

Torrance Herald

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C. P. ROBERTS - - - - - Publisher and Owner

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ADVERTISING FUND FOR TORRANCE

(By C. P. ROBERTS)

Robinson Crusoe was both a pioneer and a successful advertiser. It's true there were no newspapers at that time, but he knew the value of and necessity of attracting attention to his important business, and he knew that without support of others his venture would be a failure. He also believed in changing his "copy" often, so when his first flag (a shirt) was whipped to pieces by the wind and weather Crusoe put another garment to the pole and kept at it until he got what he wanted—a ship to come and take him to civilization and safety. Now, suppose he had stopped with his first flag on the plea that "advertising don't pay." Crusoe would have returned to dust and it would have been scattered upon the waters and lost.

This in substance tells the story of Torrance and what is needed in carrying forward the publicity campaign recently taken up by the newly-organized realty board. Consistency of purpose, following out well laid plans of the finance and publicity committees of the board, whose sole purpose is to "tell the world" of Torrance, her possibilities, her wonderful climate, and the well laid plans for a modern industrial city.

The realty board not only looks to the real estate firms and agents of this city for support, but from every property owner, business man and the factories. Give until it hurts—and before another year you will have had your part in building a city of which you will justly feel proud. Only true happiness comes from service rendered. You can be helpful in this worthy campaign of advertising Torrance, and it's a pleasant duty to perform.

The idea is to patronize all the metropolitan papers of large circulation in Los Angeles and Long Beach by publishing half-page advertisements. Write-ups of Torrance will, of course, accompany these. Such a campaign will cost money. Lots of it. But it's worth it. Get behind the realty board, and support this campaign to let the thousands of investors who are flocking to Southern California every week know of the beauties and pleasures the city of Torrance offers. Remember, those who are now coming here find this beautiful city merely by chance. Let's all get busy and blow our horn.

QUESTIONS AND ANSWERS ON EDUCATION

Prepared by A. R. HERON

Deputy Director of Education, State of California.

1. Q: What increase does Governor Richardson intend to provide for education in his budget for 1923-1925?

A: "This budget shows an increase of \$8,618,827.60 or 23 per cent in the past two years." (Budget message, paragraph on education.)

2. Q: What is the actual increase proposed in his budget?

A: \$2,315,000 or 4.9 per cent.

A: \$2,315,000 or 4.9 per cent. Total net provisions for education 1921-1923, \$47,473,000. Total net provisions for education 1923-1925, according to proposed budget, \$49,788,000.

3. Q: What is the automatic increase in fixed charges for education not subject to the will of the budget makers?

A: \$6,181,000 or 16 per cent.

4. Q: If the increase in fixed charges is over \$6,000,000, why is the total net increase only \$2,315,000?

A: Because the net appropriations for education, subject to the budget and exclusive of fixed charges, have been cut from \$8,333,337 to \$4,465,858.25, a cut of \$3,867,478.65 or 46 per cent.

5. Q: Is the proposed total increase of 4.9 per cent sufficient?

A: No. The growth of the school system, measured by attendance alone, has been 23 per cent.

6. Q: What expenditures are met by fixed charges, not subject to the will of the budget makers?

A: State contributions to elementary and high school funds, junior colleges and the University of California.

7. Q: What state educational activities are affected by the proposed cut in appropriations for education?

A: Americanization supervision, eliminated. Physical education supervision, eliminated. Los Angeles office, State Department of Education, eliminated. Division of Normal and special schools, eliminated. Certification of teachers' (Credentials Department) provisions cut 60 per cent. Junior college department of State Teachers' Colleges (800 students), eliminated. Training of Home Economics teachers in Teachers' Colleges, eliminated. Practice training schools of State Teachers' Colleges, eliminated. Training of elementary teachers in Teachers' Colleges, reduced 30 per cent.

8. Q: Does California need more trained teachers?

A: Yes! California demands more than 3000 new teachers every year, for elementary schools alone. With the cuts described in appropriations for teacher training, less than 30 per cent of this demand can be met by California institutions.

THE RIGHT IDEA

We talked a few days ago with a citizen who was making preparations to paint his house. "It could go another year without it," he said, "but a coat now will be worth more than it will later on because it will do more good and besides a nicely painted, neatly appearing house will sell quicker and bring a better return than one that has been allowed to grow shabby for the lack of a little paint." There's something worth thinking over, and especially right at this season when everyone in town ought to be doing something to brighten up and improve his property. Think of what the result will be if you should want to sell and the house needs paint, the fence needs fixing or the walks about it are in poor condition. Maybe you haven't any idea of selling. Well, even then you are losing money if you neglect improvements that are going to be absolutely necessary later on, but which can be made much cheaper now. Any way you look at it, the man who keeps his property improved and in good order has an edge on the fellow who lets his run down, and who puts off until next month or next year the things he knows ought to be done right now.

