The man at the next desk says Santa Claus' red suit is the exact shade of Dad's bank account after Christmas.

Wooldridge Writes

Herald Circulation Mgr.

Men are all made of the same material, but some are better disguised than others.

7 Babies Born at Hospital Here

Seven babies were born at Torrance Memorial hospital during the past week. They were:

A son to Mr. and Mrs. Donald N. Belanger, Redondo Beach, on Sunday;

A daughter to Mr. and Mrs. O. Monroe Marlowe, Hermosa Beach, on Tuesday;

A son to Mr. and Mrs. H. M. Smith, Hawthorne, on Tuesday;

A daughter to Mr. and Mrs. H. E. Olmstead, Hermosa Beach, on Friday;

A son to Mr. and Mrs. Stephen B. Smith, Culver City, on Friday;

A daughter to Mr. and Mrs. Carl Smith, Redondo Beach, last Thursday, and

A son to Mr. and Mrs. A. H. Snyder, 2117 Cabrillo avenue, on Saturday.

Two Local Men Get MWD Jobs

Out of many applicants, two Torrance men have been placed on permanent jobs with the Metropolitan Water District, it was reported this week. They are Louis H. Cheadle, formerly of 1020 Cravens avenue, and Herbert Shew, formerly with National Supply. Cheadle is stationed at Parker Dam where he has a job in the machine shop. He was formerly with Hughes-Mitchell. Shew is at the M. W. D. pumping plant at Desert Center.

Get home cooked meals for as low as 35c. See Lexie's. class. 28.

New Industry for Harbor City

Another industry for Harbor City will be in operation soon, with the establishment of an insulating manufacturing plant in the old antimony plant.

Louis Weber, who has been in business in East Chicago, Ind., and in Los Angeles manufacturing mineral fibre, is remodeling part of the old plant on Belleporte and as soon as machinery is installed will manufacture mineral fibre for home and industrial insulation and soundproofing.

Fred Boring of Huntington Park, who has been engaged in insulating board making for years, is in charge of repair work and will be employed in the new plant.

Border-Line Intersection May Get Lighting

Altho the complainant has his place of business in Los Angeles territory, the Torrance street department was asked to investigate the asserted poor street lighting at the corner of Carson and Western as claimed by A. Higman, proprietor of a liquor store near that intersection.

Higman wrote the city council Tuesday night that he was robbed in December and indicated that better lighting would make his business safer. The Street department was asked to investigate and make a recommendation because "at last half of the intersection is in Torrance territory."

Cement Sacks Stolen, Exchanged In New 'Racket'

A "cement sack racketeer" is being sought by local police — as well as his lumber yard victims — and if he is nabbed he won't put over any more deals with stolen sacks.

According to information received by Police Chief John Stroh, the two local lumber yards have lost about 200 empty sacks to the racketeer in the last 30 days.

His method of operation was described by Stroh as follows: He manages to steal a quantity of "empties" and then goes to the lumber yards with 40 or 50 of them to exchange for one full sack of cement and a cash return. The suspect is described as "a young man driving a Buick coupe."

Sign Firm Offers Expert Services

Experts in design and construction of special streamlined and carved wooden letters for signs, Day and Dench recently opened a new sign service at 1673 Cravens avenue. Dench was formerly in business at the Modern Sign Painting Company on Post avenue. Both partners have been in their line of work for 20 years and were in business in Los Angeles for six years.

Rain Total Is 10.23 Inches

Tuesday's downpour added .58 of an inch to the previous rain figure which makes the season's total at this date 10.23 inches, according to the city firemen manning the rain gauge atop the fire department garage. Last year at this time the rain total was 8.63.

The Seventh Day Adventists observe as the Sabbath the period from sunset Friday to sunset Saturday.

Torrance Herald

And The Lomita News

Published Every Thursday

Grover C. Whyte

Editor-Publisher

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Torrance, Calif.

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Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.

Torrance Municipal Bus Schedule to Los Angeles

Buses Now Operating According to Time Table Below. Service Available ONLY to Paying Passengers. See Accompanying Story for Fares and Route.

