

# WANTED: 1,000 HOUSES

Chamber of Commerce Challenged To Prove Its Rightful Leadership  
By GROVER C. WHYTE

Huge industrial developments in and near Torrance soon to be launched present a real challenge to civic progressiveness—a challenge that should be promptly accepted by the Torrance Chamber of Commerce as the chief promotional body of the city.

Douglas Aircraft has announced its plans for the immediate construction of a \$20,000,000 plant at North Long Beach. The U. S. Navy has already appropriated over \$19,000,000 for development at the harbor with the ultimate program running close to \$40,000,000. But still more pertinent to Torrance is the expansion of its own steel industry and other plants which are to share in the national defense program.

All this means more population for Torrance if we can provide the houses. Already Compton is planning the erection of a thousand new houses, and other communities no closer to the proposed industrial plants than Torrance and most certainly no more attractive from a residential standpoint are getting ready to "cash in" on the huge payrolls to be paid the thousands of new employees. Long Beach frankly admits its inability to furnish housing for the thousands of new Douglas plant workers, many of whom will probably travel much farther than Torrance to secure a place to live.

There has been much adverse criticism of the Chamber of Commerce. Some of these complaints have been due to misinformation or misunderstanding, and in some instances have been inspired by political motives merely to attract votes without offering any constructive ideas or plans.

But some of this criticism of the Chamber has been justified, and perhaps its greatest fault has been its failure to do anything to relieve the housing shortage that already exists in Torrance to say nothing of the much greater need for homes in the future.

Why is it that other communities can attract builders to erect large groups of houses, like Crenshaw Village with its thousand new homes built right out in the wide open spaces, and the numerous other similar projects at Compton, North Long Beach, and the vast development of group housing in the San Fernando Valley? Surely none of these districts offer more in the way of civic advantages, climate, or other attractions than does Torrance.

Frankly, it is our opinion the fault lies simply in the fact that no one has made it his job to "sell Torrance" to the interests that are active in group home building. And this is clearly the work of the Chamber of Commerce.

In our opinion, the Chamber secretary could well forget about 90 percent of the detail work that holds him to his desk, and get out into the field and find out why Torrance is not getting its share of new home building.

If similar opportunity to get such a wealth of business were offered any private enterprise, you can rest assured that its salesmen would be out in the field day and night to get the orders. So why shouldn't the Chamber secretary do likewise, because new homes are busy business for any city, and every interest in the community.

First of all, he should contact the people who are building and financing group housing in other communities—find out the things they require—why they invested in these communities. Then he should bring this information back to the Chamber directors for study. Perhaps there are some things that should be rectified, but let's find out what they are, and then proceed to put our community in line for development.

Having put our city in shape to attract builders, the Chamber secretary's big job is to get the facts to the proper parties. He should get up a compelling sales presentation, packed with facts and figures, and told in an interesting manner—the same as any progressive sales manager would create.

In fairness to the Chamber secretary, it should be remembered that the primary responsibility for his actions rests with the board of directors, and he can only do the type of work that the board authorizes.

All this will take hard work, much thought, and above all enthusiasm. It will require the hearty co-operation of every interest in the city. We should all make it our business to learn of the great potentialities of Torrance so that we can lend enlightened encouragement and advice to all those who seek to build up our community. Many a prospective investor has been inadvertently discouraged by some thoughtless remark by some citizen who should have known better had he only taken the trouble to find out the facts.

Communities don't grow very rapidly by themselves. They require enthusiastic leadership—and the Chamber of Commerce should provide this leadership.

# MARCH OF RIMES

WATERLOO AT 42—By H. F. NOAKE

What's a fellow going to do who's kissed goodbye to forty-two, out hustling up a job and told, "You can't work here, you're just too old." Searching through the daily press, help wanted ads, without success; a waste of time when you arrive at any age past twenty five. The situation don't make sense, takes years to get experience; yet one must face this awful truth, today, the accent is on youth. Times have changed since grandpa's day. Remember what he used to say about a man of forty years, "He's barely dry behind the ears." And when we reach the pearly gate, wonder if we'll be too late; will old St. Pete advise again that harps are just for younger men? Our swan song also doth appear upon the highways, far and near, warning signs, unfriendly, hard, read, Driving Over 40 Barred. Townsend's plan and all the rest by Washington have not been blessed; a pension sure would help our cause but Uncle Sam ain't Santa Claus. Things are tough, of that no doubt, for fellows time is counting out; but ere he catches hold of me I may escape, through poetry.



