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.

RESULTS FROM A LETTER TO A FRIEND

IT pays when citizens of a community take it upon themselves to promote the interests of that community.

Some time ago in this department we urged folks to write friends back east about Torrance.

That suggestion may have seemed to some without material merit. But the fact that such a campaign would bring results is proved by the circumstances which recently have come to the attention of the Torrance Chamber of Commerce.

A Torrance man, interested in the future of this city, possesses a friend who is president of a large corporation. This Torrance man wrote his eastern friend about Torrance. He received an answer. Several letters were exchanged. The easterner became unusually intrested in the plans of the Santa Fe industrial development in Torrance. And he holds a position with a corporation whose interest in a Southern California industrial city is more than worth while.

This easterner is coming west this winter. More than that he personally is coming to take a look at Torrance. If study of the advantages of this city from an industrial standpoint eventually leads to concrete action on the part of the corporation of which the easterner is president, the Torrance man who started the ball rolling will be entitled to plenty of credit. Much is due him already.

We mention these circumsances merely to prove that letter-writing about Torrance by Torrance people to eastern friends is worth while.

BEAUTY IN BUILDINGS PAYS

TO conform with the Southern California Gas Company's building and the city hall the Dominguez Land Corporation will make its new building on Cravens avenue of stucco.

If you imagine this street completely flanked with attractive stucco buildings you will call an attractive picture to your mind's eye.

The time has come when business buildings can be artistic as well as utilitarian.

Santa Barbara wrote an artistic postscript to the earthquake when business men rebuilt a whole street in pure Spanish style. That street today is regarded by architects as the most beautiful business district in the United States, if not in the world.

It costs little more to make a business building attractive, and the added cost is well invested.

The Chicago Tribune spent a large fortune on the top 300 feet of the new Tribune Tower on Michigan avenue—yet none of the 300 feet is built for utility or even occupancy. The Tribune considered it worth while to spend a million or so to make its building a masterpiece of architectural beauty. Other institutions, notably the American Radiator Corporation, have spent fortunes to make useful structures beautiful. The American Radiator building in New York is jet black and trimmed with pure gold leaf. The gold leaf alone cost many hundreds of thousands of dollars.

We cannot all be Chicago Tribunes or American Radiator Corporations. But we can put into our buildings of utility something of architectural beauty and try to fit the plans into the atmosphere of the neighborhood.

How to Play BRIDGE

A new series of lessons by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

Copyright 1926, by Hoyle, Jr.

ARTICLE No. 12

A bid that is sound in itself, that is, that may contain sufficient strength to make the number of tricks in the suit indicated, may be very unsound in other respects. It may be of such a character as to deceive partner or to enable the opponents to block further bidding by making a shut-out bid. For that reason, before you make a bid, try to figure out what conclusion your partner will draw from it, and then what action he or your opponents may take. If your bid conveys the information to your partner that it should and leaves you in a position to go ahead with the bidding, your bid is sound, but not otherwise. Too many players make a bid without a thought of its influence on their partner or of what they will or should do if their opponents overbid. Try to think of your first bid as the beginning of the story and make it only when you are sure you know what to do later. All sound bidding should be part of a harmonious whole, the first link of a chain of bids, and not a disconnected effort.

The following hands are illustrative of the point just emphasized: "Think of what your partner or opponents may do, before making a bid. If you are prepared to meet any action they may take, your bid is sound; otherwise, not." Be sure that the bid you decide upon is one that you are prepared to back up later.

Problem No. 15

Hearts—6
Clubs—9, 5, 3, 2
Diamonds—A, K, 4
Spades—K, Q, J, 7, 5

: Y :
: A B :
: Z :

No score, first game. Z dealt and bid one spade. What should A bid?

Problem No. 16

: Y :
: A B :
: Z :

Hearts—Q, 4, 3
Clubs—K, 3
Diamonds—10, 8, 7, 5, 4
Spades—A, J, 5

Score, Y-Z 18, A-B 0; rubber game. Z dealt and bid one diamond. A doubled and Y bid two diamonds. What should B bid? An analysis of these hands will be given in the next article.

