

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

THE TRUSTEES KEEP THEIR PROMISE

An eloquent answer to critics of things as they are in Torrance is given in the decision of the Board of Trustees to cut the tax rate in Torrance from 98 to 71 or 76 cents, dependent on the outcome of the special election tomorrow.

If the people approve the 10-cent tax for promotion work the rate will be 76 cents—a reduction of 22 cents from the 98-cent rate that now prevails.

If the referendum is defeated the rate will be 71 cents, a reduction of 27 cents.

It should be remembered that these proposed new rates of 71 and 76 cents include 2 cents each for the retirement of bonds. The 71-cent rate would include 5 cents for a promotion fund. The 76-cent rate would include 10 cents for the same purpose.

The new proposed rates, which have not yet been officially fixed, but which will be adopted the day after the special election, were made possible by the use of the paring knife on city department budgets and the big increase in assessed valuation of Torrance brought about by the annexation of a large tract to this city. This annexation was the result of work done by the Torrance Chamber of Commerce.

The trustees, however, were not content to cut the rate only in proportion to the increased assessed valuation, but pared the city budget about \$15,000.

The assessed valuation of land in Torrance was practically unaffected, except by the annexation. Valuations remain about the same as last year, with a slight reduction.

By cutting the rate—or proposing to cut it—the trustees kept faith with the people, as all who have been closely in touch with municipal affairs knew they would. The new board was elected on a platform that promised a substantial reduction in taxes. That reduction will be about 27 percent if the proposed 10-cent levy is defeated. If the levy carries the reduction will still be 22 cents, and the new rate will include 10 cents for civic promotion and 2 cents for the retirement of bonds.

This new rate puts Torrance in an enviable position. It indicates a serious intention on the part of municipal officials to run the city as economically as possible. It establishes that election promises in Torrance are kept. It should fill the electorate of the city with a new confidence.

Torrance is well governed, honestly governed—hateful mouthings of town clowns to the contrary notwithstanding.

MORE DWELLINGS NEEDED IN TORRANCE

TORRANCE needs more houses. Torrance needs upwards of 500 houses adequately to house the new residents who desire to live here.

Real estate men who handle rentals report that the demand for homes of all sizes is greater than the supply available at any time.

Said one prominent real estate man: "The percentage of houses vacant in Torrance today is greatly below the normal. No modern house is vacant here long. It is quickly filled. The number vacant every day is less than the number required for normal turnover. If 500 modern houses which could be rented reasonably were completed in Torrance tomorrow they would be filled in a few weeks."

All real estate men agree that the housing situation is serious; many men in industries here would rent houses at once if dwellings were available.

The oil boom with its attendant high rents has been written off. Word has gone out that Torrance rentals are lower than in many cities in Los Angeles County. Scores of families are waiting only for

YOUR GIRL AND YOUR BOY

By Arthur Dean, S.C.D. The Parent Counsellor



HOW ABOUT IT, GIRLS?

The social attractions in the Garden of Eden were rather limited. Eve may have selected Adam because of the extremely limited supply of eligibles. I am sure that Eve gave Adam no mental tests to determine his intelligence quotients, neither was she dazzled by his athletic record or the financial standing of his parents.

Modern Eves have a wider range of choice. They have, to consider in each particular Adam a host of good and bad qualities which have come out of years of civilization. Modern Adams may be morons or college graduates, physically handicapped or athletes, cake eaters or sturdy gentlemen, dummies or social climbers, vocationally unskilled or trained experts.

It is no part of my plan to persuade Eves into marrying or to set any young girls to thinking more about boys than they do now. I have no desire to court disaster by encouraging something which needs no encouragement. My point is simply that associations between the sexes should be, among other things, intelligent. A little review of some of the points involved in relationships between the sexes will make for a clearer understanding. Girls are bound to think about the

boys. Therefore why not have them think intelligently? Even before a girl reaches the stage of falling in love it would be profitable to have clearly in mind the kind of boy she wants. If the boy has "quality" the girl's love is not based merely upon sex attraction or curiosity. Love being therefore taken for granted, let us see what modern Eves will do with these questions. Underscore the right words or phrases and send the answer to me in care of this newspaper. If you desire to find out what the majority of my readers think about the questions enclose a stamped, addressed envelope for a reply.

Which Boy for You?

- 1—A dumbbell and good looking; or one with brains and a plain face? 2—One of the same age, one older or one younger? 3—Somebody with barrels of money and nothing above the collar button; or one with lots of brains and no money? 4—One broad-minded and with character; or one narrow-minded and puritanical? 5—One good in athletics, one fond of books, or a pleasure lover? 6—One who says "You are the only girl"; or one whom you know very well has had many affairs? 7—One a bluffer with personality; or one slow-going and honest, but dumb? 8—One who is blonde, brunette, or red and freckled? 9—One whose love will be steady and rather unresponsive; or one whose love is intermittent and warm? Don't get impatient, boys; your chance to express your ideas of your ideal Eve will come soon.

Professional Directory

DR. R. A. HOAG

DENTIST New Edison Bldg. 1419 Marcelina Ave. Just West of Postoffice Complete X-Ray Service Torrance Phone 198

Dr. O. E. Fossum

Dentist X-Ray Service Hours: 9 a. m. to 5 p. m. Sam Levy Bldg. 1311 Sartori Ave. Phone 188-Torrance Calif.

