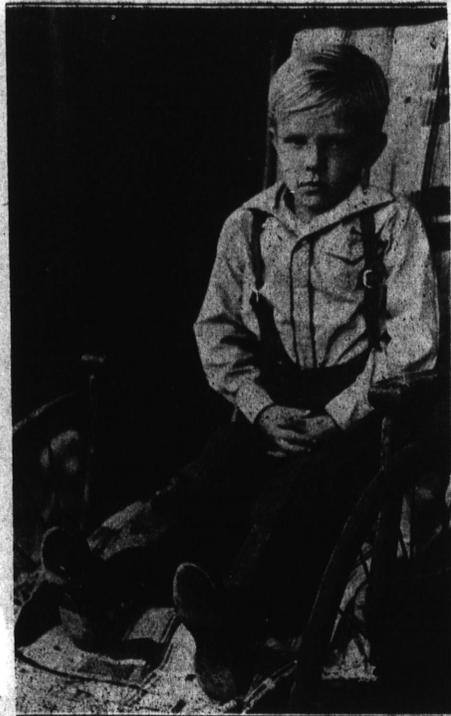


## Infantile Paralysis Fund Campaign Gets Under Way



VERNON SANDSTROM  
... for him and others, buy a button

Will the city of Torrance, with its thriving industries, healthy and strong citizenry respond to the challenge of "Fight Infantile Paralysis" and contribute its quota of \$600 to the great cause whose National Campaign reaches its climax on President Roosevelt's birthday, Jan. 30?

That was the question put to 15 community leaders by Postmaster Earl Conner, local chairman for the National Infantile Paralysis Foundation, Tuesday noon following a "kick-off" luncheon at Daniels cafe. Mr. and Mrs. Conner, hosts for the occasion, had as their special guests Mr. and Mrs. A. C. Sandstrom of 2042 23rd street and their children, Vernon and Evelyn.

It was Vernon, eight-years-old, who symbolized from his shock of tawny hair to his brace-bound feet the fundamental reason for the preparations, locally and nationally, of raising funds to fight infantile paralysis. Vernon was afflicted with the dread disease when he was two years and five months old. Since 1937 he has been receiving treatment partially paid from contributions raised locally during the annual campaigns.

**City's Quota is \$600**  
With his pretty 12-year-old sister at the piano, Vernon valiantly bowed his violin in two numbers for Mr. and Mrs. Conner's luncheon guests who were: Mrs. Hillman Lee and Mrs. H. P. Smith, representing the Torrance Elementary P. T. A.; Mrs. Lola Hoover, National Business and Professional Women of Torrance; Mrs. Gertrude Ralston, Woman's Club; Mrs. Charles Woodcock, High School P. T. A.; Mrs. Ella Robinson, Legion Auxiliary; Mrs. Karmine Dolley, secretary of the local committee; Verne Babcock, Legion Post; Carl Steege, S.W.O.C. Lodge No. 1414; Robert McCallum, Rotary Club; William H. Stanger, who

## WANT AD RHYMES CONTEST JUDGED BY CITY WORKERS

City Clerk A. H. Bartlett, generously consented to wade thru a great number of want ad rhymes, with Jack Hellenger, accountant, and the Misses Christie and "Bobbie" Turner, running interference. The judges were intrigued by the artistry of some of the rhymes and amused and entertained by many a humorous twist of others. When a good point or particularly clever angle was unfolded, the "Oh!"s and "Ah!"s that filled the room would have rewarded any rhymester for the effort he or she had made. After ten rhymes had been selected, each one was broken down into points for comparison and carefully weighed. Not until five had been selected on which all could agree were the winners announced.

The judge wants to take this opportunity to thank these kindly jurors for their splendid cooperation, careful work and sound judgment displayed. This jury has not been surpassed by any other for fairness, comprehensiveness, competent criticism and thoroughness. On behalf of the

## Rush for Auto Plates Continues at Local Office

More than 3,200 sets of 1940 automobile license plates have been issued to date from the Torrance branch office of the State Department of Motor Vehicles, located at 1311 Cabrillo avenue. This is 30 percent more than were issued here at this time last year, Manager Leonard E. Tristram said today.

The office is open every week day from 9 a. m. to 5 p. m. except Saturday when it closes at noon. The local branch serves all motorists in the Harbor area, including San Pedro and Wilmington.

**City Forum Series Opens Jan. 18 at Methodist Church**  
Men of the Methodist church last night perfected arrangements for a series of evening open forum meetings where subjects of civic importance will be discussed. Committee in charge of the forum is composed of D. B. Bryant, John Hooper and Rev. Harry G. Banks.

