



THE SEARCH GOES ON

There is constant, never-ending search for ways to improve the speed, clarity and efficiency of your telephone calls. The telephone service of the Pacific Coast shares in all the improvements discovered by the Bell System—and in Western Electric manufacturing quality. The constant aim is to give you, at all times, the best and the most telephone service at the lowest possible cost.



SOUTHERN CALIFORNIA TELEPHONE COMPANY
1266 Sartori Telephone Torrance 4600

L. A. Senator Has Plan for Mail Vote

(Continued from Page 1-A)
Gilmeister, president and secretary of the Chamber of Commerce; Harry M. Abramson, president, Rotary club; Dean Sears, president, Kiwanis; J. E. Miller, president, Coordinating Council; Lyle C. Doan, commander American Legion; Rev. H. G. Banks, ministerial association; Carl Stegle, president, steel workers' union; Frank Gamble, National Supply C.I.O. workers; Beverly Smith, National Supply; Mrs. Lillian Barrington, president, Woman's club; George Figueredo, 20-30 club; Mrs. Bettina Miller, National Professional and Business Women; Howard Swallow, personnel director, Columbia Steel; J. E. McMaster, fire department; Willard Haslam, police department; Mrs. Minnie Brooks, Torrance Memorial hospital; Grover C. Whyte, publisher of The Herald; City Clerk A. H. Bartlett; Dr. W. F. Laughon; Judge Robert Lessing; Attorney John Shidler; Dr. H. C. Smiley, county health department; Tom McNeil, high school alumni; and Jack Barrington, Kiwanis club.

While it would cost about 25 cents more for each registered ballot and return postage, proponents of the bill believe that this method would be cheaper than at present and would allow the voter more time to study his ballot and therefore vote more intelligently.

FATHER SUCCUMBS

R. N. Collins of Hermosa Beach, father of Bud Collins who has been undergoing treatment for pneumonia at Torrance Memorial hospital for the past two weeks, succumbed suddenly last Saturday afternoon to a heart attack. The funeral was held Tuesday.

The aggregate area of the West Indies is 100,000 square miles.

666 relieves
COLDS
Fever and
Headaches
due to Colds
Liquid, Tablets
Salve, Nose Drops
Try "Rub-My-Tiss"—a Wonderful
Liniment

Mayor Reveals Civic Program

(Continued from Page 1-A)
That is Postmaster Earl Conner's clarification of these days as he prepared to sell "at least 2,000" of the label emblems for the Infantile Paralysis benefits through the nation. This "March of Dimes" will officially begin Monday, Jan. 16, but Conner, with the aid of all organizations in Torrance, hopes to get the local distribution of the buttons under way this week.

Wooldridge
Writes
"It is human nature to be down on the things you are not up on."

In Probe



Mark Lee Megladdery Jr., newly appointed Oakland superior judge, who faces accusations that while secretary to ex-Governor Frank F. Merriam he accepted \$500 in connection with a pardon for a convicted murderer.

WANT TO SWAP?
Traders get together thru The Herald's classified advertising section.

EDISON COMPANY REVEALS PLANS FOR IMPROVEMENTS

Expenditures of approximately \$1,577,268 will be made by the Southern California Edison Company in this division of its service territory, during 1939, according to C. C. Bartlett, manager for the company here. This local budget is for improvements to the service system, operating expenses and payrolls and is in addition to the taxes the company will pay locally.

'March of Dimes' Starting Here Monday, Jan. 16

"Give a dime and wear a button."

That is Postmaster Earl Conner's clarification of these days as he prepared to sell "at least 2,000" of the label emblems for the Infantile Paralysis benefits through the nation.

This "March of Dimes" will officially begin Monday, Jan. 16, but Conner, with the aid of all organizations in Torrance, hopes to get the local distribution of the buttons under way this week.

Beginning Monday all inhabitants of the United States will be asked to contribute 10 cents toward the national fund to fight infantile paralysis and to wear the label buttons emblematic of the drive. The buttons are circular in shape and a trifle larger than a ten-cent piece. Around the rim are the words "Fight Infantile Paralysis." Inside the circle and beneath the profile of the Goddess of Liberty are the words "March of Dimes—1939." Millions of these souvenirs will be sold between Jan. 16 and Jan. 30, President Roosevelt's 57th birthday anniversary.

Dot-Dash Lure Still Interests Local Boys

In these days of radio, television and short-wave wireless telegraphy is becoming a "lost art."

Therefore city councilmen who heard a carefully-worded written request by four local boys Tuesday night for permission to string a pair of wires across Acacia street in the 1600 block for the practice of the Morse code lost no time in granting the plea.

The officials remembered when they were boys and the thrills of dot-dashing messages to other chums. The local lads, Bud Pankey, 14; Don Phoenix, 14; Red Ritchie, 15, and Gerald Day, 14, stated that the wires, carrying nine volts and stretched 20 feet in the air, "will be properly fastened at each side of the street and properly insulated."

