has been taking an incubation treatment, the little fellow only weighing 5 lbs., 1 oz. at birth.

J. C. Smith's secretary Mrs. Adams again this Christmas produced attractive windows in the Torrance Investment Co. by the clever use of miniature figures, houses, etc.

Old-timer Dave Turner, shoe repairman, submits the following chuckle:

When you get married and you can't get along without a drink; the following is suggested as a means of freedom from the bondage to bar-rooms. Start a saloon in your own home. Be the only customer. You will have no licenses to pay. Give your wife \$2 to buy a gallon of whiskey; and remember there are 69 drinks to the gallon. Buy the drinks from no one but your wife.

And by the time your gallon is gone she will have \$8 to put into the bank and \$2 to start

Church News

LUTHERAN CHURCH
Frank D. Meckling, pastor.
Aecania and Sonch.
Sunday school, 9:30 a. m. Morning service 10:45 a. m. Topic: "The Worth of a Man." Bible hour and prayer service Wednesday, 8 p. m.
Choir rehearsal Wednesday, 7:15 p. m. Ladies Missionary Society Thursday, 2 p. m.

BAPTIST CHURCH
Rev. C. Miles Northrup, pastor.
Carson and Martin.
Sunday school, 9:45 a. m. Vernon Glidden, Supt. Dr. H. C. Mitts, Adult Dept. Supt. Morning service 10:50 a. m. Topic: "Love Poured Out In The New Year." Special music directed by Mrs. Charles Severin.

Evening service, 7:30 p. m. Topic: "Gladness In The New Year." Chorus singing led by Don Kelley. Young people's meeting, 6:30 p. m. Prayer meeting, Bible study and praise testimony service Wednesday, 7:30 p. m.
Community Watch Night service from 9 to 12 o'clock Sunday night in the Methodist church auditorium.

FIRST CHURCH OF CHRIST, SCIENTIST
1208 El Prado.
Sunday morning services at 11. Sunday school, 9:30 Wednesday evening meeting, 8 p. m. Reading room in church edifice.

FIRST CHRISTIAN CHURCH
Rev. F. T. Porter, pastor. 1415 Engracia.
Sunday school, 9:30 a. m. Scott Ludlow, Supt. Morning service 10:40 a. m. Topic: "The Old And The New." Evening service 7 p. m. Topic: "Christ, The Only Hope."

Young people's meeting, 6 p. m. Bible study and choir Wednesday 8:00 p. m. Ladies Council, Tuesday 11 a. m.

CATHOLIC CHURCH OF THE NATIVITY
Engracia and Manuel avenues.
Rev. Fr. Joseph V. Fitzgerald, pastor.

Masses Sunday 8 and 10 a. m., week days at 8 a. m. Devotions Sunday and Wednesday, 7:45 p. m. Instruction for children after 8 o'clock mass on Sunday. Adult instructions Tuesday and Friday at 7:30 p. m., at rectory, 1447 Engracia.

MEN'S BIBLE CLASS
Meets at 9:30 a. m. Sundays in Boy Scout hall on El Prado. Rev. Ben Lingenfelter, teacher. All men welcome.

Purse Emptied of Church Offering In Theatre Here

Someone played a mean trick on Mrs. Gertrude Cook of 2317 Torrance boulevard last Friday night when her purse was opened and emptied of all money but a 25-cent piece while she was attending a local theatre. The money, she said, was to have been a special offering to orphans and old folks' homes supported by the Christian Church Brotherhood.

business again. Should you live 10 years and continue to buy booze from her, and then die with snakes in your boots, she will have enough money to bury you, educate your children, buy a house, and a lot and marry a decent man—and quit thinking about you entirely.

Well, a Happy Earthquake to You All!

Will You Be In
a New Home by
Next New Year?

1941 is only twelve months away! Only twelve short months in which to prepare and build that home of your own you've wanted so long. It's surprisingly easy, you know! Just drop in to the Torrance Lumber Co. and we'll be glad to explain how it is done... even though your income is not large!