HAVE YOU JOINED?

The community which "does not need to advertise because people are coming anyhow" is like the merchant who does not need to advertise until most of his customers have drifted away from him.

The Chamber of Commerce is the architect and the builder of a bigger and better community.

The Torrance Chamber of Commerce is non-political, non-sectarian and non-clique. Everyone who desires the progress and advancement of Torrance can join the Chamber of Commerce with the assurance that neither his nor her money will be wasted on any sort of tasks except those which are for the interests of the entire city.

IN THE EYES OF THE WORLD

California is in the process of being rediscovered by the world at large. Less than four score years ago the world thrilled at the magic name of "California" and all because of the chance discovery of gold.

From the East, the South, and in fact from distant parts of the world they came, brave men and true to found a race of empire builders such as the world had never before known.

California's wealth then came forth only in the form of gold. Today this is but one of an infinite number of her resources. More wealth annually is produced from certain of her golden fruits than those first pioneers produced from all the gravel beds of the streams and veins of the mountains.

And today the dissemination of this truth is again securing the eyes of the world on California. But this time it is with a greater appeal. It is a call to those who seek better living conditions, whose pulse stirs with this last call of the West for settlers on a land richer than that of the Nile.

We, as well as other communities of California, will profit by this opportunity of expansion and development only through united effort. Community upbuilding is a problem parallel to that of a business enterprise.

As Kipling phrased it in the days of the great war, when he was appealing for organized effort:

"It ain't the individuals nor the army as a whole, but the everlasting team work of every blooming soul!"

We have the advantage in that this community is a "going concern" and has in its Chamber of Commerce the machinery for the use of team work. The Chamber of Commerce is the logical instrument for the expression of co-ordinated effort that will enable us to hold a position in the forefront of progressive communities.

But the Chamber of Commerce can so function only when it has the support of all groups. Your active help may be a determining factor in the history that is now being made for future generations to read.

"VAMPS" WHO MADE HISTORY

By JAMES C. YOUNG.

(© by McClure Newspaper Syndicate.)

A NOBLE ENGLISH VAMPIRE.

THREE of England's dukes are direct descendants of Frances Howard, born in 1593, and one of the few English women who may be truly called vampires. Her father was the earl of Suffolk, and at the age of thirteen he married her to the earl of Essex, a year older. But she did not live with him until 1611, though in the meantime she had become mistress to the earl of Somerset, favorite of King James I.

Frances dabbled with soothsayers and one of these, a Mrs. Turner, got into trouble. She made it known that Frances had considered poisoning her husband, whom she hated. The matter was hushed up and Frances procured annulment of her wedding ties. Then she promptly married the earl of Somerset. Sir Thomas Overby, the earl's friend, earned her undying hatred by opposing the match. Frances schemed to have him imprisoned in the tower of London. Then she set out to poison him. Sir Thomas was aware of the plot against his life and took antidotes which offset the poisons given to him in food. So strong was his constitution that it seemed he never would die. But finally the end came. Then new honors were showered upon Frances and her husband. Despite this, retribution was near. A new favorite arose at court, the ugly stories of Overby's end were whispered everywhere. Weston, the keeper who had been responsible for the death of Overby, was arrested and confessed. He was hanged, then Sir Gervase Helywys, lieutenant of the tower, met the same fate. Mrs. Turner, who had a hand in the plot, also went to the scaffold, along with the apothecary who mixed the poisons.

The earl of Somerset and Frances were tried and condemned. It seemed that both were to pay the heaviest price which the law could exact, but the power of their families finally won a pardon for them, and although their estates were confiscated, each received a pension and the right to life, when four of the lesser guilty ones had been executed. They were forbidden to stay in London and made to fix their residence at a country place. Perhaps this was the severest penalty that could have been inflicted for Frances' greed to hate the man whom she had loved with such infatuation, and he saw in her only the instrument of his disgrace and the tool of fate which had led to the murder of his friend. The last years of Frances were filled with tragedy and remorse. She died at thirty-five, leaving an infamous memory behind her.

