

CITY'S VALUATION EXCEEDS \$40,000,000



ALL ROADS LEAD TO FROLIC—General Chairman B. T. Whitney leads (left to right) Dean Sears, Charles V. Jones and Sam Levy into his strictly late model wheelbarrow and heads for the Factory Frolic early enough to be assured they will arrive by Sept. 15, starting date of the five-day fair. All are dressed in the uniform-of-the-day for the celebration.—Herald Photo.

INCREASE OF \$6,000,000 OVER 1947-48

The new assessed valuation of secured property in Torrance for 1948-49 tax purposes totals \$37,682,010, as compared with \$31,595,590 last year, showing a gain of more than \$6,000,000, the county assessor announced yesterday.

Adding the \$2,345,340 in unsecured property in the city, which is taxed at the 1947-48 rate, the total assessed valuation is now \$40,027,350, the first time that the city has passed the \$40,000,000 mark.

The new figures will be used by the city council in setting next year's tax rate, which is expected to be done at next Tuesday night's meeting. City Clerk A. H. Bartlett now is computing the rate that will be necessary to yield the amount of money called for in the general city budget as previously approved.

Breakdown of the assessor's figures shows that in Tax District No. 1 the secured roll totals \$18,108,395, while the unsecured roll totals \$1,231,840.

In Tax District No. 2 the total of secured property for 1948-49 is \$19,555,515, while the unsecured total is \$1,113,500, the assessor informed the city clerk.

For Municipal Improvement District No. 1, the new total is \$2,992,805, as against \$2,481,200 last year.

In Water District No. 1, which takes in Waverly, the new valuation is \$2,892,755, as against \$2,003,100 last year.

Water District No. 2 has a valuation for next year of \$4,032,530, as compared with only \$2,855,885 last year.

The water board also will take steps to set the new rates at its next meeting.

Five Beauties Vie for 'Miss Industry' Title



Lee Walker

Burna Morris

D'Oro Whiting

Tallulah Nagy

Cubie Bohannon

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Chaney Leases Former Penney Location

Postal Income Gains 13 Pct. Over July '47

Torrance postal receipts showed an increase of more than 13 percent last month, as compared with July of 1947, according to Postmaster C. Earl Conner.

Receipts for last month totaled \$10,451 as compared with \$9,248 for July of 1947.

Cancellations increased nearly 7,000, from 199,560 pieces in July of 1947 to 206,516 last month, Conner's postal meters showed.

Other divisions of the post-office such as money order and registry increased accordingly, the postmaster said.

City Has 1735 More Phones Than in 1945

The Pacific Telephone and Telegraph Company today announced that it has installed 1,735,000 telephones in Southern California since V-J day for a net gain of 407,000 telephones to increase to 1,431,000 the number of telephones in service, a 40 percent increase.

In the Torrance exchange 1735 telephones have been added since the end of the war to increase the total in service to 4,605. At the same time the number of held applications for service has been reduced to 285, according to A. B. Smith, local office manager.

Following are some of the highlights of the company's Southern California expansion program in the last three years:

New jobs have been provided for more than 9,700 employees. There are now 27,700 employees on the payroll. Each day about 8,600,000 calls are being handled in the 126 central office buildings in Southern California, a postwar increase of 3,000,000 daily calls.

More than 100 new buildings or buildings additions have been completed plus scores of

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School Bond Test Action Up on Aug. 24

Next Tuesday, Aug. 24, has been set for hearing on the petition for a writ of mandate, filed on behalf of the Torrance Board of Education, to order County Clerk Earl Lippold to countersign \$1,504,000 in bonds or show cause why he has not countersigned them.

The action is in the nature of a test suit, and was filed late last week. The bonds were approved by the voters at the special election last June 4 for purchasing, building and repairing elementary and high school facilities, but the election was held before the district actually came into being on July 1.

The bonds were issued by the Board of Supervisors last July 20 after the Board of Education had decided to sell both issues to obtain money for the school building program.