The hand in the preceding article illustrating the value of looking ahead before making a bid, is as follows:

Problem No. 13

Hearts—Q, 6
Clubs—K, 4, 3
Diamonds—A, K, 10, 7, 2
Spades—K, Q, 4

: Y :
: A B :
: Z :

No score, rubber game. Z dealt, bid one no-trump and A passed. What should Y bid and why? Y should look ahead and figure that the only possible bid B can make that would hurt the no-trump bid is one of two hearts. If that is the case, shouldn't he endeavor to prevent that bid, if possible? The way to do this is by a bid of two no-trump. If B should then bid three hearts, Y should double. The bid of two no-trump does prevent a heart bid and enables Y-Z to make game and rubber. If Y passes, B will bid two hearts and game is no longer possible, as A-B have six heart tricks, if led. This is an excellent example of figuring out what your opponents may do and then making a bid that will block them. Such bidding is sound, not only because the hand justifies the bid but because it also looks ahead and foresees what should be done from then on.

Answer to Problem No. 14

Hearts—A, 10
Clubs—A, Q, 8, 7
Diamonds—none
Spades—none

: Y :
: A B :
: Z :

Hearts—none
Clubs—none
Diamonds—A, Q, J, 10, 9, 8
Spades—none

Hearts—K, 9
Clubs—J, 10, 9, 5
Diamonds—none
Spades—none

Hearts—Q, J, 3
Clubs—K, 3
Diamonds—none
Spades—5

Spades are trumps and Z is in the lead. How can he so play the hand that Y-Z can win all of the tricks against any defense? This little problem is a fine example of forcing discards. B is forced to discard either the winning heart or one of his clubs. Z should lead the queen of hearts and win the trick with the ace in Y's hand. He should now lead the seven of clubs from Y's hand, winning the trick with the king in his own hand. He should now lead the five of spades from his hand and discard the ten of hearts from Y's hand. B is now forced to discard. If he discards the king of hearts, Z's hearts are good. If he discards a club, Y's clubs are good. In either event Y-Z will win all the tricks.

REPORT OF

DEPOSITS

OF THE

BANK OF AMERICA

TORRANCE BRANCH

As of Close of Business on
the 31st Day of December, 1926

DEPOSITS

COMMERCIAL	SAVINGS
$135,110.89	$137,386.67

TOTAL
$272,497.56

State of California, County of Los Angeles.—ss.

J. W. Leech, Manager of the Torrance Branch of the Bank of America, being first duly sworn, says he has a personal knowledge of matters contained in the foregoing report of condition and that every allegation, statement, matter and thing therein contained is true to the best of his knowledge and belief.

J. W. LEECH, Manager.

Subscribed and sworn to before me the 10th day of January, 1927.

J. R. JENSEN,
(Seal) Notary Public in and for said County of Los Angeles, State of California.

A STATEMENT

By the President of Dodge Brothers, Inc.

Within a few months, Dodge Brothers, Inc., will introduce a new line of motor cars, in no way conflicting with the market for Dodge Brothers present types, but occupying a considerably higher price field and produced in limited quantities.

Combining Dodge Brothers well known dependability with exceptional performance and striking beauty of appointment and design, these distinguished vehicles, we believe, will instantly set a new and higher standard in fine car practice.

Dodge Brothers will continue to produce their present line in maximum quantities to meet a demand which, during the year just ended, has called for an impressive total of 330,000 motor cars.

Edw. S. Jewett

FIRESIDE CHEER

YOU can enjoy the glowing comforts of a fireplace without suffering the annoyances of soot, ashes and smoky rooms. The new Humphrey Radiantfire Gas Heater is clean and odorless, handsome in appearance and economical in operation. Displays have been established at the Southern California Gas Company's offices.

SOUTHERN CALIFORNIA GAS CO.

Post and Cravens Aves., Torrance

ELECTRIC RAILWAYS—
The Hub of Prosperity

Whether you realize it or not, the electric railway is the hub around which the whole development of your community revolves.

The electric railways render a service that is fundamental. They afford a transportation agency around wihch modern cities are built.

They are at the service of all the people all the time and in every kind of weather.

Directly or indirectly, every individual of the community is benefited by good service. Your business, your pleasure and your income are advanced because of the stimulant that the operation of cars adds to industries. Your real estate holdings are likewise enhanced in value.

WHEN YOU BOOST YOUR LOCAL TRANSPORTATION COMPANY YOU ARE BOOSTING YOUR OWN PROSPERITY.

PACIFIC ELECTRIC RAILWAY

PASSENGER—FREIGHT—EXPRESS

C. H. Mueller, Agent, Torrance Phone 26