TAX COLLECTOR USES RADIO

Announcement from Washington yesterday that Government officials are becoming more and more enamored every day with radio broadcasting as a means of publicity, developed the fact that the plan to use the radiograph for Government publicity purposes had its origin in Los Angeles, and the test which resulted in Washington placing its stamp of approval on the new avenue of publicity was made here. For the first time in the history of the Government, the nation's income tax drive was inaugurated in Los Angeles, on January 12, by use of the radiograph. Collector of Internal Revenue Rex Goodcell addressed the taxpayers of every state in the union and also Hawaii and Alaska through the powerful broadcasting station of the Los Angeles Times. President Harding, Secretary Mellon, Commissioner Blair and other high Government officials, as well as the big Eastern newspapers, were invited to "listen in." The Times placed its station at the Government's disposal, and Collector Goodcell broadcasted income tax information every Wednesday during the income tax drive.

Letters were received by Collector Goodcell from taxpayers in almost every state in the union and from the Hawaiian Islands, referring to his talks through the air and requesting information on tax questions. So great was the success of the Los Angeles plan to promote the income tax campaign through the air that Washington officials have adopted the radiograph as an official dispenser of publicity, and it will be used in all future Government tax drives.

When a citizen has occasion to hire a first-class lawyer you can't convince him that talk is cheap.

The man who goes around with a chip on his shoulder sooner or later gets his block knocked off.

"NOTICE OF SPECIAL MEETING TO STOCKHOLDERS"

To consider a proposal to increase Capital Stock.

Notice is hereby given that at a regularly called, noticed and held meeting of the Board of Directors of the State Bank of Lomita, a Corporation, having its principal place of business at Lomita, County of Los Angeles, State of California, held at the office and principal place of business of said Corporation on Tuesday, the 27th day of February, 1923, a full quorum of said Board being present, a resolution was duly and unanimously adopted, calling a special meeting of the Stockholders of said Corporation to be held on Tuesday, the 15th day of May, A. D., 1923, at the hour of two o'clock P. M. of that date, in the Directors' room in the Banking Rooms of said Corporation at Lomita, in the County of Los Angeles, State of California, the same being the principal place of business of said Corporation; and being the place and building where the Board of Directors of said Corporation usually meets, for the purpose of considering and acting upon each and all of the following separate propositions:

(a) To increase the amount of the Capital Stock of this Corporation from Twenty-five Thousand Dollars (\$25,000) divided into Two Hundred-fifty (250) Shares of the par value of One Hundred Dollars (\$100.00) each, to One Hundred Thousand Dollars (\$100,000.00) divided into One Thousand (1000) Shares of the par value of One Hundred Dollars (\$100.00) each, all of said Stock to be Common Stock.

(b) To consider and act upon any and such other business which may come before said meeting. Dated this 27th day of February, A. D., 1923, at Lomita, County of Los Angeles, State of California.

By Order of the Board of Directors.

H. V. ADAMS,
Secretary of the State Bank of Lomita.
(CORPORATE SEAL)
(Pub. Mar. 1 to May 3, inclusive)

Quart of Water Cleans Kidneys

Take a Little Salts if Your Back Hurts, or Bladder is Troubling You

No man or woman can make a mistake by flushing the kidneys occasionally, says a well-known authority. Eating too much rich food creates acids, which excite the kidneys. They become overworked from the strain, get sluggish and fail to filter the waste and poisons from the blood. Then we get sick. Rheumatism, headaches, liver trouble, nervousness, dizziness, sleeplessness and urinary disorders often come from sluggish kidneys.

The moment you feel a dull ache in the kidneys, or your back hurts, or if the urine is cloudy, offensive, full of sediment, irregular of passage or attended by a sensation of scalding, begin drinking a quart of water each day, also get about four ounces of Jar Salts from any pharmacy; take a tablespoonful in a glass of water before breakfast, and in a few days your kidneys may act fine.

This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and has been used for years to flush and stimulate the kidneys; also to help neutralize the acids in the system, so they no longer cause irritation, thus often relieving bladder weakness.

Jar Salts is inexpensive; makes a delightful effervescent lithia-water drink which everyone should take now and then to help keep the kidneys clean and active and the blood pure, thereby often avoiding serious kidney complications. By all means have your physician examine your kidneys at least twice a year.



Bread For Sunday Dinner

should be in keeping with the other good things provided for that feast. No Sunday dinner is complete without our bread, pastry, cakes and mince pie. Order early so you will be sure not to be disappointed.

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Ladies 25c after 6 p. m.

DANCING

Tuesday Thursday, Saturday and Sunday evenings, and Sunday afternoons. Dancing lessons by appointment.

SUNDAY BAND CONCERTS