NOAKE

# TORRANCE HERALD

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## Western Opening, Improvement Is Due for Action

In two years Western avenue should be one of the finest highways in the Southern part of Los Angeles County. The long-sought improvement and opening of that artery, from 104th street to Highway 101 in Harbor City has taken several progressive steps during the past week.

Opening of Western from Torrance boulevard to Lomita boulevard and thence to Highway 101 via Governor avenue in Harbor City is outlined in plans received by the city engineer's office from the county. Glenn Jain, acting city engineer, said the proposed project is listed by the county as a "major street improvement." He is checking the plans and will prepare a resolution for councilmanic approval.

Two-Year Program Joint action between Torrance, Los Angeles and the county is necessary before the contract can be let to do the work, he explained. This part of Western's improvement covers a distance of 18,400 feet or from Torrance boulevard to Lomita boulevard. Cost of the project will be paid out of state gasoline tax funds.

O. F. Cooley, chief deputy road commissioner, in a letter to President R. R. Smith of the Torrance Chamber of Commerce, stated that the improvement of Western from 104th street to El Segundo boulevard, a strip which is usually inundated during flood seasons, is scheduled for improvement this year.

The highway from El Segundo boulevard to Gardena city limits and from 174th street to 182nd street is definitely set for improvement in 1941, Cooley stated.

## S. P. Boy Hurt in Car Collision

A seven-year-old San Pedro boy was seriously injured Saturday night about 8 o'clock when he either was struck by or ran into an automobile on 236th street, according to police reports.

The youngster, John Norman Belcher, was visiting in the neighborhood. He came into contact with a car driven east on 236th street by Mrs. Wilmona Welch, 27 of Beebe, 27 of National City, near San Diego. In her report of the accident to police, Mrs. Beebe said she was passing a car parked well out into the street when the child ran out from behind that machine and into her car. The boy was treated for a fractured collar bone, broken arm and slight concussion at a Wilmington hospital.

Raymond Hopkins of West Los Angeles was injured Tuesday afternoon when he collided with a state highway truck driven by A. R. Entrikin of Santa Monica on Highway 101 near the old Wilmington-Redondo road. Hopkins was taken to Torrance Memorial hospital in Stone & Myers' ambulance for treatment of several cuts over his eyes. Later he was released to go home.

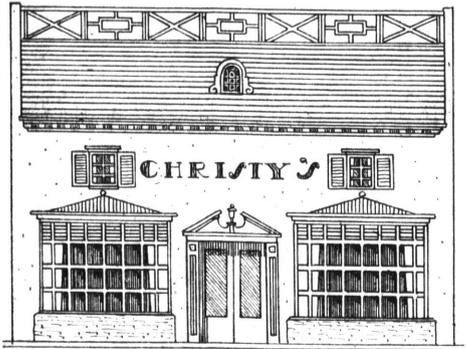
## New Building Totals \$8,650

Building permits issued from the city engineer's office this week totaled \$8,650 and were granted to:

General Petroleum refinery to replace a Braun K155 reboller with a Braun kettle-type reboller, \$250; Cecil Moore, frame lunch room at 903 Border avenue, \$500; Charles Schlerf, six-room frame house and two-car garage at 1958 Carson street, \$3,750; John Hutslar, single garage at 2105 Sepulveda boulevard, \$150, and Dr. and Mrs. A. P. Stevenson for a six-room stucco house and two-car garage at 1028 Arlington avenue, \$4,000.

THUGS SCARED OFF Two Mexicans, both of them armed, held up a drug store at 25240 Hawthorne avenue last Friday night but all they got was three packages of cigarettes before they were scared off, police reported.

