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NOTICE INVITING BIDS FOR CITY PRINTING
Sealed bids are hereby requested from all newspapers of general circulation as same are defined by Section 4469, Political Code, qualified to publish notice, ordinances, resolutions and other legal publications and advertising for the City of Torrance, for the doing of said advertising and printing for the fiscal year ending June 30th, 1931. Said bids will be opened August 19, 1930, at 3 o'clock P. M. By order of the City Council of the City of Torrance.
A. H. BARTLETT,
City Clerk.

Read Our Want Ads

Traffic Check Proposed for Two Arteries
May Install Signals at Carson Street and Normandie

Proposing a traffic check at the intersection of Carson street and Normandie avenue, Councilman Henning, of the 15th District, asked the Los Angeles council this week to investigate this street intersection with a view to establishing some sort of traffic regulation device there.

"The matter was referred to the Police Commission and the Traffic Planning committee."

Mr. Henning reported that deeds and easements in connection with the proposed improvement of 2200 Carson street and Normandie avenue were accepted by the Los Angeles council.

WHERE CLEANLINESS TRIUMPHS

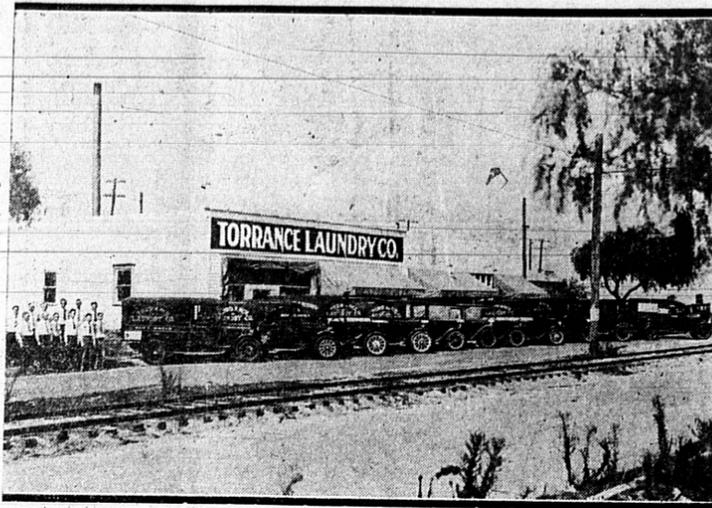


Photo shows exterior view of the Torrance Laundry at 1713 Border avenue with the 12 delivery trucks and solicitors who travel all over Bay district. Each of these men travel hundreds of miles collecting and delivering laundry to patrons of the model local plant. The story below presents a concise word-picture of the industry that is contributing much to the advancement of the city.

An Industry Which Eliminates Weekly "Wash Day" Drudgery

Torrance Laundry Started in 1922 With Five Workers; Now Has 72 Employees; How Work Is Handled

"Rub-a-dub, dub,
Three men to a tub."

That, paraphrasing a Mother Goose verse, is how the Torrance Laundry started. Just three men, back in 1922, did the work inside the laundry while two solicitors (they called them mere "drivers" then) did the collecting and delivering.

But the "rub-a-dub dub" business of the Torrance Laundry has grown until today there are 60 persons employed in the large plant at 1713 Border avenue and there are 12 solicitors outside.

W. H. Rojo, manager of the laundry and part owner in the business, told the Herald this week something of the industry here. Mr. Rojo, he is familiarly known as Bill to all his friends here, has been in the laundry "game" for 27 years.

Paid for First Job

"How did you come to select the laundry business for a vocation?" we asked.

"I paid my boss for a chance to start," he replied.

The statement was rather mystifying, so we questioned him further, and here is how he explained:

"I was working as a clerk in an employment bureau in Los Angeles 27 years ago. Just a kid when I knew that the work was nothing to 'grow up in' so I wanted to make a change. One day a call came in from a Los Angeles laundry. They wanted a boy to wrap bundles.

"As I took the call and started marking it up on the wrapping board I decided that wrapping bundles was better than being a clerk in an employment office. So I got my bicycle and went out to that laundry."

"They told me there that they wanted a boy right away so I made sure I had the job and then wheeled back to my office, told my boss I was taking a job that had just come in, paid him the regular commission for the chance and went back to the laundry to work."

"And I've never gotten away from it," he grinned.

Cover Large Territory
In 1922 a group of men, one of them Mr. Rojo, purchased a struggling laundry in Torrance that had been operating here for about 15 years. The average weekly business then amounted to about \$150.

"How much was your payroll?" we queried.

"About the same as the business," Mr. Rojo replied. "We weren't making anything out of it."

But the operators of the plant kept their heads above water and today average \$2500 business per week. Mr. Rojo and his associates learned that they must expand soon after they started if they wanted to operate any kind of a successful plant.

Expand they did. They built additions to the plant, purchased new machinery and sent their solicitors broadside. Now the Torrance Laundry handles about 2200 bundles a week from Long Beach, San Pedro, Wilmington, Terminal Island, Redondo Beach, Lomita, Hawthorne, Lawndale, Los Angeles as well as Torrance.

Six Classes of Work
All of this work—and it means laundrying approximately 175,000 separate articles of clothing and linen weekly—soon made the laundry an industry to be reckoned with.

