

# Torrance Herald

With Which is Consolidated the Lomita News  
Published Every Thursday  
GROVER C. WHYTE, Editor-Publisher  
1336 El Prado, Telephone Torrance 444  
Torrance, California

MEMBER  
California  
Newspaper  
Publishers  
Association



MEMBER  
United  
Press  
Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

OFFICIAL PAPER OF THE CITY OF TORRANCE  
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470 Dated March 29, 1927

Subscription Rates in Advance  
Anywhere in Los Angeles County \$2.00 per year  
Anywhere in the U. S. Outside of Los Angeles County \$3.00 per year  
Canada and Other Foreign Countries \$6.00 per year  
Single Copies 5c

## Practical Politics

Let's forget,—if we can,—whether we're for Roosevelt or Landon, and think for the moment of the things that concern us most here at home in Torrance and Lomita. While the spirited campaigns of the presidential candidates are commanding the spotlight, after all it is our local representative in Washington who "gets things done" for this district.

With this thought in mind, let us consider which candidate for Congress is better able to accomplish most for us here in the 17th district.

The Republican candidate is a novice in the affairs at Washington. If elected, he would not only be a member of the minority party but a new member of it with little chance of getting on any important committees. And it is in the committees that the work of Congress is accomplished. Furthermore, the Republican candidate resides in the uppermost tip of the district, far removed from the affairs of this important harbor industrial area. In our opinion, he is not only unfamiliar with the needs of this district, but his influence in Washington would be negligible.

On the other hand, our incumbent, Congressman Charles J. Colden, is a seasoned veteran at Washington. He commands attention and respect in the halls and committee rooms of Congress, not only because of his seniority and membership on the important Rivers & Harbors and Marine & Fisheries committees, but also because of his known ability and integrity. Furthermore, he is in the strategic position of being a member of the majority party and a friend of the administration. Through friendships and acquaintances doors to highly influential offices in Washington are open to him,—to present the problems of this district and accomplish the things of benefit to us here in Torrance and Lomita.

Frankly, that's practical politics, but it's the way the game is played regardless of which party is in power. And it is for these reasons that we believe it good business for both Democrats and Republicans in this district to vote for Congressman Charles J. Colden.

## The Chain Store Tax

This newspaper, like every other newspaper in California, has friends who favor the chain store tax, erroneously titled a "retail store license" on the ballot. And we likewise have friends who are opposed to the tax. We don't like to have either business group feel that we are partial in this controversy.

And yet, with this, as with many other problems in life, one has to choose between the right and the wrong. To analyze the facts and steer a straight course.

We sympathize with the independent merchant who feels that the chain stores have been too tough competition. To the extent that chain stores may have greater buying advantage over single merchants we readily understand the single merchant's complaint.

But the destruction of the chain stores through punitive taxation is not the right remedy, as this method is not only discriminatory but it would shoulder the cost on the innocent consumer who is not a party to the controversy.

The right remedy is in the organization of the independents to utilize the same buying opportunities that the chains have. In California many independent grocers are already so organized,—some three times as many as there are actual chain stores,—and these independents compete successfully with the chains. We have several instances of this right in Torrance.

Then, too, the competitive situation is being further leveled off by the recently-enacted Robinson-Patman bill, which seems to give independent merchants about all they ever asked for.

But there is another grave danger involved. A University of California professor just the other day warned that this tax, once on the books, would almost certainly be extended to take in other groups; that is invariably the history of taxation. And if this tax on chains is voted, it is likely that a similar levy will be forthcoming on all stores, with the consumer paying the increased bill.

It is not because this newspaper favors chain stores over independents that we feel it necessary to caution our readers against this tax. It is because the tax is economically and legislatively a mistake. And we predict that the day will come when our good friends, the independents, will thank us for saying so.

Vote "No" on Proposition 22.

Onion Crop Smaller  
KENTON, O. (U.P.)—This year's crop in the nation's largest onion patch, the Hardin county marshlands, is expected to be reduced to 80 percent its normal size, due to the drought. Harvest of the crop, which is expected to total 3,000 carloads, has begun.

Long-Parted Kin United  
PUEBLO, Colo. (U.P.)—Thirty years ago Clarence Sutton, now 33, was taken from his family in Wingfield, La., to be reared by relatives. Four years later a baby sister, Lois, was born. Clarence and Lois, now Mrs. Lois Settle, of Pueblo, met here recently for the first time in their lives.