Southbound

	A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Leave LOS ANGELES 945 So. Hill St.	6:30	7:30	9:00	10:30	12:00	1:30	2:25	4:00	5:15	6:45	8:15	11:00
Leave TORRANCE Pacific Electric Depot	7:25	8:25	9:55	11:25	12:55	2:25	3:20	4:55	6:10	7:40	9:10	11:55
Leave LOMITA Narbonne & Lomita Blvd.	7:30	8:30	10:00	11:30	1:00	2:30	3:25	5:00	6:15	7:45	9:15	X
Arrive WALTERIA	X	8:40	10:10	11:40	1:10	2:40	3:35	5:10	6:25	7:55	9:25	X

Northbound

	A.M.	A.M.	A.M.	A.M.	A.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.	P.M.
Leave WALTERIA	X	X	8:40	10:10	11:40	1:10	2:40	3:50	5:10	6:25	7:55	X	9:25
Leave LOMITA Narbonne & Lomita Blvd.	X	7:35	8:50	10:20	11:50	1:20	2:50	4:00	5:20	6:35	8:05	X	9:35
Leave TORRANCE Pacific Electric Depot	6:30	7:40	8:55	10:25	11:55	1:25	2:55	4:05	5:25	6:40	8:10	9:10	9:40
Arrive LOS ANGELES 945 So. Hill St.	7:25	8:35	9:50	11:20	12:50	2:20	3:50	5:00	6:20	7:35	X	10:05	10:35

LOMITA AND WALTERIA LINKED TO TORRANCE-L. A. SYSTEM

(Continued from Page 1-A)

city of Gardena out of courtesy to that municipality which is also in the bus business, is not restricted in any way. The Torrance buses will operate a "local" service thruout its route, picking up and discharging passengers wherever desired.

Link Lomita and Walteria

It was thru Mayor William H. Tolson's friendships and long-standing acquaintance with Los Angeles officials that he was enabled to secure a temporary permit from Major K. Charles Bean, chief engineer and general manager of the Los Angeles board of public utilities and transportation, for the local buses to travel over Los Angeles city streets.

This was the only permit necessary to launch the municipally-leased system and the quick action obtained by Mayor Tolson greatly facilitated continued bus service here. Such permits have rarely been granted, it is understood, especially when a new bus system seeks to partially parallel existing bus routes in Los Angeles.

Both Lomita and Walteria have been classified in the Lomita area for the purpose of arriving at equitable fares on the Torrance line. Thus it will cost residents in those two communities 10 cents to travel between Walteria and Lomita, Walteria and Torrance, or Lomita and Torrance. Mayor Tolson was particularly insistent that any bus service undertaken by the city should include the Walteria area.

New Route Announced

The same schedule is being followed now as was in effect during the nine days that the Asbury line furnished free transportation to and from Los Angeles. Incidentally, Asbury officials reported they carried a total of 4,119 passengers on the Torrance line from the time they "came to the rescue" and saved this community from isolation when the Pacific Electric discontinued its passenger service Jan. 15.

A slight alteration will be noted by bus passengers in the route to Los Angeles. Buses are leaving the Pacific Eletric station in Torrance and going out El Prado and over East Road to Normandie, north on Normandie to 190th, east to Figueroa street and from there the route is the same as has been traveled since Jan. 15. The change to go around Gardena was made as a gesture of friendliness to that community.

It will be R. C. Cale's job, as supervisor of the Torrance line, to direct the system, hire drivers, take care of collections and banking. His salary was set at $2 per day, starting this morning. He is said to be thoroughly versed in the bus business and has been with the Asbury line in operating the free buses here during the past nine days.

Opposed by L. A. Railway

Action of the council late yesterday afternoon was accompanied by a vigorous protest from C. E. Morgan, manager of operations of the Los Angeles Railway and motor coach line. He stated that he was not objecting to any service coming into Torrance but was opposing "any route that parallels us in Los Angeles. We are operating this line now at a tremendous loss and your competition will just make our deficit greater, hence this protest.

"We'd like to help you out of your problem here but we seriously object to competition and will have to oppose you as much as we can if you pick up passengers in territory we now serve north of 120th street," Morgan declared. "I believe a more economical route can be worked out either by Asbury or yourself," he told members of the council.

It was Morgan's contention that the chief objection to a connecting link with existing systems transferring from one bus to another or to street cars was not justifiable. He said he believed the city's line can get passengers to downtown Los Angeles without competing with his L. A. Railway services operate on an express schedule with no stops between 120th and 945 South Hill street, terminus of the Asbury line.

