

**TORRANCE THEATRE**  
Phone Torrance 132  
ADULTS . . . 25c CHILDREN . . . 10c

NOW — ENDS SATURDAY  
"THEY MADE ME A CRIMINAL"  
with JOHN GARFIELD and "DEAD END" KIDS  
TOGETHER WITH —  
**HARLIE CHAN IN HONOLULU'**  
WITH SIDNEY TOLER

**\$\$\$ KENO FRIDAY \$\$\$** DOORS OPEN AT 6:00 P. M.  
SUNDAY, MONDAY, TUESDAY  
"JESSE JAMES"  
(In Beautiful Technicolor)  
with TYRONE POWER, NANCY KELLY, HENRY FONDA  
ALSO —  
DIXIE DUNBAR in "FRESHMAN YEAR"

WEDNESDAY ONLY  
**\$\$\$ JACK POT KENO \$\$\$**  
Come Early—Doors Open 6:45 P. M.  
—ON THE SCREEN—  
"PERSONAL SECRETARY"  
"While New York Sleeps"



**STARS OF "JESSE JAMES"** . . . Nancy Kelly as the girl who loved an outlaw, and Tyrone Power as the most colorful bandit of the mid-west, are shown above with Henry Fonda in a scene from "Jesse James," which opens Saturday at the Plaza theatre in Hawthorne.

**Lighting Lectures Open to Public in Santa Monica**

A large crowd was present Monday night at the opening of the free lighting forum at the Edison Building Auditorium in Santa Monica. This meeting was the first of a series of six weekly sessions sponsored in Southern California cities by the Western Institute of Light and Vision to make available to the public the latest information on modern lighting. Meetings to continue every Monday for five more weeks will present authoritative speakers on illumination of homes, stores, factories and gardens.

Frank A. Hansen, managing director of the Western Institute of Light and Vision, and Dr. Arthur W. Nye, chairman of the science department of the University of Southern California, were speakers at Monday night's meeting. Hansen's talk on "Light and Its Control" included a demonstration of science's new lighting tool, polarized light. Under ordinary circumstances, rays of light are projected in every direction, Hansen explained. When they are directed through polaroid substance, only certain rays are permitted to penetrate. Polarized light has its many possible uses. Its characteristic of eliminating glare may be used in a t.u.o.m. or in headlights, since headlights and windshields made of polarized glass lead to avoidance of unpleasant brightness. Train and school windows, colored glasses and photographic filters are other probable uses for polaroid.



**COLORFUL DRAMA** . . . Here is Loretta Young and the race horse that won the Derby in "Kentucky," the Technicolor production which is now showing at the Lomita theatre.

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Ordinary materials take on unexpected appearances under polarized light, Hansen showed. Everyday objects appeared in beautiful colors, and various salts showed unusual crystals.

Dr. Nye gave an interesting layman's definition of fundamental lighting terms in his lecture on "The Language of Lighting." He explained candlepower, lumen, footcandle and other symbols used in the field of illumination.

The second meeting in this open forum on modern lighting will be held Monday, March 13, at the Edison Building Auditorium.

**MORE ENTRIES WANTED FOR BEAUTY FETE**

With seven local girls and Miss Roberta Jean Walker of Redondo Beach already signed to enter the event, the bathing beauty contest to be held by the local Moose lodge Saturday night, March 25, in connection with a public dance, promises to be a keen competition. More entries are invited and girls may obtain blanks at a number of local stores, shops and the Moose hall on Carson street.

The local lodge is taking all entrants in the contest to Venice Saturday night, March 18, to be photographed for newsreels and press associations. On the night of the Torrance contest, the judges will consist of Mayor William H. Tolson, Grover C. Whyte of this city and talent scouts from M.G.M., Warner Brothers and 20th Century-Fox motion picture studios.

The final contest will be held April 15 at the Venice ballroom where the winner will be crowned Miss Southern California. She will then go to Atlantic City, N. J., for the national contest.

**Pacific Greyhound Lines Cut Fares Out of Torrance**

Drastic reductions in fares throughout the entire state were announced this week by Pacific Greyhound Lines, when tariffs containing reductions in most places of 10 to 20 percent, and in some instances as high as 35 percent, were filed with the California Railroad Commission to become effective April 1.