## Letters to the Editor

MOOSE GRATEFUL

October 27, 1936.

Grover Whyte, Editor,  
Torrance Herald,  
Torrance, Calif.

Dear Sir:

The Loyal Order of Moose Lodge No. 785 wishes to thank you for your generous publicity given them in your last week's papers for the W. P. A. show and dance.

We feel through your publicity the show was a huge success, over 1500 attending.

Thank you again for these services rendered.

Yours truly,

THOMAS J. WILKES,

Dictator.

JAS. MURRAY,

Secretary.

## Ask Light For Danger Corner

In a communication from L. D. Bundy, city engineer of Redondo Beach, the city council has been asked to co-operate with that city in placing a sodium vapor light at the intersection of State and I streets, said to be a dangerous spot where many accidents have occurred.

City Engineer Frank Leonard told the council Tuesday night that this intersection is in county territory, and that he had written to officials of the county and of Redondo Beach in regard to the matter but had not yet received a reply. State highway officials, to whom he had referred the matter, Mr. Leonard said had replied that sodium vapor lamps were not recommended except at places of extreme danger, and apparently they did not consider this corner one of more than ordinary hazard.

Expenses Low in Argentine

BUENOS AIRES (U.P.)—

Studies by the National Labor Department disclose that the average Argentine family of five persons can live for \$35 a month.

## Chevrolet Dealers Enthusiastic Over Improvements In 1937 Cars

More than 1,600 Chevrolet dealers and salesmen from Southern California convened in the Los Angeles Biltmore Hotel Friday to discuss the impending introduction of the 1937 Chevrolet models with K. M. Chase, Pacific regional manager, Chevrolet Motor Company.

Host to Mr. Chase and his official party was F. Norman Phelps, Los Angeles zone manager for Chevrolet. Accompanying Mr. Chase were E. C. Peadler, regional used car manager; William Hunnicke, retail selling manager; Roy Williams, regional head of educational films division; W. T. Holland, regional truck manager, and L. P. Randall, regional business manager.

At the very start of the proceedings, it was evident that the large meeting was imbued with the victory spirit which accounted for the establishment of an all-time high in Chevrolet sales in western states this year, when approximately 118,000 units will be sold, topping the previous high mark of 84,000 units in 1929.

A baggage car full of exhibits, stage props for skits and sound moving picture reels and equipment accompanied the visitors, thus bringing to Los Angeles a replica of the meeting program recently in Detroit. The theme of the convention was modern merchandising and the great quantity of supporting paraphernalia enables the Chevrolet men to stage the meeting in highly dramatized form.

Completely New  
Bringing full details of the sensational new model to be announced early in November, Mr. Chase disclosed that the sum of \$226,000,000 has been expended by Chevrolet Motor Company in retooling, new machinery and rearranging plant facilities for the production of the 1937 line. This huge sum was required, Mr. Chase explained, because the 1937 model is of entirely new design and completely new in styling and mechanical features.

New Styling  
"The new model will have the most distinctive appearance

change ever built into a low-priced car," Mr. Chase told Ed Thompson, local Chevrolet dealer at the convention. "The motor is completely new and more powerful and brings a new conception of performance, power and smoothness to the motoring public. This new engine is of the valve-in-head type, pioneered and perfected by Chevrolet and world-famous for its savings of gasoline, oil and upkeep costs."

Body Changed  
The local Chevrolet head further learned from the regional manager that the brand new styling of the car is made possible by a new type body used for the first time on any low-priced car. This new body type, it is declared, nullifies road noises to an unusual degree and brings an extra margin of safety to motorists.

1,200,000 Sales Mark  
Indicative of the confidence of Chevrolet leaders in the public acceptance of the 1937 product is the statement from Mr. Chase that W. E. Holler, vice president and general sales manager of Chevrolet Motor Company, expects to sell 1,200,000 Chevrolet units in the coming season. This total compared with the all-time sales record of 1,125,000 1936 models and the previous high market of 1,002,918 units in 1928.

