

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

ECONOMICS CHIEF ANNEXATION CONSIDERATION

In seeking consolidation with Torrance of the territory on which they live the citizens of the Meadow Park district, we are certain, are motivated by no considerations other than those of plain and certain economics. With the publication this year of the Taxpayers Guide the residents of this territory contiguous to Torrance learned to their surprise that though they live in unincorporated territory they are paying from 40 to 55 cents more per \$100 of assessed valuation than they would pay if their property was in Torrance.

This differential in taxes is a factor that would give any property-owner pause. If the differential amounted to but a few cents per \$100 undoubtedly the residents of the territory to our south and west would not be so anxious to consolidate with Torrance. But when such consolidation will mean a saving of thousands of dollars each year, it is a measure which the property-owners view with natural seriousness.

We are certain that the residents of the territory proposed for consolidation are seeking to do injury to no district or city. Their one chief consideration is economics. And certainly it is one that any taxpayer can readily understand and appreciate. In standing ready to welcome the territory into Torrance, if the people thereof vote for consolidation, the officials are not designing injury to any of their district neighbors. The territory is at present unincorporated. It belongs to no community. If the citizens who reside in the territory determine that it is to their advantage to join with Torrance and thus save themselves thousands of dollars a year, that is their own business. And Torrance will welcome them into this city with the knowledge that the consolidation will benefit not only the territory brought in but the city as it now exists.

The annexation to Torrance of territory between this city and Redondo Beach enabled the Board of Trustees to effect a substantial reduction in the municipal tax for this year. If the people to our south and west vote to consolidate with Torrance it may be expected that another tax reduction may possibly be forthcoming next year.

City officials of Torrance have adopted an enlightened policy with respect to treatment accorded residents in territory that votes to consolidate with Torrance. One example of this is to be seen on Hawthorne road. The county constructed an extension on the side of the portion of Hawthorne road pavement that is unincorporated. Immediately the city of Torrance made the same improvement on the pavement in the city's territory. The same policy of doing something for territory that consolidates with Torrance will continue to prevail, according to city officials. It is the intention of Torrance to take as much pains with service in newly consolidated territory as in the older sections of the city.

NEW HOUSES FILLING UP RAPIDLY

MANY houses which were started in the first weeks of the building boom which is now on in Torrance have been completed and are now occupied. Builders report that the demand for homes still exceeds the supply. Those closest in touch with the market assert that every house which is now under construction in Torrance will be filled up as soon as completed. To owners of vacant lots this means something. It means that now is the time to build, when costs are low and when occupants for homes, both renters and buyers, are waiting for residences in Torrance. If you own a vacant lot, now is the time to build. If you have some ready money and are looking for a good investment, now is the time to buy a lot in Torrance, when prices are low, and to build on it.

How to Play BRIDGE A new series of lessons by Wynne Ferguson Author of 'PRACTICAL AUCTION BRIDGE'

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ARTICLE No. 6 If the question were asked, "Which do you enjoy the more, winning or losing?" practically every auction player would reply "Winning." That is probably right, and yet it is a well known fact that the winning player is always willing to quit, while the losing one will play all night if he can get a game. It seems to be human nature to desire to cash in on one's profits, to quit a winner, and yet that is one of the greatest mistakes a player can make. The time to keep on playing is when you are winning. "Push your luck and limit your losses" is one of the greatest maxims of the game, and yet the one least followed. When you are holding good cards during an evening's play, don't think about taking home your profits. Keep on playing while your luck lasts and don't stop until it changes. On the other hand, if you are losing don't keep on playing. A bad luck streak is one of the hardest things to break there is, so don't try it. One of the best "money" players in the country—and by "money player" is meant a man who plays auction bridge for high stakes and wins—makes it an invariable rule to stop playing if he loses three rubbers in succession. It may not be good sportsmanship, but it certainly is good judgment. Think it over and see whether you are getting the most out of your good cards and losing as little as possible when you are holding poor cards. If you can learn this lesson and stick to it, you have made great strides toward becoming a winning player.

The other night a point was raised in one of the New York card clubs that caused considerable discussion. The dealer bid one club, second hand passed, and the dealer's partner had the following hand: Hearts—10, 8, 4, 2 Clubs—none Diamonds—10, 9, 7, 6, 3 Spades—J, 8, 5, 3 Should he deny his partner's club bid, or pass? As a general rule a player should overbid his partner's bid when he has two or less of the suit, but to justify such procedure he should have at least one trick in his hand, either in the suit bid or half a trick in the suit bid and half a trick on the side. Never deny your partner's bid without a trick in your hand. Such procedure is as bad as passing with many tricks in the other suits but only one card in your partner's suit. Auction is a partnership game and you can get the best results only by telling your partner the truth. When you deny his suit bid you should tell him two things: first, that you have only two small cards or less in his suit; and second, that you have at least a trick in your hand and a suit worth playing for. If those elements aren't both present, pass and let your partner bear the burden. In the hand given, the dealer's partner should pass. A bid of two diamonds is very unsound, for the hand doesn't contain a trick of any description.

Answer to Problem No. 5: Y: Hearts—K, 9, 7, 3, 2; Clubs—8, 7, 3; Diamonds—J, 10, 7; Spades—A, 3. A: Z: Hearts—K, 9, 7, 3, 2; Clubs—8, 7, 3; Diamonds—J, 10, 7; Spades—A, 3.

No score, rubber game. Z dealt and bid one heart, A passed, and Y bid two diamonds. If all passed, what should B open? The eight of clubs is the proper opening lead. It is a close hand, but the other alternative, the ace of spades, gives up command of that suit and may, therefore, be very disastrous. The trump lead is not sound. Three trumps to the jack ten are strong enough either to support partner's trump holding or to trump opponent's high cards. For that reason they should not be led. The eight of clubs is the only real sound lead.