## New Home for Christy's



## Colonial-Type Building Will House Fountain, Grill and Cocktail Bar

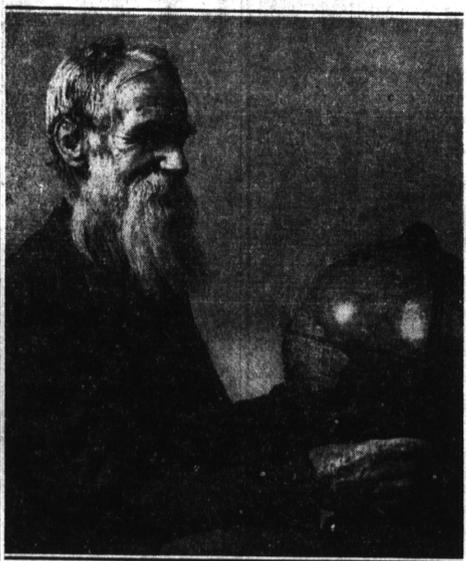
Construction of a \$20,000 fountain, grill, cocktail bar and mezzanine dining room by Mr. and Mrs. J. M. Christensen, owners of "Christy's Cafe and Fountain," will start the first of next week on Marcelina avenue directly opposite the postoffice. Plans for the 34 by 84-foot Colonial

nut paneling in the cocktail room which will be separate from the fountain and grill.

Here 11 Years A mezzanine floor will accommodate a 14 by 34-foot banquet room where parties from 25 to 100 may be served with the fine foods that have made "Christy's" a popular rendezvous at the corner of Sartori and Marcelina for the past seven years. Before moving to that corner location, Mr. and Mrs. Christensen operated a cafe and fountain for four years where the Remeo real estate office is now located on Sartori.

The Christensens will build their new establishment on a 34 by 84-foot lot. (Continued on Page 7-A)

## Africa Still Calls Him



## ALFRED LAMBERT MABERLEY met Sir. Arthur Baden-Powell and a Stranger

By MICHAEL STRASZER

He is 82 years old—but he can still dance a swinging jig. He is "the only man who ever escaped from a Stranger's hands alive."

He would like to go back to Africa. Alfred Lambert Maberley with his beard, British accent, shuffling gait and constant "plugging" of kerosene as a hair-tonic, ranks with Columbia Steel's smokestacks as a Torrance landmark.

Like those smokestacks he is as constant to the Torrance scene. Rare is the day that he cannot be seen walking about the city, greeting friends and strangers alike with a kindly interest in their welfare—an interest which usually centers on their hair or lack of it.

Jigs Were Frolic Feature Maberley is more than an impressive beard—he is a contact with the Darkest Continent for Torrance. He spent nearly a half-century in Africa when the southern part was becoming famed for its great diamond mines, its Boer Wars and its tremendous resources just being revealed.

## Total Tax Rates Are Estimated at \$5.87 and \$5.39

With final adoption of the Torrance municipal and Los Angeles county tax rates this week, local property owners can now begin to estimate what they will have to pay for fiscal 1940-41. The city council adopted an "urgency ordinance" fixing the rates of \$1.10 and \$1.07 per \$100 assessed valuation at a special meeting Tuesday afternoon. The board of supervisors adopted a rate of \$1.4749 the same day.

The city's rate is the same as the past three years while the new county levy is a reduction of approximately 2 1/2 cents from last year's tax. The Los Angeles city council adopted an ordinance this week that establishes that city's tax at \$1.7089—an increase of nearly six cents.

Final decisions will not be made on the Los Angeles city school district or county flood control district levies until tomorrow. Meanwhile, the total tax bill for Torrance District No. 1 property owners this year tentatively stands at \$5.8715 or an increase of .0568 cents over last year's total tax rate of \$5.8247.

Levy Figure Itemized In the annexed portions of Torrance, District No. 2, the tentative total tax is estimated at \$5.3915 or an increase of .1168 cents over last year's total levy of \$5.2747.

Municipal, \$1.10 and \$1.07 (same as past three years). General county, \$1.4749 (down nearly 2 1/2 cents).

School District, \$1.8042 (tentatively down .0020 cents). Metropolitan Water District, 40 cents (up seven cents).

Municipal Improvement District No. 1, water department levied only on Torrance District No. 1, 55 cents (unchanged).