## Council Buys New Plymouth

First with the latest seems to be the slogan of the police department which has just been presented with a 1937 Plymouth thru the negotiations of the city council. The old DeSoto was traded in and a cash balance of \$328 was paid for the new car which was purchased from the Torrance Auto Sales, 1420 Cabrillo avenue.

# New 1937 CHEVROLET

## The Complete Car—Completely New



With an entirely new type of motor car body  
—now available for the first time on any low-priced car—combining new silence with new safety for your family.

On **SAT. NOV. 7** display

# RB CUT RATE DRUG STORE

1316 Sartori, Torrance (Across from Woolworth's) Ph. 731

Jergens' HAND LOTION 37¢  
Woodbury's COLD CREAM 35¢  
Yeast Foam Tablets 34¢

"I've found that it pays to shop exclusively at the RB. Prices always are less and even meet those of the Los Angeles stores. My doctor recommends RB prescriptions, too, because they are less costly and always filled just as he prescribes them. From now on I'm doing all my trading at the RB."

Just Arrived!  
**VAN-TAGE**  
American and Mexican Formula  
**\$1.23**

**LOOK!**

**! CANDY !**  
1-Lb. Box FRUIT & NUTS  
Reg. 85c; Special at  
**39¢**

**CHOCOLATE COVERED CHERRIES**  
1 Lb. Highest Quality  
**29¢**

**HOME REMEDIES**

KELPAMALT TABLETS	Bottle 100's	84¢
SQUIBB ADEX TABLETS	Bottle 80's	79¢
ABBOTT'S A.B.D. Vitamin Capsules	Box 25's	\$1.00
BREWERS YEAST RITE'S TABLETS	Bottle 100's	34¢
SQUIBB COD LIVER OIL	Plain or Minted, 12-oz.	79¢
CAL-MALT	Regular Size	67¢
BENZEDRINE INHALERS	Reg. Size	40¢
CALDWELL'S SYRUP OF PEPSIN	Small Size	40¢

**LIQUORS**  
Calvert's  
Special  
Pts. \$1.04  
Qts. \$1.98

No. 311 Seagram's 5-Crown  
Pts. \$1.11  
Qts. \$2.14

These prices do not include state tax

Make It Easy to Get Up  
**DEPENDABLE ALARM CLOCKS**  
**98¢**  
Pastel Shades  
30 Hours 1 Winding

**Wildroot Wave Powder**  
**23¢**

**Vicks Cough Drops**  
Box 8c

**Vicks Vapo-Rub**  
Reg. 35c  
**24¢**

**MEDICINE CHESTS**

ACETONE Pure, 3 ounces	5¢
CASCARA BARK 2 ounces	8¢
ARGYROL 10% Solution, 1/2 ounce	16¢
CHAMOMILE FLOWERS, 1 ounce	7¢
BROWN MIXTURE 4 ounces	19¢
FLAXSEED Whole or ground, 1 pound	13¢
LICORICE POWDER COMPOUND, 4 ounces	9¢
PEPPERMINT SPIRITS, 1 ounce	11¢

**TOILETRIES**

HINDS HONEY & ALMOND LOTION Large \$1 Size	83¢
HOPPER RESTORATIVE CREAM Regular Size	40¢
LADY ESTHER FACE CREAM Regular Size	37¢
KURLASH EYELASH CURLERS Large Size	89¢
MAYBELLINE MASCARO 75c Size	50¢
POGO ROUGE Regular Size	37¢
ANGELUS LIPSTICKS Large Size	74¢
LUXOR LIPSTICKS Large Size	43¢

**DENTIFRICE**

Medium Size DR. LYON'S TOOTH POWDER	35¢
Large Size—Dental Plate COREGA POWDER	67¢
Large Tube BOST TOOTH PASTE	27¢
Large Tube FORHAN'S TOOTH PASTE	34¢
Regular Size CALOX TOOTH POWDER	27¢
Adult Size—J. & J. TEK TOOTH BRUSH	39¢
Large Tube KOLYNOS TOOTH PASTE	34¢

**KEAPSIT SCHOOL LUNCH KITS**  
Complete With 1/2 Pt. Keapsit Vacuum Bottle  
**98¢**

**HOT WATER Bottles**  
2-qt. Capacity  
Guar. 1 Yr.  
**24¢**

**FILM PRINTS**  
Any Size  
**3¢ Ea.**  
Eastman Films at Deep Cut Prices