Answer to Problem No. 6: Y: Hearts—none; Clubs—10; Diamonds—A, K, 7, 2; Spades—none. A: Z: Hearts—none; Clubs—none; Diamonds—10, 4; Spades—10, 7, 2.

Spades are trump and Z is in the lead. How can Y-Z win every trick against any defense? Z should lead the four of diamonds, winning the trick in Y's hand with the king. He should then lead the ten of clubs from Y's hand. B should discard a diamond, for if he trumps Z will overtrump and thus make all his cards good. When B discards, Z should trump the club, although it is a winning card. If he doesn't trump, but discards the ten of diamonds, B must make a trump trick, as Z will be forced to trump the next diamond trick. When Z trumps the ten of clubs with the deuce of spades, he should lead the ten of diamonds, winning the trick in Y's hand with the ace. He should now lead the seven of diamonds, and must win the rest of the tricks, as he has the ten seven of spades over B's eight trey. This problem is an example of the grand coup.

Chevrolet Uses Radio to Keep Agents Informed

Sales Managers Talk to Coast Dealers Over The Air

Nearly 100 Chevrolet representatives of the Pacific coast territory recently gathered at their respective zone offices in Oakland, Los Angeles, and Portland, Ore., to hear a message from Fred N. Coats, far western sales head for the big automobile company.

In Los Angeles and Portland the representatives were assembled in front of a loud speaker attached to the telephone. By arrangement with the telephone company Oakland was cut through and the voice of Coats, as he addressed the Oakland men, was transmitted to the Chevrolet headquarters in the north and south.

Sunday morning was chosen for the experiment to take advantage of clear lines and the absence of the usual hum and buzz of the business office. Reception was reported perfect by Sales Managers L. M. Dreyes of the southern zone and W. J. Richmond of the Pacific northwest zone. Coats talked 32 minutes. He was able by this method of long distance lecturing to reach all of his lieutenants in the territory simultaneously, thereby killing three birds with one stone.

The previous Sunday Chevrolet regional sales managers from all sections of the United States gathered at Detroit to listen to R. H. Grant, Chevrolet general sales manager, and several General Motors officials. Grant commended the field executives on their showing throughout the year that is nearing its close, and outlined plans for merchandising automobiles when increased production goes into effect upon the completion of the ten-million-dollar Chevrolet expansion program January 1, 1927.

Information gained by Regional Sales Manager Coats at the eastern assemblage was passed on to the western organization at last Sunday's gathering.

Oakland Zone Sales Manager George H. Wallace closed the Oakland representatives' meeting with a few remarks on the outlook for the coming year.

Read Our Want Ads!

For- LIFE HEALTH ACCIDENT INSURANCE See TOM FOLEY 1405 Marcelina Ave Phone 135-M Torrance

Wet Pavements Cause Accidents We saw three wrecks between Torrance and Los Angeles during the last rain. It might have been you. Are you properly INSURED against all risks? Come and talk it over with us. It's our business, and our business EXCLUSIVELY, you know. L. B. Kelsey (Successor to Foley & Kelsey) "Where Insurance Is Not a Sideline" 1405 Marcelina Ave., Torrance Insurance Phone 135-M Loans

WILD TO GO! QUICK-STARTING! WILD TO GO! THE NEW WINTER RED CROWN

THE GREAT AMERICAN HOME SO THAT'S THE BIG IDEA, IS IT? TRYING TO BURN UP THE LAWN WITH YOUR CIGARETTE BUTTS SO YOU WON'T HAVE TO MOW IT, EH? JUST LIKE A HUSBAND

"FIRST NATIONAL" SERVICE —pleasant —efficient —valuable THE "FIRST NATIONAL" HAS RENDERED VALUABLE AND MOST EFFICIENT BANKING SERVICE TO ITS MANY DEPOSITORS AND ITS MANY CLIENTS—since 1913. —our earnest effort is to so increase... that efficiency... that it will prove invaluable to every one of you in all of your financial problems... —make it your bank. FIRST NATIONAL BANK of Torrance

Our Want Ads. Bring Results

MT. LOWE EXCURSION FARE \$1.75 ROUND TRIP FROM LOS ANGELES (\$1.50 from Pasadena) On Sale DAILY Until Dec. 31, Inc. Sold by Agents Only Not sold by conductors on trains Spend a Delightful Week or Week-End at MT. LOWE TAVERN AND COTTAGES Year-Round Resort—American and European Plan Five Trains Daily from Main St. Station, Los Angeles: 8, 9, 10 A. M.—1:30 and 4 P. M. Information and Reservations At Ticket Offices or Information Bureaus PACIFIC ELECTRIC RAILWAY C. H. MUELLER, Agent Phone Torrance 20

Quick Quaker Oats large pkg. 22c (sells regularly at 27c) Libby Beans 3 cans 25c —the mainstay of a good lunch. Asparagus 3 cans 89c Del Monte Tips or Whole Asparagus —at Chaffee Stores. Libby Tips or Whole Asparagus —at Safeway Stores. Diner Peas 2 No. 2 cans 35c No. 3 sieve, small, sweet, tender, flavorful—an extra value! Highway Peas 2 No. 2 cans 25c —a standard grade—very satisfying for every day table use. Mother's Cocoa 2 lb. pkg. 25c Highway Raisins 4 lb. pkg. 36c —best of raisin quality—Let the youngsters enjoy this wholesome fruit. SAFEWAY STORES DISTRIBUTION WITHOUT WASTE