W. E. Travis, president of Pacific Greyhound Lines, stated that "The new fares are not experimental, but permanent reductions. They are based upon a scientifically graduated scale, in which the rate per mile is reduced as the length of the passenger's journey increases, on the principle 'the farther you go, the lower the cost.' With the exception of a few mountainous routes, the reductions resulting from the new scale are uniformly applicable throughout the state." The Greyhound agent, L. L. Prince of the Beacon Drug Co., has illustrated a few of the new low bus fares that will become effective out of Torrance.

To	New Fare	Old Fare
Tahoe	\$7.35	\$8.80
El Centro	3.75	4.10
Santa Barbara	1.95	2.10
San Francisco	5.41	6.35

Similar low fares to other California cities.

Speakers will be Dr. Ernest A. Hutchinson, director of the Los Angeles School of Optometry, and Abston Rodgers, general electric Company illuminating engineer.

Ground was broken at Lufkin, Texas, early in 1939 for the South's first newspaper paper mill.



**EPIC OF MID-WEST** . . . Filmed in full Technicolor, "Jesse James" is on its way to becoming the year's best-liked motion picture. It opens Sunday at the Torrance theatre. Above are the three principals in the gripping drama—Henry Fonda, Tyrone Power and Nancy Kelly.

**Herald Classified Ad Shows Pulling Power**

THIS LITTLE CLASSIFIED AD:

31 Wanted to Rent  
STEADILY employed man wishes room with private family in or near Torrance. No other roomers. Shift worker. P. O. Box 601, Torrance.

DREW 31 REPLIES LAST WEEK-END.

"If anyone wants to know something about the 'pulling power' of Torrance Herald classified ads—send 'em to me!" declared F. E. Capshaw, General Petroleum refinery worker, who incited the advertisement reproduced above.

"I received 31 replies," he said last Saturday. "I had no idea there were that many opportunities to rent rooms in Torrance."

Capshaw finally selected a room at Mrs. James H. Hank's residence at 1394 Acacia avenue.

**Around Hollywood Film Lots**

**HOLLYWOOD (U.P.)**—Take it from theatre-wise Seymour Felix, vaudeville definitely is on its way back.

"Audiences are starving to see real people on the stage, said the noted dance director. "It is heartening to watch the audiences applaud enthusiastically over vaudeville acts."

Felix bases his statement on a personal visit to every theatre in Southern California where vaudeville acts are playing, including the Federal Theatre projects which list among their hits "Two a Day," a cavalcade of vaudeville.

**Lack of Training Ground is Barrier**  
The dance director made his round of the theaters searching for talent for a Greenwich Village sequence in the musical "Rose of Washington Square." Felix says there is only one stumbling block to the immediate return of vaudeville to its greatness of the past.

"There is no training ground for youngsters," he said. "In the old days boys and girls would go to the theatre, see various acts, and become inspired to imitate certain ones. But there are too few vaudeville theatres now. The return will be slow, but I believe that audiences will get what they want: a return to living acts on the stage."

**Patrons Get Everything But What They Pay For**  
"Vaudeville will be built around a feature motion picture attraction in the future. Theatergoers want both, but they have been getting lotteries of dishes and automobiles from the stage instead of sketches, blackouts, dance routines and juggling acts."

Felix believes that vaudeville not only serves its own end but motion pictures as well. He says there is no better training ground for chorus and other film work than the vaudeville stage. In "Rose of Washington Square," Felix is arranging a series of vaudeville sketches for one of the sequences.

**Centuries of Books Lecture Open to Public at P. V.**  
Miss Ellen Shaffer, who is in charge of first editions and old books at a Los Angeles shop, will give a talk on the interesting subject of "A Pageant of Books Thru the Centuries" at the Palos Verdes Art Gallery next Tuesday evening at 8 o'clock. The lecture is free and the public is invited to attend.

Miss Shaffer's long connection with this type of work and her travels in Europe and this country have given her a wide knowledge of old books. Her talk will be illustrated with many original specimens, including a Babylonian clay tablet of 4,000 years ago, an Egyptian papyrus leaf from the "Book of the Dead," the Nuremberg Chronicle of 1493 (the greatest picture book of the 15th Century), and many other interesting first editions including examples of early California printing.

The Herald—50c for three months.

**Player's Group Prepares First Production**

Fully organized and their first production in rehearsal, the Torrance Community Players are now eagerly anticipating their debut, possibly sometime after Easter, "on the boards" of some local auditorium.

All but one member of the cast for the initial play—a three-act comedy drama—has been chosen and is now memorizing lines and "business" under direction of William Faris.

