

RAY BROOKS SHOP TALK

HITS & MISSES Amazed & bug-eyed was I this week when Optometrist Alden Smith over at Howard's, demon-

If looking at the world through dark-colored glasses is as difficult as reading those letters, then certainly the public should consider the necessity of buying correct lenses that help the vision, do not distort it.

Woman: Without her, man would be a savage. Woman, without her man, would be a savage.

How wise I'd be... if I only had time to study. How successful I'd be... if other people didn't have all the luck.

Congrats, Les King. May your salary be ever increased. THE IDEAL LIFE is in our blood and never will be still.

Charlie Mitchell (whose Standard Starch recently underwent extensive renovations) is hobbling about these days with a busted toe.

So passing from the picture the oldest existing retail store in Torrance. Several months ago, and a year after his death, Chester A. Paxman's hardware store gave up in bankruptcy.

So, too, when a man fails, he falls alone. It's his own responsibility but his own.

TORRANCE HERALD

TWENTY-FOURTH YEAR

TORRANCE, CALIF., JUNE 30, 1938

SECTION C

CHAMBER OUTLINES 1938-1939 PROGRAM

Support of All Residents Asked

"There is only one thing all of Torrance's 10,000 residents have in common—a direct personal interest in the welfare of Torrance; its appearance, its prosperity and its development.

There is only one way in which they can all work effectively to advance that interest—through the Chamber of Commerce.

Directors of the chamber have a definite program in mind, the letter read before the council Tuesday night stated. Its accomplishment, however, depends not only upon the measure of their own efforts but upon the extent to which it is supported by the rank and file of the people of Torrance.

HOUSING PROGRAM: This is an activity which will be conducted throughout the entire year, designed to encourage home building and local residence by the numerous people locally employed but residing out of Torrance.

EDUCATIONAL ACTIVITIES: During the present fiscal year the chamber will be called upon by the local school officials to aid and counsel in a program designed to develop more local employment for graduates.

INDUSTRIAL PROMOTION: The chamber secretary maintains regular weekly contacts with railway, utility and industrial representatives engaged in industrial promotion.

ADVERTISING AND PUBL. CITY: It is proposed to maintain a supply of community literature embracing general information of the most effective character. In addition to correspondence and office distribution of such literature, large quantities of Torrance literature are distributed throughout Los Angeles and eastern offices of the Pacific Electric and Southern Pacific, and the Santa Fe.

NEWSPAPER AND MAGAZINE ADVERTISING: Due to the trend of eastern industries to establish Pacific Coast branch plants the chamber plans to prepare and distribute to a highly selective list of eastern industries timely and appropriate literature descriptive of the resources and advantages of Torrance as a site for such prospects.

REGIONAL PUBLICITY: Newspapers in the metropolitan district will carry timely and descriptive mention of Torrance throughout the year, by paid advertisements. It is anticipated that many thousands of column inches of reciprocal free publicity regarding Torrance will be obtained.

CIVIC ACTIVITIES: The Torrance Community Service association is a volunteer group of local citizens who annually conduct campaigns for funds for local relief and welfare. This is an activity sponsored by the chamber.

MERCHANTS' PROGRAMS: The services of the Chamber are utilized in all of the Torrance Merchants' association activities.

CIVIC CELEBRATIONS AND RECEPTIONS: This Chamber has available its personnel and equipment for handling all details and publicity related to in-

250 At Steel Plant Dinner For Purchasers

More than 250 members and guests of the Purchasing Agents' association of Los Angeles dined under the stars in front of the towering Columbia Steel company buildings last Thursday night and then, in groups of 20 or 30, were conducted on a tour of the big steel plant.

Supervisor Is Guest In welcoming the group to the steel plant, Barber pointed out that the local industry has recently completed a million-dollar mechanization improvement program which made the Torrance plant one of the most modern steel producing units in the United States.

Among the guests introduced at the dinner were Robert L. Grube, of Stephens Adamson Manufacturing company, president of the Purchasing Agents' organization; Mayor William H. Tolson, Col. Wayne Allen, Los Angeles county purchasing agent; Supervisor Leland H. Ford, Robert Baker, of San Francisco who is superintendent of Columbia Steel's wire products division; Gus North, assistant manager of sales for the steel firm who was observing his 35th anniversary with the U. S. Steel Corporation, and heads of all departments of the local plant who served as guides in the tour that followed.

Proposed Law Would Double County Taxes Taxes would be doubled in Los Angeles county if a pro-chamber initiative measure exempting \$3,500 of assessed valuation on homes occupied by the owners is approved by the voters at the coming November Election.

On the second initiative proposal an estimated 60,120 parcels of homesteads property would be exempted, with a valuation estimated at \$210,420,000. Other deductions allowed under the two proposals would bring the total exemptions to an estimated \$993,170,000.