County Flood Control District No. 5, 22 cents (tentatively up .0012 cents).

County Sanitation District, .2324 cents (due for slight reduction).

The rates for the past fiscal year were as follows: Municipal, \$1.10 and \$1.07. General county, \$1.4973. School District, \$1.8062. Metropolitan Water District, 42 cents.

Municipal Improvement District No. 1 (water department levied only on Torrance District No. 1), 55 cents.

County Sanitation District, .2324 cents.

County Flood Control District No. 5, .2188 cents.

A reduction in assessed valuations, which amounted to \$877,770 in Torrance this year, is expected to offset to some extent the increase in the total tax levy. The total valuation announced for fiscal 1940-41 here is \$20,335,285. Valuation of tax district No. 1, which includes the original Torrance townsite, was placed at \$8,998,655, a reduction of \$4,125, while District No. 2, annexed territory, was given a valuation of \$11,334,600, a reduction of \$836,645.

## Junior Chamber Meeting Tonight

Having drafted a constitution and set of by-laws, officers of the new Torrance Junior Chamber of Commerce plan to present these to the membership at a meeting called for tonight at 8 o'clock in the Chamber of Commerce building. Three directors, Ray Schumacher, Jim Spivak and LaVern Jones, were elected at a meeting last Thursday and they, together with President Jack Elder and his officers prepared the constitution and by-laws Tuesday night.

Eighteen were present at the general meeting last week, including President Harland Hogue and other officers of the Redondo Beach Junior Chamber, Sam Levy, Bernhard Bunje, Grover C. Whyte and William H. Bratton. Membership, constitution and resolutions committees were named and the charter membership fee set at \$3. Charter members will be accepted until tonight.

For its first activity, the Junior Chamber addressed letters to various officials commending the construction of a bridge over the Los Angeles river to permit the extension of Carson street thru to Long Beach and discussed plans for a float to be entered by the organization in the Factory Frolic parade.

## EXPECT RECORD VOTE TUESDAY AT PRIMARY

Next Tuesday, Aug. 27, when California voters march to the polls to X their ballots for primary candidates from U. S. Senator on down the list of congressional, legislative, judicial and county officers, 5,005 Torrance electors are qualified to participate in the election.

## Where to Vote

Torrance polling places for the primary election next Tuesday are as follows:

Prec. No. 1—18127 Prairie ave.  
Prec. No. 2—1615 Cedar ave.  
Prec. No. 3—716 Border ave.  
Prec. No. 4—1534 Marcelina ave.  
Prec. No. 5—1322 Engracia ave.  
Prec. No. 6—1027 Amapola ave.  
Prec. No. 7—1417 Cota ave.  
Prec. No. 8—1734 Arlington ave.  
Prec. No. 9—2013 Arlington ave.  
Prec. No. 10—23610 Carbonne ave.  
Prec. No. 11—2666 W. Carson st.  
Prec. No. 12—Walteria school, W. Alder at 242nd st.  
Prec. No. 13—807 Portola ave.  
Prec. No. 14—1307 Portola ave.  
Prec. No. 15—Hotel dining room, 1913 Cabrillo ave.  
Prec. No. 16—Recreation Center, 24439 Park st.

## City's Gas Tax 'Cut' is \$9,095

The city of Torrance will receive \$9,095 in gasoline tax funds from the county this year, due to readjustment of allocations required by 1940 census figures, it was disclosed today at the Hall of Records. Last year the city got \$9,333.

Twenty-three cities will receive more this year than last while 21 will receive less. The city of Palos Verdes Estates will receive gas tax funds for the first time this year from the board of supervisors.

Allocation of gas tax funds, provided by the cities for street repair and construction work, is made by the supervisors on the basis of population by latest census figures, and by number of miles of streets. The formula is 85 per cent by population and 15 per cent by miles of streets, on the basis that each city bears its share of the costs.

Examination of the new list reveals that Los Angeles city takes the heaviest cut, some \$18,000, because the outlying cities as a whole grew faster than did Los Angeles during the last 10 years, and added more miles of streets, collectively.

Long Beach, second city, will get nearly \$5,000 less, and Pasadena, third city, will receive \$5,400 less than last year. Glendale, which has been overtaking Pasadena at a steady rate, will receive \$2,800 more than last year, but still \$800 under Pasadena's share.