City Endorses Asbury

The council also received two letters urging favorable consideration of the Asbury firm's application before the State Railroad Commission. These were from the Transportation committee of the Torrance Chamber of Commerce, Sherwood McIntyre, chairman, and the directors of the Torrance Rotary club, H. E. Appenzellar, president.

In a letter, unanimously approved by other members of the council for Mayor Tolson's signature, the municipal board went on record yesterday afternoon as announcing to the Railroad Commissioner's Examiner William H. Gorham that the city "proposes to operate buses temporarily to meet the present emergency" and also urged approval of the Asbury application.

"The city will discontinue its municipal service when such a permit is granted," the letter stated.

F. P. Landier of the Landier Transportation company, which entered itself as "an interested party" in the public hearing conducted by Examiner Gorham last Friday here, was present in the audience yesterday afternoon but had no comment to make regarding the city's move. His attorney, Perry G. Briney, was also present. He asked if the city bus service contemplated local service (pick up and discharge of passengers anywhere along the route) all the way in to the northern terminus on South Hill street. He was assured by Mayor Tolson that that was the plan.

It is reported that Landier is considering submitting an application with the Railroad Commission to serve Torrance, although no formal statement to this effect has been made.

Flowers Flourish Under Snow

WEST HARTLAND, Conn. (U.P.)—Snow a foot deep failed to harm a flower bed of pansies and California poppy plants growing in Mrs. Barbara Goetz's yard.

Continue Bus Hearing

(Continued from Page 1-A)

traffic manager of the Pacific Electric, interested parties, and City Attorney John E. McCall of Torrance.

Frank H. Asbury, president of the bus line which voluntarily met the emergency here Jan. 15 by offering free bus service, was the first witness examined. After outlining the steps leading toward his entry in this field, Asbury described his bus route, contending that it was mapped to avoid as much paralleling of other lines as possible and still give a fast, direct line to Los Angeles.

Attorneys Fire Salvos

He announced his firm proposed to amend its application for an interim and permanent franchise to serve Walteria. His chief point of testimony was his emphatic statement that he was not willing to operate the Torrance-Lomita line with any restrictions as to route or fares. He declared he was not interested in installing a bus line here that would be restricted to re-routing around Gardena or restriction of service north of 116th street—the southern end of the L. A. Railway line.

Asbury claimed the Gardena municipal line was not competitive with his Torrance line because it did not offer the same type of through service to and from Los Angeles without necessity of transferring to electric cars or other motor lines.

Opposing attorneys fired salvos of questions at Asbury — and at all witnesses to follow — endeavoring to show (1) that an emergency does not exist; (2) that the Asbury line would compete with other established routes in the Los Angeles area; (3) that few of the witnesses used either bus or rail transportation.

Haggle at Witnesses

After more than seven hours of questions and answers, Examiner Gorham continued the hearing until Friday to allow opposing arguments to be made. Asbury reiterated his statement that he would refuse an interim certificate if it was restricted in any manner.

Among the witnesses to face the attorneys were Mayor William H. Tolson, who pointed out that the city council and Chamber of Commerce recommended that the Railroad Commission grant the Asbury application without any restrictions; Judge Robert Lessing, J. W. Loughridge of Walteria, Mrs. Dorothy H. Jamieson, public librarian; Postmaster Earl Conner, Edwin A. Bird, manager of the California State Employment office here who testified that many unemployed were handicapped in coming to his office for work and compensation by lack of adequate transportation; and a Mrs. J. W. Dripps of Lomita who blasted the Los Angeles railway in a running fire of comment that had the official stenographer "hanging on the ropes."

Attorney Ware entered the statements of some 30 or more local women and eight or 10 men, all representing various groups here, under stipulation as favoring the Asbury application. However, opposing attorneys haggled at these witnesses until the value of their testimony was seriously impaired.

Great Britain purchased approximately 800,000 tons of scrap iron and steel in the United States in 1939.

Lomita Poet Wins Rhymes Contest

(Continued from Page 1-A)

BAR-B-Q

Tested Formula for Ribs and Sauce developed from early, etc.

1333 El Prado, Torrance

The winning rhyme:

"Go to Allen's for Bar-B-Q's,
Chili and pies,
In home cooked foods they specialize,
You will find it the best place in Torrance to eat,
For at Allen's 'Price and Quality Meet'."

Fifth Prize Winner

Mrs. Florence Irvine of Lomita will kindly call at the Herald-News office in Torrance and receive two tickets to the Torrance theatre.