"My Skin Was Full of Pimples and Blemishes from Constipation"

says Verna Schleppe: "Since using Adierka the pimples are gone. My skin is smooth and glows with health." Adierka washes BOTH bowels, and relieves constipation that so often aggravates a bad complexion. At all leading druggists.—adv.

Council Starts New Year With Lengthy Session

At their first 1939 meeting members of the city council attended to the following civic business matters Tuesday night and then adjourned to assemble again next Tuesday evening, Jan. 17.

GRANT C. C. FUNDS... With its request for \$2,000 to meet expenses for the third quarter beginning Jan. 1, the Chamber of Commerce presented a statement on its past and proposed activities, together with a list of its expenditures for the first half of the fiscal year 1938-39. The fund request was granted.

FRANCHISE PAYMENT... The General Petroleum Corporation's check for \$295.35 in payment of a two percent franchise was received. The Union Oil company reported no permits were issued during the past six months, therefore no payment was due the city.

THEY ACCEPT... Written acceptances of their appointments, together with a letter from the Commission were received from Charles A. Curtis, Scott R. Ludlow and Robert J. Deinger. Mayor William H. Tolson has yet to hear from Tom McCull, John E. McCall, Leonard J. Young and J. Carruthers. John Salm accepted two weeks ago. Answering a letter from the National Business and Professional Women of Torrance, Mayor Tolson said that he only received the group's request that one-third of the Planning Commission be composed of women after the appointments were made. However, if any do not accept positions on the board, Tolson said he "might be able to place some ladies on it then."

ANTICIPATING FOURTH... A request by Tom Babbitt, adjutant of the local American Legion post, for permits for the customary three fireworks stands was approved and a permit for the Fourth of July business was granted. Babbitt said that the Legion had a considerable supply of pyrotechnics left over from the last Independence Day sale but must order more at once in preparation for the 1939 celebration.

OPEN PAINT BIDS... Quotations ranging from \$2700 to \$3,153 were received from four concerns bidding on the repainting of the city high-tower water tank with a protective inner coating. The bids were referred to the city engineer, attorney and Superintendent William H. Stanger of the municipal water department for recommendation.

FOR STREET WORK... Appropriations totaling \$842.07 were approved for materials to be used in street repair work.

LIBRARY EXPENSES... On the recommendation of the Public Library board, the council approved the following expenditures: hire of a woman to dust books half-day each week, purchase of a door mat, new door and book track, installation of a heater in the lecture room and repainting the flag pole.

WALTERIA SUBSIDY... A \$10 monthly subsidy was voted for the purpose of obtaining entertainers for the regular community programs held in Walteria. This matter had been hanging fire for several weeks while the council deliberated on the proposal to buy a site for the Walteria recreation center. A delegation of residents of that district met with the council after the regular session on the land-purchase proposition and suggested a site. They and the council asked that the location be not published "because an attempt might be made to 'jack up' the price."

BUY STROH RADIO... Purchase of a police short-wave radio receiver for Director John Stroh's new car was authorized. The set will cost \$69.50.

ANNOUNCING

The New 1939
SERVEL ELECTROLUX
Gas REFRIGERATOR

DIFFERENT FROM ALL OTHERS BECAUSE IT HAS NO MOVING PARTS IN ITS FREEZING SYSTEM

IT'S HERE—ready for you to see and admire today!
With a tiny flame doing the work... Servel Electrolux has no moving parts in its freezing system to wear or make a noise, now or years from now.

And in addition to new beauty... modern features that mean real conveniences... Servel Electrolux can give you savings on food alone that will probably more than pay your monthly installments.

Whether you're about to buy your first automatic refrigerator or replace your present one, make no final decision until you see this new 1939 gas refrigerator. Come in today... and see the beautiful models!

- NO MOVING PARTS in its freezing system
- PERMANENT SILENCE
- CONTINUED LOW OPERATING COST
- MORE YEARS OF DEPENDABLE SERVICE
- SAVINGS THAT CAN PAY FOR IT

The New 1939
SERVEL
ELECTROLUX
THE Gas REFRIGERATOR

National Home Appliance Co.
Harry M. Abramson
1312 Sartori Avenue
"Friendly Credit"
Phone 78



Torrance Plumbing Co.
F. L. Parks, Proprietor
1418 Marcelina Avenue
Opposite Post Office
Phone 66

"BILL BOOSTER" by GEO. H. MOORE

EVERYBODY STICKS TOGETHER AND HELPS EACH OTHER OUT. THAT'S THE ONLY WAY TO TEAR US APART.

GEO. H. MOORE'S HARDWARE

1515 CABRILLO PHONE 167-75

Women Attention!
The
BEACON DRUG CO.

IS EXCLUSIVE TORRANCE AGENTS FOR
COSRAY COSMETICS
MENTIONED SO PROMINENTLY IN RECENT BEAUTY TALK BY FAMED SHEILA SHENLEY BEFORE WOMAN'S CLUB!

CASH DISCOUNT CERTIFICATES REDEEMED HERE

1519 Cabrillo Ave. Leslie L. Prince Phone 180