The first discussion will be held next Thursday night, Jan. 18, at 7:30 o'clock at the Methodist church with Mayor William H. Tolson giving views on the city transportation problem. All men of the community are invited to attend and participate in the talks.

rhymesters and our two papers, The Lomita News and Torrance Herald, we extend sincere appreciation to these genial, kindly folks.

**First Prize Winners**  
Mrs. Martha May of Lomita wins the \$1 prize this week. Kindly call at the Herald-News office in Torrance, Mrs. May, for your check. Mr. Allen invites you to have dinner at his cafe when you come to Torrance, in appreciation of your interest in his business.  
The Ad:  
A-L-L-E-N-S  
Where Price and Quality Meet.  
Featuring delicious chicken pies every Thursday. Home cooked meals - home cooked pies - daily, etc. 1312 El Prado, Torrance.  
The Winning Rhyme:  
"At Allen's, where price and quality meet,  
We are always sure of a wonderful treat.  
Oh! Those lunches and chicken pies, hot -  
Never fail to reach the spot."  
Second Prize Winner  
Mrs. Ada M. Ramsay, 2043 25th St., Lomita, will kindly call at the Herald-News Office in Torrance.  
(Continued on Page 2-A)

# TORRANCE HERALD

ESTABLISHED 1914 - TWO SECTIONS - 14 PAGES  
26th YEAR - No. 2 SECTION A TORRANCE, CALIFORNIA, THURSDAY, JANUARY 11, 1940 PER COPY 5c

## Asbury Bus Line May Run to Torrance

### YEAR'S TOLL OF CRASHES STARTS HERE

This new year of 1940 was only six days old when three automobile collisions started the ever-increasing parade of accident victims to hospitals and doctor's offices. Two persons, a man and a young girl, were the first casualties of the year in this city.

That the initial week's casualty list was not more than two was because a high tension power pole possibly prevented injuries to two more young people Monday morning. While driving north on Western

avenue near 190th street, Harold Massey of 1318 Engracia avenue, Bob Newman, El Prado Court, and two co-eds, all en route to Compton Junior college, suffered shock and bruises when his car skidded on the wet pavement as he attempted to avoid colliding with another machine and crashed into the pole.

Investigating officers pointed out that had Massey's car missed the pole it would in all probability have rammed into an adobe ridge and overturned, seriously injuring the occupants. The most seriously hurt of the quartet was Marjorie Hogue, 2115 Gramercy avenue, who suffered a wrenched back. Polly J. Bartlett, daughter of City Clerk A. H. Bartlett, escaped with only a cut lip. Young Massey, son of Mr. and Mrs. H. E. Massey, was bruised and young Newman was unharmed.

All four returned to their homes to rest up after the shock of the accident but resumed their junior college studies Tuesday.

The first automobile accident of the year to result in a casualty occurred early Saturday morning. George J. Wood, 38, of Hollywood, was driving west on Highway 101 and approximately

(Continued on Page 2-A)

### YEAR'S FIRE LOSS UNDER \$1 PER CAPITA

Although the total fire loss within Torrance city limits during 1939 was \$184,900, that sum includes an estimated loss of \$10,020 caused by 14 oil field alarms.

Fire Chief J. E. McMaster thus proudly points out that the fire damage to industrial, business and residential properties amounted to only \$8,470.

This is less than \$1 per capita, using the estimated population of the city (by the Western Directory Company) of 8,658 as a basis.

City firemen responded to 121 alarms during 1939, of which 29 were of the "still" or non-working variety, 41 were for grass fires, 20 for residences, 14 each for business and oil field calls, 10 industrial and seven automobile blazes. Only three false alarms were reported.

Traveled 219 Miles  
Industrial fire losses totaled \$4,500, while damage to residences was estimated at \$1,655, according to Chief McMaster's annual report to the city council this week.

The department traveled 219.2 miles in responding to alarms and laid 14,900 feet of hose to combat blazes. Fifty-two drills, one each week, were performed and the department responded to 13 first aid calls. The total time spent in fighting fire was 83 hours and 45 minutes.

During 1939, Chief McMaster reported 225 fire permits were issued and 214 inspections were made.

**County Fair Opens Friday, the 13th**  
Friday, September 13th... That is the date selected for the opening of the 1940 Los Angeles county fair at Pomona, it is announced by C. B. Affenbaugh, manager, following a four-day annual meeting of the Western Fair Association at Stockton.

### Harbor Chambers Holding Annual Dinner Tonight in Torrance Civic Auditorium

Civic leaders from all cities and communities throughout the southeast part of Los Angeles county will gather in the Civic Auditorium tonight for the banquet and program honoring newly-elected officers of the Harbor District Chambers of Commerce. Torrance has been host at the

installation meetings of this organization for many years and tonight one of its residents, L. J. Gilmeister, secretary of the Chamber of Commerce, will become the third Torrance man to head the organization.

