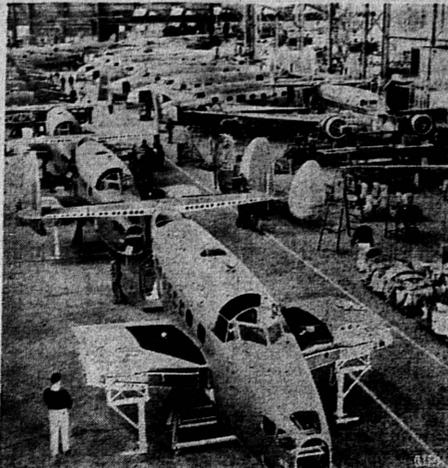


Aid Bill Will Speed This



Passage of lend-lease bill speeds up production of bombers, such as these shown in latest photo from Lockheed plant at Burbank, Cal. and other U. S. plants for embattled Britain. Hudson bombers, lined up by British, in line at left. Pressed for space, California plane makers are also using outdoor assembly lines.

Tattooed Ears Identify Dogs; Prevent Thefts

MILWAUKEE, Wis. —(UP)—Identification of strayed and stolen dogs has been made easier by a system of ear tattooing set up under the Wisconsin Humane Society.

Under the plan, each dog that registers receives a distinguishing tattoo mark and its description, owner's name, and address recorded in a cross indexed filing system. Provision has been made for 18,000 symbols in the state.

Since the tattoo marks cannot be removed except by disfiguring the dog, the program is expected to play an important part in preventing thefts of the animals.

STEEPLEJACK, 65, ON JOB

SALISBURY, Md.—Harry Hagen, 65-year-old steeplejack, holds hopes of celebrating his 80th birthday by working atop a 700-foot tower—but he will not ride in an airplane. Hagen, who has worked on high structures for the past 35 years, explained "it might make me dizzy."

Read Our Want Ads

Drop Cookies Appeal

By Frances Lee Barton
THERE are "drops" that mean bad weather. There are "drops" that mean poor stock. There are tear "drops" that mean sadness.



There are "drops" from roof or dock. But the "drops" I now refer to are pineapple cookies "drops."

As a lunch-box treat or evening "snack."

These little "drops" are "topa."

Pineapple Drop Cookies
2 1/2 cups sifted cake flour; 1 1/2 teaspoons baking powder; 1/2 teaspoon soda; 1/2 teaspoon salt; 1/2 cup butter or other shortening; 1 cup brown sugar, firmly packed; 2 eggs, unbeaten; 1/2 cup canned crushed pineapple, well drained; 1 teaspoon vanilla.

Sift flour once, measure, add baking powder, soda, and salt, and sift again. Cream butter thoroughly, add sugar gradually and cream together until light and fluffy. Add eggs, one at a time, beating well after each. Add pineapple and vanilla. Add flour, a small amount at a time, beating after each addition until smooth. Drop from teaspoon on ungreased baking sheet. Bake in hot oven (400° F.) 10 minutes, or until done. Makes about 4 dozen cookies.

Paris Food Shortage Now Acute

VICHY, France —(UP)—Food is said to be scarce in Paris, the city which in peacetime was renowned as a center of the culinary art.

Reports reaching Vichy indicate that there's no way of getting sufficient foodstuffs to Paris. Canals are frozen. Railroad lines are open. But the Germans have requisitioned so many cars and locomotives that there's a shortage of rolling stock.

Moreover, Parisiens are finding that the mere fact that a trainload of food arrives in the city doesn't mean that they'll get it. German quartermasters are said to be buying huge supplies of meat, both butchered and on the hoof.

The fact that all of the more than 30,000,000 motor vehicles in use in America have the brake alongside the gas pedal leads to the inevitable conclusion that the manufacturers must have been doing more than merely hinting at something.

Forty earthquakes occurred in Turkey in 1940.

It's Too Good to Be True



California Redwood Empire oranges for Britain's fighting Tommies—that's too good to be true, even though Ardis Shelton (left) and Marie Vadon are going through the motions of sending some to England. War has long cut supply of citrus fruits to Britain—much to regret of California. What the girls really are doing is calling attention to 32nd annual citrus fair at Cloverdale, Cal.

Fedor Vassileff of Moscow, when pensioned by the Czar of Russia in 1782, told the sovereign he had 83 children.

Make it official with your Uni-gram watch.

Pardon our poetry, but it is hard not to rhapsodize over Uni-gram jewelry by Swank.

Individuality and style have never been expressed more smartly than in Uni-gram by Swank...bearing the wearer's initial in a solid looking, convex motif.

We have Uni-gram jewelry by Swank in a variety of items, at...

Sam Levy
Department Store
1307-1313 Sartori Ave.
TORRANCE

LITTLE JIMMIE SPRAGUE HAS MEASLES THOUSANDS DIE IN RUMANIAN QUAKE

by W. B. Curtis, Advertising Manager General Petroleum Corporation

TONGUES are wagging up and down the block. Over the back fences mothers are passing the word along. Mrs. Sprague's little boy, Jimmy, has "taken down with the measles."

On the same day an earthquake in Rumania takes a deadly toll in life and property and human happiness. Sadness and sympathy fill our hearts, but that far-off country seems so remote as to almost lie in the realm of fantasy.

But little Jimmy Sprague lives right down the block. He is real, his illness is a close, intimate part of our everyday small town life. He is news.

That, in a few words, explains the great value of the local newspaper. Folk in the small towns, the large towns and in the outlying rural sections look to the local newspaper for the news of their communities—what is going on, who is marrying whom, what the town council is going to do about the new water works.

And who is selling what for how much!