## REDECORATE POSTOFFICE

Part of the interior of the postoffice is to be redecorated, Postmaster Earl Conner announced today. He will open bids on the job next Thursday, Aug. 29, at 2 p. m.

## Torrance Factory Frolic About to Be Cast Into Time-Table Program

There's one big job ahead of the committee in charge of the third annual Torrance Factory Frolic which will be staged Sept. 26, 27 and 28. Nearly all arrangements for the celebration—open to all residents of the Southland—have been completed with the exception of drafting a comprehensive, time-table program for the various events which will make up the three-day fun fest.

This program will be prepared within the next two weeks so that all groups cooperating with the Torrance Chamber of Commerce in presenting the Frolic will have ample time to be informed as to the what, where and when of the entire celebration. At a general committee meeting Monday night in the chamber building a number of "loose ends" to the celebration were gathered together and woven into the pattern of festivities.

Attending a Frolic meeting for the first time, President John Elder and Vice-President Jack

Because local registration is the highest on record and because of keen interest in some parts of the campaign—notably the Congressional, legislative, district attorney and supervisorial races—the turn-out of voters here is expected to set a new record. The polls will open at 6 a. m. and close at 7 p. m.

Ballots contain the names of two local candidates—Edgar S. Frenger and James J. O'Toole, both seeking the Democratic nomination for Assemblyman from the 68th district. Gordon F. Arnold, Harry S. Minnor and Pete G. Gadsis of Torrance are also listed for places on the Democratic County Central Committee.

The vote registration by party in Torrance and Lomita follows:

| Party         | Torrance | Lomita |
|---------------|----------|--------|
| Democrat      | 3,400    | 2,253  |
| Republican    | 1,319    | 779    |
| Townsend      | 28       | 3      |
| Progressive   | 23       | 2      |
| Socialist     | 8        | 6      |
| Prohibition   | 7        | 6      |
| Dec. to State | 180      | 119    |

TOTAL, 5,005 3,263  
District Vote Totals  
Strength of the major political parties in the local Assembly and Congressional districts vary considerably as compared with some of the other sections of the county, an examination of the records of Registrar of Voters W. M. Kerr disclosed this week.

In the 68th Assembly District, which takes in Lomita and Torrance, the strength of the two principal parties is divided as follows, with figures in 1938 followed by figures in 1939 following: Democrats, 20,338 (28,444); Republicans, 9,410 (8,998); total, 40,811 (39,085).

The local Congressional district is divided as follows as to the two major parties: Democrats, 109,078 (102,946); Republicans, 34,708 (32,332); total, 150,774 (142,114).

For the county as a whole, there are 974,532 Democrats registered, as against 888,398 in 1938. Republicans now have 539,053 registered in their ranks, as compared with 487,352 for 1938, according to Kerr's records.

State to Be Dry  
Those California residents who like to celebrate the exercise of their right of franchise with a nip of something or other, will not be able to drop into "The Dutchman's" to do so next Tuesday. "The Dutchman's" and all other places selling alcoholic beverages will be closed on the date of the primary election.

Licenses violating this provision are not only subject to prosecution but will also be cited before the board to show cause why their licenses should not be revoked or suspended.

After the polls have closed is something else again but while they are open it's "no dice" as far as obtaining liquor is concerned. Liquor control officers will be on duty to see that the law is observed.

Buffalo of the recently-organized Torrance Junior Chamber of Commerce, expressed their group's eagerness to participate in the celebration. Elder said there was some thought being given by his organization to a proposal that the Junior Chamber collaborate with the Spinners club in presenting a tabloid version of the highly-successful melodrama, "The Drunkard", that has been running in Los Angeles for years.

Propose "Queen" Contest  
The Junior Chamber men also offered to assist George Moore in presenting a program of sports events which is Moore's contribution to the Frolic. General Chairman L. J. Gilmeister pointed out that one of the outstanding Frolic features—the Saturday afternoon parade Sept. 28—needs more float entries from organizations, business firms, industries and even individuals. He reviewed the attractive array of (Continued on Page 7-A)