If you do it soon, then by next year you'll be saying, as we are to you now, it IS a very HAPPY NEW YEAR!

TORRANCE LUMBER CO.
1752 BORDER
Phone 61

OBITUARY

THOMAS QUAGGIN... father of Fred Quaggin of 1609 Amapolia avenue, passed away early yesterday morning at his home in Glendale after a long illness. He was 70 years of age, a native of the Isle of Man in Great Britain who came to Canada when he was 21. Mr. Quaggin was a valued employee of the Western Fuel Company in Canada for 37 years. He retired 12 years ago and came to the United States.

The kindly old gentleman was a man of sterling character who had many friends in Canada and in Glendale. He is survived by his devoted wife, Maggie; a daughter, Mrs. George Gruenthal of Tujunga, his son Fred and four grandchildren. The funeral service will be held at 2 o'clock tomorrow (Friday) afternoon at the Little Church of the Flowers in Forest Lawn. Rev. Thomas R. Marshall, vicar of St. Andrew's Episcopal church of this city, will officiate and interment will be at Forest Lawn.

Mr. and Mrs. George Folker motored here from Van Nuys to be the Christmas Eve guests of Mr. and Mrs. N. H. Cuel. The group also enjoyed a festive Christmas breakfast with Mr. and Mrs. Robert Ashley Monday morning. Mrs. Folker is Mrs. Cuel's sister.

We've Said It for Years and Years, But
It Never Gets Old—So We Say It Again—

HAPPY NEW YEAR

To All Our Customers and Friends

TORRANCE
PLUMBING CO.

GUARANTEED PLUMBING REPAIR SERVICE

Servel Electrolux Refrigerators
Andrews Fraser Floor
Wall Heaters Furnaces

Magic Chef Gas Ranges
General Water Heaters

MODERNIZE NOW WITH NEW PLUMBING ON FHA

F. L. PARKS
PHONE 60

OPPOSITE POST OFFICE
1418 MARCELINA AVENUE

MONEY TO LOAN — Read The Herald's Classified Page

Safeway
WISHES YOU A
PROSPEROUS
NEW YEAR

Your Safeway grocer goes beyond the neighborly gesture of "wishing" you a Prosperous New Year. By saving you money, day after day, he can actually help to make 1940 a prosperous year for you. Give him the opportunity to serve you during the new year that is about to start.

BEVERAGES

BROWN DERBY
Pilsner Beer
Fine flavored brew that exports
vote equal to imported Pilsner.

4 11-ounce BOTTLES 25¢
Bottles extra. (Ex-tax, 30¢; sales tax, .00125)

32-ounce bottle 15¢
Bottles extra. (Price ex-tax, .1405; sales tax, .00437)

Padre Beer
Padre Beer
Ginger Ale
Lime Rickey
Snowy Peak Ginger Ale

6 12-oz. bottles 25¢
Bottles extra. (Price ex-tax, .0406; sales tax, .00121)

NOTE: Beer is offered for sale only in Safeway stores licensed to sell.

DAIRYLAND CHEESE per lb. **22¢**
Full cream American cheese. Perfect for sandwiches or for cooked dishes.

GRAPE JELLY KOPFER 2-lb. jar **25¢**
ALSO STRAWBERRY JELLY. Full two pounds of delicious jelly.

FANCY SUGAR PEAS 2 No. 2 cans **21¢**
Strictly fancy grade peas—selected for tenderness. Note low price.

OTHER BEVERAGES

Nob Hill Coffee 1-lb. 18¢
Edwards Coffee 1-lb. 22¢
Airway Coffee 1-lb. 13¢
Green Tea 1-lb. 15¢
Black Tea 1-lb. 15¢
Peach and Orange Pekoe blend. Small box, 7¢
Grapefruit Juice 12-oz. can 2¢
Dole Pineapple Juice 4-oz. can 2¢

FOR LUNCHES

Cheese Crackers 6-oz. 10¢
Butter Sprays 1-lb. 15¢
Kraft Spreads 5-oz. jar 15¢
Kraft Cheese 5-oz. jar 15¢
Sandwich Spread 4-oz. jar 15¢
Deviled Ham 4-oz. can 11¢
Mission Tuna 4-oz. can 23¢
Fancy Tuna 4-oz. can 16¢

PRODUCE

AVOCADOS each 9¢
Large, ripe, firm, variety.
For salads and sandwiches.