The weekly payroll at the present time averages around \$1700, 52 weeks in the year with no slack periods.

Residents of Torrance and the surrounding countryside have a choice of six different kinds of laundry work. Mr. Rojo explained, "We have the finished work by the pound or the piece. This classification means that every article of wearing apparel is

laundered and finished ready to wear. All of it is sent home in a neat package, sweet and clean and ready for immediate use," he said.

"The rough-dry, this also, by the pound or the piece. This service is for the housewife who desires to do her own ironing work. All of the rough-dry receives thorough cleansing, starch is added to articles that need it and is completely dried before being returned.

Use Mildest Bleach
"The fifth classification is the wet-wash," the manager said. "That is clothing and linen that has been washed carefully, the excess water removed and then sent home to be dried, starched and ironed. The sixth class of work is our hotel service, where we launder large quantities of linens, towels and bedding."

Did you know that the Torrance Laundry is perhaps the only firm in Torrance that is satisfied with the water here? They have reason to be, because their water is softened at the plant from an eight per cent hardness to absolutely nothing and is filtered! Consequently they are not bothered by the impurities in it.

This is done by the Permutt process in which no chemicals are used whatever. Only common ordinary rock salt and a mineral substance are utilized in securing an ample supply of pure, soft, sweet water for the washing process.

We ventured to say that using soft water would materially diminish the cost of soap, but Mr. Rojo pointed out that the laundry uses only the best grade of neutral cleanser, Peet's 88 per cent soap, to be exact. This, he explained, was a better grade of soap than is used by most laundries.

"And the bleach we use—which is the only chemical used by any laundry—would not harm a baby's skin," the manager declared.

Workers Garbed in White
A battery of 10 of the very latest wash machines are operated. We inspected the inside of one of them. It was as smooth as the skin you love to touch! No chance of any damage there. After being thoroughly washed, the clothing and linen are carefully placed in wringers which speed round and round, throwing off the excess water by a concentric motion.

From here the next step is to the two flat work ironers, the tumbler driers or the ironing department. This work is done by experienced women, whose very immaculateness is typical of the work they are handling. All of the women employees in the plant are garbed in white uniforms.

Large presses do a portion of the

ironing on the personal wearing apparel, but a corps of hand-ironers "touch up" the clothing so that it has a really smart and hand-finished appearance.

In order that Mr. Rojo can keep his "losses," those singularly few annoyances where one misses a sock or a handkerchief, down to a minimum, each article marked by a machine which neatly and inobtrusively signs the customer's regular "mark."

Less than 1/2 of 1%
"By the way, what do your losses amount to?" we questioned Mr. Rojo.

"Less than one-half of one per cent of our gross," he replied. "That's very small, considering the hundreds of thousands of pieces handled by the Torrance Laundry. All bundles entering the plant are delivered in three days' time, with the exception of "Special" work, when the customer can get his laundry back in a day and a half.

As we were leaving the plant we asked "Bill" Rojo what he would want to say for publication, not telling him that we had been taking all he had been saying with both ears in order to write this story.

Eliminate "Wash Day"
"Send it to the Laundry," he replied, using the slogan adopted by the National Laundry Owners' Association. "Yes, that and something else, if you don't mind."
"Shoot," we commanded.
"If the housewives would call on us and see how carefully we do our work; see what pains we take to minimize loss and damage; look our plant over and actually understand how we can handle their laundry with a resultant saving to them in time, money and physical labor, I don't believe they would ever go through the drudgery of a 'wash day' again. We are here to serve the people of Torrance. We are constantly bettering our work, our machinery and our service."
"Let the people know we welcome visitors at any time because we want Torrance people to realize that we are an industry which is helping the city," Mr. Rojo concluded.

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Freshly roasted. Few as good—none better.
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Exceptionally nice grade of Standard cots. Tree ripened.
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Trimmed, 3c lb. Extra
Legs - Spring Lamb lb. 26 1/2c
Rib Lamb Chops . lb. 28c
Large Loin Lamb Chops lb. 32c

Beef Pot Roast (Prime Steer) lb. 17 1/2c and 16c

FISH Fresh Barracuda (Half or Whole) lb. 12 1/2c
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Chickens Runnymede (Savoree Pak) lb. 49c

MUTTON (Fancy Quality) Shoulders (Half or Whole) lb. 12 1/2c
Mutton Stew (Breast) 3 lbs. 25c
Mutton Rib Chops lb. 15c
Legs Young Mutton lb. 18c

HAMS Luer's Hy Grade (10 to 15 lb. average) lb. 27 1/2c

PORK lb. 15 1/2c
Shoulders Young Pic Pork (1st and center cut roasts 5c lb. extra)
Fresh Spare Ribs lb. 16c

Fresh Offal
Beef Hearts—lb. 10c
Beef Brains—Set 10c
Pork Liver—lb. 15c
Beef Liver—lb. 25c

CHICKENS
Broilers 3 for \$1.00
Scalded Hens for Fricassee lb. 25c
Bacon, Eastern sliced lb. 37c

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Peaches
Elberta Freestone. Highly colored, tree ripened.
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Large size, carefully selected for flavor.
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Cantaloupes
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3 for 10c

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Green, Full Pods
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