James Wilkes, well-known Columbia Steel employee, Legionaire and thespian, is chairman of the Players. The executive board is composed of Mrs. Katherine Doherty, Mrs. Clara Armstrong, Mrs. Mary Lou Barnes, Don Mitchell, Dale Riley and Wilkes.

**Midnite Horror Show at Gardena**

At the hour when all unearthy things have their fling, the bewitching hour of midnight, Saturday, the new Gardena theatre will present its special showing of Boris Karloff in "Son of Frankenstein" and Bela Lugosi in "The Phantom Ship."

One of the most horrific combinations to hit local screens is this spine-tingling, hair-raising pair of gripping melodramas. To make the special show more effective, the management of the Gardena theatre plans to open the box-office at 11 P. M. Saturday night so that the ghosts may walk promptly at midnight.

**Stubblefield Home Has 'Rumpus Room'**

Mr. and Mrs. E. C. Stubblefield are now located in their new home at 712 Acacia avenue.

This residence, which was built by Edward Neess for the Stubblefields, has a "rumpus room" which is in a separate building just back of the house. It is primarily a play room but may be used as an auxiliary bedroom. Sale of the property was handled through B. C. Buxton, 1960 Torrance boulevard.

**REDONDO THEATRE**

SMOKING LOGS & BALLYHOON starts Saturday  
"HONOLULU"  
with Eleanor Powell, Robt. Young, Burns & Allen  
"4 Girls in White"  
with Florence Rice and Allen Marshall

**PLAZA THEATRE**

HAWTHORNE, CALIF.  
"The Friendly Family Theatre"  
Hearing Aids Available  
Thurs., Fri. Mar. 9, 10  
JACKIE COOPER in "NEWSBOY'S HOME" and  
"Charlie Chan in Honolulu"  
MAGIC SCREEN FRIDAY!  
OPEN 6 P. M.

**"Jesse James"**

Saturday, March 11  
2nd Surprise Feature!  
Sun.-Tues. Mar. 12, 13, 14  
TYRONE POWER and HENRY FONDA in  
"JESSE JAMES"

**"Swing, Sister, Swing"**

Wednesday, Mar. 15  
\$8 SURPRISE NIGHT: \$5  
JOHN BARRYMORE in "ARREST BULLDOG DRUMMOND" and "SHARPSHOOTERS" 8 DOORS OPEN 6 P. M.

**Extraordinary Offer! DISHWASHER**

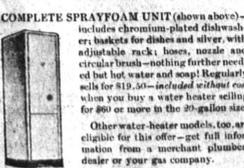


**GIVEN WITH PURCHASE OF QUALIFIED GAS WATER HEATER**

Think of it! You get a new automatic gas water heater... and a marvelous dishwasher at no extra cost!

That means fast, easy dishwashing plus plenty of hot water for everything. With an automatic gas water heater of adequate size, there'll be plenty for the laundry and other household uses—no more wondering whether the bath water will run cold—no waiting at any time.

Act today! This valuable combination offer is for a limited time only. See a merchant plumber, dealer or your gas company. Ask about the liberal terms.



**What the Sprayfoam Dishwasher does for you...**

**Saves time!** Dishes are washed much faster and require no wiping.

**Washes cleaner!** Fresh, sudsy water is provided for each dish, at a higher temperature than is possible when you wash by hand. Greases and foods dissolve more completely.

**Protects hands!** No need to put your hands into a dishpan, or to expose them to soapy, greasy water.

**Lightens work!** Cleansing streams of water combined with a special circular brush make the job far simpler and pleasanter.

SOUTHERN CALIFORNIA GAS COMPANY

**These men are your neighbors**

When we say that Bank of America is a local bank we mean that in each of the communities where its branches are located the bank is under the direction and management of local residents. These men and women are your neighbors. They understand local conditions of business and agriculture and they operate Bank of America so that its services meet these conditions.

Here are the men who manage Bank of America and direct its policies in this community:

- LOCAL ADVISORY BOARD
- Dr. A. P. STEVENSON
  - FRANK STEINHILBER
  - A. BRADY WOLFE
  - L. J. ACREE

TORRANCE BRANCH  
DEAN L. SEARS, Manager

**Bank of America**

NATIONAL FRANCHISE ASSOCIATION  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**Natural Gas**

FOR THE 4 BIG JOBS... WATER HEATING • HOUSE HEATING • COOKING • REFRIGERATION