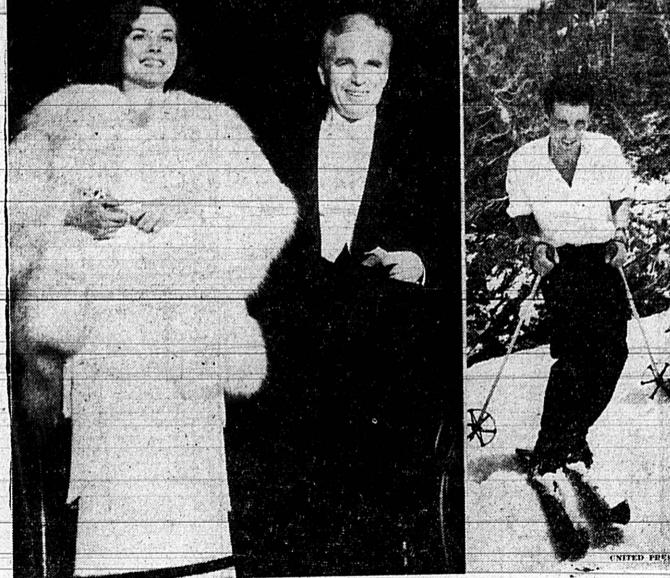
Drunk Driver Fined \$50 For Wild Ride A weaving drive in the vicinity of Torrance boulevard and Arlington avenue was abruptly halted last Saturday afternoon when local police arrested Simon Mora, 29-year-old Mexican laborer residing in Redondo Beach, and charged him with driving while intoxicated.

Classes for Students and others who sing or play instruments in Sight Reading - Harmony Ear Training - Music Fundamentals

50c Per Pupil - 1 hr. Per Week Kathrynne Buffington 1333 MARCELINA Phone 368

SHORT AND SNAPPY Classified ads in The Herald contain a lot of punch. Read 'em and use 'em every week.

Will Paulette Leave Charlie to Start a Ski Club?



The figurative snow flurry of marital rumors that have long swirled around Movie Actress Paulette Goddard, left, and Charlie Chaplin, center, was intensified when she announced she would go to Reno to start a swanky ski club in the divorce capital.

Honor Awards Features THS Commencement

One of the outstanding features of the commencement exercises held last Thursday night at the Civic Auditorium in honor of the largest class ever to graduate from Torrance high school—72—were announcements of various honor awards.

These included the following: For Ephesian membership Harry Bell, Wilbur Franklin and Peggy Olson; Miss Olson was also awarded the Reader's Digest year's subscription as valedictorian. Carl Andrews and Norma Seematter had their names engraved on the George Arakawa cup and Robert Kirkland received the science award.

Spelling contest winners included Arthur Woodcock, high school; Howard Murray, ninth grade; Peggy Mitchell, eighth grade; Ellen Whiting and Ramona DeBra, seventh grade. Members of the Scholarship society at the high school last term were: Muriel Alverson, Elizabeth Anthony, Harry Bell, Clara Brewster, Army Dowell, Arlyss Fossum, Bernard Friedman, Shirley Gutfenfelder, Jenn Howe, Bob Isaacs, Arthur Kelley, Harold Kerber, Robert Kirkland, Doris Kresse and Harry Lewis.

ROTARIANS HOSTS TONIGHT AT FUN FEST AND DANCE



GROVER C. WHYTE ... what's demotion for him

More than 100 Torrance Rotarians, their ladies and other guests will attend the Rotary club's annual "demotion-installation" party this evening at the American Legion clubhouse. A delicious chicken dinner will be served by "Mother" Weiss as she is affectionately known by the club members.

PITTSBURGH PAINT ON YOUR HOME Is the Best Investment You Can Make ... Smart Home Builders Demand It! Paint & Wallpaper Store 1324 Sartori Phone 251

TORRANCE PLUMBING CO.

GUARANTEED PLUMBING REPAIR SERVICE Servel Electrolux Refrigerators Andrews Wall Heaters Fraser Floor Furnaces Magic Chef Gas Ranges General Water Heaters MODERNIZE NOW WITH NEW PLUMBING ON FHA F. L. PARKS PHONE 60 OPPOSITE POST OFFICE 1418 MARCELINA AVENUE

HERE'S COOL COOKING

WITH THIS NEW ELECTRIC 'AUTOMEAL'

It will do all your cooking from soup to dessert. A complete meal for 8 to 10 people can be prepared in this new Autometal electric roaster, yet it occupies only two feet of space. It keeps your kitchen cooler, too, and reduces the fatigue of preparing meals in the summer months.

INTRODUCTORY SALE OFFER 'AUTOMEAL' COMPLETE WITH UTENSILS and STEEL TABLE \$29.90 VALUE ONLY \$24.95 CASH \$2.95 DOWN ONE YEAR TO PAY BALANCE



AT ALL DEALERS Or the Nearest Office of the EDISON COMPANY No. 4-A