The ad:

FRESH FISH DAILY

at "Dinkey's"

Dinkey's Fish Market

Established since 1931

2318 Sth St. & Narbonne Ave.

The winning rhyme:

"The Dinkey Fish Market has all kinds of fish,
Rock Cod, Shrimp, smoked, that is my dish,
The mister takes out all bones with a knife—
And — equally efficient, is his friendly wife."

RHYMES RULES

Read these five 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 under a 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 week 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.

County Building Shows Big Gain

Valuation of new building started in 1939 in Los Angeles county, including the 45 cities and unincorporated area, was $106,000,000 as compared with only $91,000,000 for the previous year, according to a survey of Southern California counties.

Permits were issued for 17,817 new dwellings as against permits for 15,687 new homes during 1938.

Red and brown do not go well together—fashion note. There's someone who should catch up on her current European history.

SHOP TALK

by RAY BROOKS

Reflecting upon the ending year 1939 and upon the coming year 1940 was the Star Furniture's Jack Koch late last December when he was seized with a resolution to give Torrance citizens bigger & better bargains in 1940 than he ever had before. Result: a window (No. 7 on Post Ave) in which each week will be displayed a galaxy of super values. In today's classified columns Jack carries this week's offers, many of them $20 to $30 below regular price.

* * *

On a trip to L. A. Tuesday morn Hillman Lee, Penney Co. mgr., plopped down on the seat of one of the controversial buses the which at that time were giving a gratis ride to the Big City. Beside him sat an oldster who began telling Hillman how the Torrance merchants were fighting the establishment of a bus line, or any other transportation system to the metropolis . . . just to keep people from shopping elsewhere. By the time the old boy had run down the bus was almost in Los Angeles, whereupon Hillman calmly told him he was a Torrance merchant and this was the first time he (Hillman) had heard of such a ridiculous thing. With this the old man's eyes popped out a foot, he lost the power of speech, sat there nonplussed.

It goes without saying that no such antagonism to a transportation system has ever existed among the merchants. They realize, as do all other sane minded citizens, that adequate transportation is vital to the growth and development of Torrance!

* * *

Along about 1440 in the little German town of Mentz a bearded old man named Gutenberg rigged up the first printing press using movable type and the modern high-speed presses of today were born. Plans are now under way to celebrate the 500th anniversary of the birth of modern printing during the year 1940. The invention of this method of printing is considered by scientists as one of the greatest single contributions ever made to man's progress. By coincidence three other associated centennials fall in 1940. The first printing in the new world was done 400 years ago in Mexico City; the earliest publication in Colonial North America of which copies still remain was the Bay Psalm Book printed by the Stephen Daye Press at Cambridge in 1640, and the first paper mill in the U. S. was erected at Philadelphia 250 years ago. For sentimental good measure Geoffrey Chaucer is believed to have been born in 1340, the first postage stamp was used in 1840, and practical photography was achieved at approximately the same time.

Whoops for 1940!

* * *

Plenty fancy are the seven big ferns that decorate the front window of the Torrance Mutual Bldg. & Loan Assn. over on Post Ave. They're really handsome and under the expert care of W. E. Bowen, who waters and tends them. Rightly proud of these ferns is Bowen. The largest is mother of all the rest and is some eight or nine years old. Ferns are easy to raise, says Bowen, if you care for them properly. Ever so often he gives them a shot of good old castor oil, tho Shop Talk cannot imagine what good that does. If I had a fern and a bottle of castor oil and I had to do something with the latter I'd sure give it to that fern! Maybe Bowen already had that idea!

* * *

Out in Claremont, near Pomona, there opened a short time ago a new theatre . . . Claremont's first. Amazing as it may seem, the lease expressly states that SINGLE FEATURE PROGRAMS ONLY are to be run, otherwise the lease is breached. This lease is believed to be the first of its kind turning thumbs down on double features, should be mounted in a gold frame and sent to the Library of Congress as evidence of the great humanity and common sense of the framers of such a lease. Our hats are off to these parties, whoever they may be. Let us pray that the movement spreads.

* * *

The man who should know . . W. B. "The Duke" Wooldridge, Herald Circulation mgr. submits the following pearl: "Love, like measles, don't generally take but oncst, and, when late in life, is powerful serious!"

How about it, Duke?