This is why our company regards the local newspaper as such an important part of our advertising. Based on the principle that "Joe Doakes sells Mobilgas" is more definite and more inviting than a general statement that "Mobilgas is sold by a nearby, conveniently located service station," we have made constant efforts to have the local dealer join us in our advertising and reap the benefit of so doing.

Our company has so definitely proven the results in good will and business derived from newspaper advertising that in the past three years we have encouraged our dealers to spend a reasonable amount of their own funds for this purpose.



W. B. CURTIS

We are gratified that many of them have joined with us, wholeheartedly, in this advertising drive for better volume. We have assisted these dealers in preparing advertising copy and mats, and special sales ideas, for their own use, so they could "cash in" in their own communities on the large amounts spent by the company to popularize Mobil products and services.

During the year 1940, General Petroleum Corporation and its Mobilgas dealers bought and caused to be published enough newspaper spreads to make an advertising sidewalk 1,892 feet long—a path to business success a third of a mile long.

I am personally proud of the fact that, for many years, General Petroleum Corporation has been a consistent buyer of newspaper advertising space. During these years our company has grown from a comparatively small marketer to one of the large and successful oil companies of the West. To keep pace with the demand built through advertising and service, we have invested large sums in constant additions to the number of Mobilgas service stations, thus adding to local improvement and employment, and making our products and services available to progressive communities which have generously responded to advertising.

If one has worthy products and services to sell, and devises an appealing and constructive program to serve the public, there is no surer road to better business than that route which leads through the advertising columns of worthwhile local newspapers.

Join the lead of
MOBILGAS DEALERS
and other successful advertisers
by using the
TORRANCE HERALD
& LOMITA NEWS

Tells of Hazards In Operating London Hospital During Raids

The difficulties and hazards of the hospital, the sirens involved in the operation of a London hospital amidst crashing bombs are vividly portrayed in a report by the London, England, correspondent of The Journal of the American Medical Association in the January issue.

In a story of the experience of a member of the staff of St. Thomas's hospital, the correspondent says: "He came by taxi one morning and found the way near the hospital blocked by masses of fallen masonry, so that he had to get out and walk. His colleagues who had spent the night at the hospital looked somewhat shaken, which was not surprising, for their windows had been blown in and their beds covered with glass and with plaster from the ceiling. Desperate efforts were made to rescue those buried under the fallen masonry. It was hoped to save at least one alive, but when the tunnelers reached a woman after several hours' dangerous work she died before she could be extricated. During the night the bombing continued. One ward was occupied by 25 gynecologic patients, most of whom had undergone operation within a few days. Every bed was covered with glass, but not a patient had been scratched. The nurses removed the glass-covered blankets and put new ones on every patient. When rescuers arrived the patients were all singing in the dark. There was no option but to evacuate all the patients from the hospital. The staff and governors unanimously decided to reopen the hospital by improvising wards in the basement and strengthening those on the ground floor.

Plaintive Objection

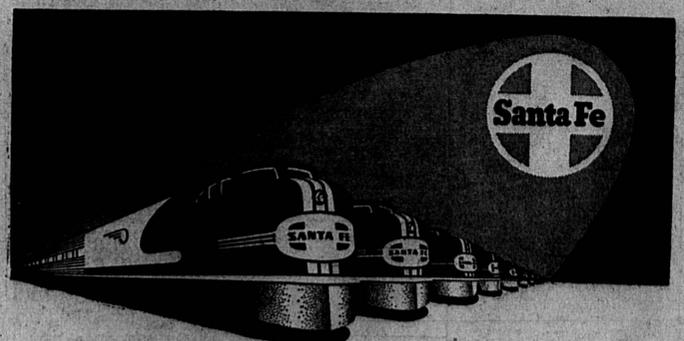
"By the following week 206 beds were made available. While some members of the staff were in their room near the center

sounded and they went downstairs to take up their places in the central hall, which had been planned as a receiving room for casualties. While four or five of the staff were sitting on a bench they suddenly saw a vast sheet of flame accompanied by a devastating explosion.

"Those who were not blown off the bench sat huddled waiting for the roof to fall on them. Large missiles hurtled all round, but nobody was touched. For a moment or two there was silence, then a babel of talking and shouting.

"A woman's voice said plaintively 'I don't think I'm going to like this at all.' Torches were flashed but were almost useless in the dust and mirk. A voice shouted 'Go carefully—there may be no floor.' Carefully made plans had been wrecked in a moment. The reception room was devastated, the operating room wrecked. Already men were bringing in casualties and asking where to put them, and for a time nobody knew. Difficulties were increased by the darkness; one could not find one's colleagues, but in a remarkably short time order was restored. Members of the staff went into the wrecked operating room and grabbed everything they could find, carrying it out on stretchers, trays and tables and in their pockets. Within an hour a new operating room had been improvised at the other end of the hospital, and a surgical team complete with overalls and masks was operating."

Birth of Negro babies have increased from 240,683 in 1928 to 270,060 in 1939, according to the census. During the same eleven years, births of white babies increased only from 1,982,246 to 1,982,671.



16 STREAMLINED TRAINS

AMERICA'S LARGEST FLEET OF STAINLESS STEEL FLYERS

★ Santa Fe, foremost among the leaders in developing modern transportation, offers the largest fleet of lightweight, stainless steel streamlined trains in America—for swift, convenient, comfortable journeys, for both de luxe extra fare and economy travel, alike.

AND NOW... STREAMLINED POWER FOR Freight

★ Santa Fe is first with streamlined Diesel locomotives for main line freight service, the newest development in railway operations. Two of these new locomotives will increase the efficiency of the swift, dependable freight service that is a Santa Fe tradition.

★ TRAVEL AND SHIP VIA SANTA FE—SEE YOUR LOCAL AGENT FOR INFORMATION AND SERVICE