

## New Steel Production, Marketing Possibilities Subject of Study

A new type of exploratory industrial development study, expected to have important results for California's steel industry, is to be made under the personal direction of Dr. Ewald T. Grether, dean of the School of Business Administration and professor of economics of the Flood Foundation of the University of California, under the auspices of the Bureau of Business and Economic Research of the University.

This was announced today by Colonel Alexander R. Heron, State Director of Reconstruction and Reemployment, who said that Dr. Grether will be free to devote full time to the steel industry study until December 31st, next.

The survey is jointly sponsored by the State Reconstruction and Reemployment Commission, Bethlehem Steel Company, Columbia Steel Company, and Kaiser Company, Inc. Instead of concentrating on the market for steel mill products as such, the new study will explore the field of finished products which contain or use steel in any form. It is hoped that the study will indicate production and marketing possibilities for steel end-products based upon the prewar trends and the expanded market and expanded facilities which have been brought to the West as a result of the war.

Colonel Heron described the study as one of the most important now under way. "It is fortunate," he said, "that such a strongly organized program can be undertaken. The cooperation of the University and the Bureau of Business and Economic Research has been most welcome. The fact that Dr. Grether can undertake personal direction of the study has been gratifying to all concerned. The interest of the major factors in the steel industry is expressed not only in their financial cooperation, but in providing expert advice and consultation service. Similar expert assistance has been promised by other leading industrial and commercial organizations."

Dr. Grether and members of his staff expect to do considerable field work, involving contacts with processors and manufacturers and with wholesale and retail distributors of products involving the use of steel.

## Gasoline Tax In California Continues Gain

For the fifth consecutive month this year, California gasoline tax assessments are more than were for the corresponding period in 1944. This was revealed when the State Board of Equalization announced that taxes for May, based on distribution of 152,627,542 gallons, amounted to \$4,978,522 in contrast to taxes of \$4,154,032 based on distribution of 138,467,747 gallons in May, 1944.

Although this continuation of the upward trend registered from January through May represents an average gain of 8.3 per cent over the corresponding months of 1944, it is still approximately ten million dollars under 1941, the last year before gasoline rationing became effective.

## W. E. MacFaden Opening Law Offices Here

William E. MacFaden, city attorney of Redondo Beach and Hawthorne, has announced the opening of law offices in Tor-



William E. MacFaden

rance located at 1526 Cravens ave. MacFaden has practiced law in Redondo Beach since 1936, was president of the Inglewood Township Bar Association in 1942; past vice president of the California State Junior Chamber of Commerce; a member of the Junior Chamber of Commerce, Rotary Club and the Elks.

The opening of an office in Torrance in addition to the Redondo Beach office will save clients in the Torrance and Lomita area much time in traveling. The office will be open 9 to 5 daily with appointments for evenings.

## H. V. Bell Buys Freda Thomas Photo Studio

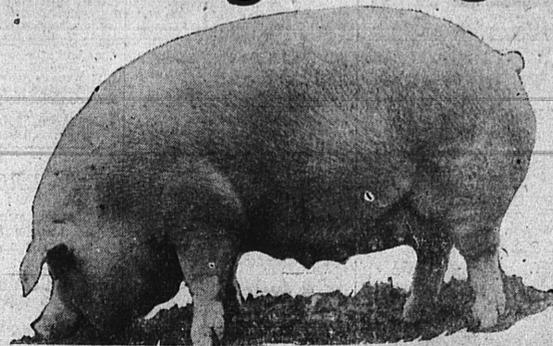
H. V. Bell, formerly of Seattle, Wash., this week announces the purchase of the Freda Thomas Studio of Photography, 1650 Cabrillo ave., Torrance. The studio will hereafter be operated under the firm name of "Bell Studio," and the telephone is Torrance 2051-W.

Bell has spent his entire adult life in photographic work. As a youth he interested himself in amateur photography, and in 1906 opened his own studio in the state of Washington, near Seattle. He has continued to conduct his own studio in the Seattle area ever since, doing both portrait work and commercial photography.

A veteran of World War I, Bell continued his photographic work with the U. S. Army Signal Corps and spent 18 months overseas. He has taken an active part in veteran organizations and is a past commander of the Veterans of Foreign Wars. Mr. and Mrs. Bell are residing in Torrance at 22111 Halldale ave., where they have purchased a home.

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