The dinner-program will start at 6:30 o'clock with the singing of the national anthem, led by Fred W. Cleland with Mrs. Roy O. Baldwin at the piano. Rev. E. W. Matz, pastor of the Central Evangelical church, is to give the invocation and the dinner will be served by the Torrance Woman's club.

This afternoon various committee meetings were held in the city hall and reports of those sessions will be given tonight by Loren Howe, president of the Hawthorne Chamber of Commerce. In addition to Gilmeister, officers to be installed by Mayor Raymond V. Darby of Inglewood, are:

**Kirk Hill to Speak**  
Ernest Gerlach, Inglewood; Fred W. Cleland, Willowbrook; Frank L. Varney, Long Beach; Mayor Colfax Bell of Redondo Beach; and Roscoe Seiver, Gardena, vice-presidents; Loren Howe, Hawthorne, secretary, and Louis H. Hamilton, Huntington Park, treasurer.

The principal speaker will be T. Kirk Hill of Los Angeles, who will present a talk on "Little Business" as he found it.

### SIGN OF GOOD TIMES:

## Tax Delinquency Due To Take Drop Here

One of the prime indices of business conditions, along with car-loadings, bank statements and sales of new autos, is the amount received by any city in delinquent tax payments. When property owners have money enough to start clearing their holdings of taxes, then better times are certainly en route.

Monday morning City Clerk A. H. Bartlett received a check from the county tax collector that amounted to \$4,070.89 in tax redemption money. This represented collections of delinquent taxes within the city limits during the past quarter. The general tax fund was credited with \$3,864.27 of that sum, the balance being apportioned for redemption of bonds.

Bartlett also reported this week that he had received a check for \$137,662.55 from the county for the first tax collection period of 1939-40. The municipal water department received \$4,191.95 of this amount and the advertising and promotion fund was awarded \$12,219.31. A prior allocation of \$465.90 had been made to the latter fund, Bartlett noted.

"We are anticipating a total tax collection of \$186,657 in 1939-40 tax returns," the clerk said. "That means there is approximately \$74,000 yet to be paid by property owners. But I believe our tax delinquency for 1939-40 will be considerably less than the five per cent it was the previous year."

### Edison Masons Here Saturday

Approximately 800 members of the Southern California Edison Masonic club will invade Torrance Saturday for their annual banquet and entertainment at the Civic Auditorium. The event will be a combined welcome to the club's 1940 officers and Aloha-Oe to the 1939 leaders.

The dinner will be served by the American Legion Post and Auxiliary. Will H. Fischer is to be toastmaster and W. C. Mulendore, vice-president of the company, will be principal speaker. The club which has held its two previous annual meetings here, is now headed by J. W. Swank. B. F. Benton will be installed as president.

### NO. TORRANCE GETS 90-DAY ZONING DELAY

Altho residents and property owners in North Torrance held two meetings to decide what they wanted in zoning restrictions, they have been unable to arrive at a recommendation and Monday night at the continued public hearing on the proposed Torrance city zoning ordinance they asked the City Planning Commission for 90 days more in which to make up their minds.

This was granted and now the zoning proposal will have its fifth public airing since last September sometime the early part of April. It is doubtful if the matter will be settled before the municipal election, which is April 9 and for that reason, zoning may become one of the issues to be bandied about during the city campaign by candidates for the three council positions that will be open.

Chairman Tom McGuire of the Planning Commission stated that altho no public hearings will be held during the forthcoming 90-day period, the Commission will continue its weekly sessions to complete the draft of the zoning ordinance. The Commission, after the April hearing, will then be ready to submit its proposed ordinance to the city council with a recommendation that it be adopted. The Council then will

(Continued on Page 6-A)

### Torrance Now Has 16 Precincts

Three brand new precincts have been carved out of the existing 13 Torrance city precincts and, starting with the April municipal election, will be voting divisions here henceforth. City Clerk A. H. Bartlett received copies of maps showing the boundaries of all 16 precincts in Torrance yesterday from the county registrar of voters.

Precinct No. 14 was carved out of Precincts Nos. 5 and 7. No. 15 was created out of No. 9 and No. 16 is a new division for Hollywood Riviera residents and includes part of No. 12 in WALTERIA from 244th street south.

Bartlett said he had not been informed as to the location of the polling places as yet.