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Dr. Norman A. Leake

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J. R. JENSEN

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Drs. Lancaster and Shidler

PHYSICIANS AND SURGEONS Phones: Office, 14 House, 15 and 118 Office, First National Bank Bldg. Res., Cor. Post and Arlington Torrance California

Dr. A. P. Stevenson

Physician and Surgeon Office, Sherman Bldg., 1337 El Prado Phone: House, 187-J Office, 96 Torrance, Calif.

DR. MAUDE R. CHAMBERS

Chiropractor 820 Cota Ave. Torrance Phone 109-W Hours 9 to 7, except Thursday

Dr. C. E. Hotchkiss

Chiropractor X-Ray and Laboratory Service 1311 Sartori Ave., Levy Bldg. Phone 205 Torrance

vacancies here. They will move to Torrance whenever sufficient dwellings are available.

Owners of vacant property in Torrance will never find a more propitious time to build. If a reasonable percentage of these owners would erect dwellings on their property today they would turn their land into income-producing property and at the same time help build up Torrance.

The slogan of property-owners here today should be "Build a House."

Everyone who is in touch with housing conditions and with rentals will give you the same answer when you ask him if the demand for dwellings exceeds the available supply today. The answer will be yes. Build a house!

STYLISH SPORTS

—By Voorhees



BRIEF NEWS

L. A. Stump, professor in chemistry at Narbonne High, is on a combined business and pleasure trip to Kansas and Texas. He will return for the opening of school September 7. Mr. and Mrs. F. J. Madden have sold their property at 3033 Rose street to Mr. and Mrs. R. J. Lannen of San Pedro. The members of the Friday Club enjoyed a picnic luncheon at Redondo Beach Park last Friday. Mrs. G. K. Johnson and children, of Meridian, Calif., are visiting former neighbors and friends here. Theima, the oldest daughter, will attend school here and make her home with the J. A. Smith family on Narbonne avenue. Miss Marion Crittenden is taking a three-weeks post-season course in art work at the University of Southern California. Miss Hilda Jellison, principal of Eselman School, is enjoying a vacation in the mountains. Mr. and Mrs. G. E. Bryant attended the Playcrafters in the Columbia building, Los Angeles, Saturday and enjoyed Mrs. York's reading of "The Responsibility of Being Earnest," a play by Oscar Wilde.

Mr. and Mrs. G. H. Crittenden are building an addition to their home on George street. Guests at a formal dinner Saturday at the home of Mr. and Mrs. Ed Loucks of Belmont avenue, Long Beach, included Mr. and Mrs. H. E. Hickman of Weston street.

Miss C. Jensen of Oak street is attending the Seventh Day Adventist camp meeting at Glendale.

Mr. and Mrs. C. W. Wells of Poppy street visited Mr. Wells' father, L. T. Wells, Sunday. Mr. Wells Sr. is in the Methodist Hospital in Los Angeles, recovering from a serious eye operation.

Guests Monday of Mr. and Mrs. William Peightal of Miller street were Mr. and Mrs. Jack Romig of Long Beach. Mrs. Romig is a member of Hoyt's Musical Company, and Mr. Romig is director of the company. Billy and Jack were war-time musicians together.

Barbara, twin daughter of Mr. and Mrs. E. Fitzpatrick of Hillsworth avenue, is recovering from an acute attack of appendicitis.

Mrs. Mary Ann Phillips of Miller street is driving a 1927 Buick sedan. Mrs. Phillips was noticed in line at the Buick parade in San Pedro last Saturday.

Figure with us before you buy. Consolidated Lumber Co.—Adv.

Earl Dawson, who was seriously ill and in the Torrance hospital, was taken to the home of his sister, Mrs. Ella Latimer, of Los Angeles. Mr. Dawson is said to be in a greatly improved condition.



You're Next!

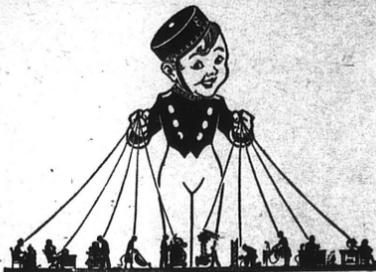
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and we want what we want when we want it!

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John D. Sullivan, President; R. H. Bellard, Vice-President and General Manager

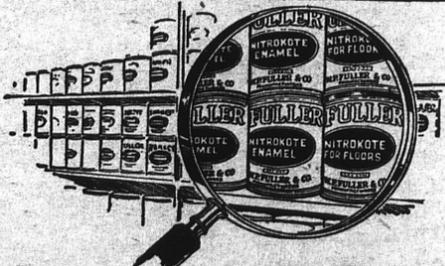
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Motor Coach Company TIME TABLE

Table with 2 columns: Leave Torrance for Wilmington and Long Beach, and Leave Long Beach for Torrance. Times range from 7:00 A.M. to 10:50 P.M.

D—Daily except Sundays and Holidays. S—Sunday only. *Connects for Catalina Island.



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