LETTUCE 2 for 9¢
Large heads of imported.
Crisp, clean, fresh.

ONIONS 4 for 5¢
Sweet Spanish. Slice for
salads or use in cooking.

ORANGES 2 doz. 25¢
Large size.
Sweet, ripe, firm, variety.
(Extra large, 2 for 5¢)
(Medium size, 1 for 5¢)

GRAPEFRUIT 4 for 5¢
Large size.
From Imperial & Co., Calif.
(Price ex-tax, .0009; sales tax, .0009)

SAFEGWAY GUARANTEED MEATS
In the meat department, too, are a host of year-end values. Guaranteed quality fresh meats, smoked meats, and poultry featured at low prices.

STEAKS **29¢**
Choice of round, brisket, sirloin, porterhouse, T-bone or club steaks. Tender, juicy, fine-flavored.

PORK ROAST **15¢**
Large cuts from either end of loin of grain-fed pork. Roast and serve with apple sauce.

HAMS **23¢**
Cudahy's Puritan Whole or Full Half
Cudahy's Puritan, fine quality hams. Your choice of whole ham or half of this price.

FRYERS OR HENS **25¢**
Fancy dry-plucked fryers, roasters, and hens. All sizes, from 2 1/2 pounds to 4 1/2 pounds.

Beef Roast **19¢**
Center cut, a very bone roast. Safeway Quality.

Pork Sausage **17¢**
1-lb. link. Mild, spicy, and delicious.

Roth's Picnics **18¢**
Smoked Tender Brand Sausages. Picnic Size & Serve with sweet potatoes.

Sliced Bacon **10¢**
Un-cured brand. Packed in salt brine. Cellophane packaging.

Piece Bacon **17¢**
Choice quality sugar cured. 1-lb. link. Note the low price.

VALUES IN CANNED FOODS

R & R Plum Pudding 1-lb. 27¢
Fruit Cocktail 1-lb. 10¢
Sunny Dawn Tomato Juice 1-lb. 7¢
Stokely Tomato Juice 1-lb. 7¢
Del Maiz Niblets 1-lb. 10¢
Country Home Cream 1-lb. 2¢
Country Home Corn 1-lb. 2¢
Asparagus 1-lb. 25¢
Van Camp Pork & Beans 1-lb. 13¢
Green Lima Beans 1-lb. 21¢
Cut Green Beans 1-lb. 10¢
Sliced Beans 1-lb. 25¢
Stokely Corn 1-lb. 10¢
Stokely Peas 1-lb. 21¢
Van Camp Spaghetti 1-lb. 15¢
Van Camp Tomato Soup 1-lb. 5¢
Hormel's Spam 1-lb. 29¢
Whole Clams 1-lb. 12¢
Pink Salmon 1-lb. 13¢

TYPICAL SAFEGWAY VALUES

Large Ripe Olives 5-oz. 14¢
Jumbo Olives 5-oz. 19¢
Mammoth Olives 5-oz. 19¢
Nut Krisp Popcorn 1-lb. 20¢
Fresh Pop's Popcorn 1-lb. 29¢
Table Syrup 12-oz. 15¢
Saled Dressing 12-oz. 17¢
Cherub Milk 1-lb. 6¢
Su-Purb Soap 1-lb. 19¢
Su-Purb Soap 1-lb. 37¢
PALMOLIVE SOAP 2 bars 11¢
P and G SOAP 3 bars 10¢

SAFEGWAY
YOUR NEIGHBORHOOD GROCER
Price effective in Safeway-operated departments of all stores within thirty-five miles of Los Angeles, through Saturday, December 30, 1939.