**Three Charged With Drunk Driving Here In Single Day**

Three arrests for driving while intoxicated were made by local police Monday. Glenn Ginn, Gardena, was picked up at 190th and Western. He pled guilty and his trial was set for Jan. 16. Ginn was released on his own recognizance.

Lester N. Severson, 29, Lomita, was the second to be arrested on this charge, being apprehended on Cabrillo near Carson. He will enter his plea Jan. 18 and is free on his own recognizance. Paul Harlow, 33, Long Beach, pled guilty to the charge and paid a \$50 fine. He was taken in custody on Highway 101 in WALTERIA.

**First Building Permit Goes to Drilling Firm**

First building permit of the year was issued late last Thursday to the Dominguez Estates Company for the test oil well on the Dominguez tract off Western avenue. The rig, costing \$5,000, has been erected by the Boatright Drilling company and drilling is now in progress, it is reported.

Paul H. Hall took out a permit to build a frame stucco addition to his residence at 1916 Gramercy at a cost of \$100.

**Income Tax Aide at Torrance C. of C.**

A representative of the California Personal Income Tax Returns bureau will be available to the public to assist in making out state income tax returns Feb. 8 and 9 at the Torrance Chamber of Commerce, Secretary L. J. Gilmeister announced yesterday.

### Last P.E. Car Leaves Sunday Night; Gardena Buses Start Monday

Plans for establishing fast motor bus transportation from Torrance and Lomita to Los Angeles were discussed by a group of 15 civic leaders with F. H. Asbury, head of the extensive Asbury Transit System, at a conference held at the Torrance Chamber of Commerce Tuesday afternoon.

Following discussions, Asbury stated that "with public support we believe a bus system can be put in that would stand on its own feet"—that is, without subsidy. He also agreed to immediately conduct a survey and to attend another conference with Torrance representatives.

The second conference was originally called for next Tuesday, but Asbury advised Mayor Tolson this morning that upon investigation he had found that the city would have no difficulty in securing a temporary permit to operate buses to supplant the Pacific Electric service when it is suspended at midnight Jan. 14.

**Plans Terminal Building**  
Accordingly, Mayor Tolson has called a meeting of the same civic leaders who attended the Tuesday conference for tomorrow, (Friday) morning at 9 a. m. at which time Asbury will outline a plan for giving temporary service to Los Angeles until such time as a permanent plan can be agreed upon and formal consent of the State Railroad Commission is obtained.

The Asbury Rapid Transit System, according to F. H. Asbury, is owned entirely by three members of the family. It operates in all states bordering the Pacific ocean, as well as Idaho and Arizona. Most recent line to be started was the Olympic boulevard route thru downtown Los Angeles to Highland Park. Gross revenues of the system last year exceeded \$1,500,000, and the company owns 278 pieces of equipment, all of which are Mack trucks, excepting a few Ford pickups.

Asbury stated that his company had recently purchased a terminal site on Hill street between 9th and 10th streets, and had plans drawn for the erection of a modern terminal building as soon as the permit was approved. He stated that the proposed line to Torrance would probably end at this terminal but that transfers would be given there for passengers wishing to go further downtown in Los Angeles and to the civic center.

**Needs Public Support**  
Asbury said that in order for him to secure a permanent permit to operate a bus line to Los Angeles it would be necessary for the public to give visible evidence of its support by attending hearings of the Railroad Commission, as in all probability the Pacific Electric and the Los Angeles Railway would protest the paralleling of their lines. It will be necessary for many citizens to give up two days time and civic leaders may have to devote five days, the transportation executive warned.

Asked how long it would take to get a permanent permit approved by the Railroad Commission, Asbury stated, "from six weeks to five months."  
Mayor Tolson suggested that it may be possible to obtain a

(Continued on Page 4-A)

### Hyde Quits State Employment Job

Carl L. Hyde, former secretary of the Torrance Chamber of Commerce, who has been serving as executive director of the State Department of Employment, yesterday submitted his resignation, effective April 1. The resignation was accepted by the commission "with regret" according to press dispatches from Sacramento. He gave as a reason for quitting the \$6,000 a year post that he wishes to engage in private business.

Hyde was appointed by Governor Merriam. Since accession to the Board of Appointees of the Olson administration there had been persistent reports of his impending ouster. Commission members recently denied intention to dismiss Hyde but admitted a search was under way for a successor.

Late today it was reported from Sacramento that the Commission was considering the appointment of A. C. Wagonett of Berkeley as Hyde's successor. No appointment has yet been made.

**Rotarians to Hear Customs Official**

David Parkett, an official of the U. S. Customs Service, will address members and guests of the Torrance Rotary club at the dinner-meeting tonight. He will be introduced by Dr. John W. Beaman and will describe the activities of this important Federal branch.

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