School Ready to Register Men 18 to 25

Local young men of draft age will find facilities ready at Torrance High School when registration begins on Aug. 30, according to John Steinbaugh, principal.

Directed by the state to assume the responsibility of heading the draft registration for this area, the new principal stated that rooms, chairs, desks, ink and pens for registering the 18-25-year-old youths of the community would be available from 8 a.m. until 5 p.m. from Aug. 30 until Sept. 13.

A seven-point instruction program was sent to Superintendent of Schools J. Heinrich Hull, who passed the directive to Steinbaugh for action. Among the duties required of the principal is to appoint a person to serve as chief registrar. Steinbaugh is new to the community and will confer with school district officials regarding the appointment of the officer who will serve voluntarily. Hull stated that he was attempting to obtain the services of a qualified veteran to handle the job.

Although announcement has been made by Judge Ingall W. Bull of the Superior Court, of the appointment of three local men to serve on the draft board, none have been notified officially of such action, they said.

The three named are J. G. Caldwell, J. W. Loughridge and J. J. Bruckshaw. Caldwell is the Veteran's Service officer for this area and served on the draft board during World War II along with Loughridge and Bruckshaw.



NEW STORE OFFICIALS—Paul Jacobs, left and Harold Chaney, manager and owner, respectively, of the new Chaney's Department Store which will open soon in Torrance.

Harbor General Hospital Now Has \$2,000,000 Yearly Payroll

Harbor General Hospital has grown into a \$3,000,000-a-year institution, with a regular payroll of 650 persons drawing \$2,000,000 a year in salaries and still is growing, Dr. G. M. Eastham, resident ear, nose and throat specialist, told members of the Torrance Lions Club Tuesday noon as he complimented the club for initiating the action which brought about acquisition by the County of Los Angeles of the former Army hospital.

Dr. Eastham said that the Harbor General Hospital now serves the entire area south of Manchester boulevard, eastward including Long Beach, Hynes and Clearwater area, the whole harbor district as well as Torrance, Lomita and bay district cities including Inglewood. The institution has a capacity patient load at this time of 500.

Dr. Eastham said that there are 78 resident doctors and technicians in the hospital, augmented by the services of 150

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PLANS MADE FOR MODERN STORE HERE

Jack Koch, owner of the Star Furniture Company and business property on Sartori avenue, announced late yesterday that he had signed a long-term lease with Harold Chaney for the Chaney Department Stores in the former location of the J. C. Penney Company in Torrance.

The Penney Company announced last week that they would abandon their Torrance, Wilmington and San Pedro stores after failure to reach an agreement with Haskell Tidwell's Retail Clerk's Union. The store had been closed since July 3, 1947.

Koch's announcement that Chaney is coming to Torrance brings to successful conclusion the efforts of local civic leaders to lease the location to a department store familiar with local conditions and needs of Torrance people.

Chaney's has been one of the most successful department stores operating in Southern California. Their first store was opened in Lennox in 1924 and subsequently moved to Hawthorne. Their other store in Gardena opened its doors in 1940.

Chaney said today, "We are very happy that we are opening our third store in Torrance. As a matter of fact we have had our eyes on your beautiful and fast-growing city for many years, and would have been with you long before if we had been able to find a suitable location."

"Certainly we enter the business life of Torrance with the sincere desire to serve the people with a really fine department store. Yes, not only to serve and serve well, but to take an active part in the building of a finer and greater city."

"The manager of the store will be Paul Jacobs, who has been in charge of our Gardena store for some time. We think you will like him."

"Right now we cannot say when the store will be opened. But work of remodeling, refinishing and stocking will begin immediately, so we hope that it will not be too far away."

Smelter Plant Strike Waits On Settlement

With a temporary injunction granted yesterday limiting the number of pickets to two at the Western avenue plant of the Pacific Smelting Company, negotiations for settlement of the 18-day-old CIO strike appeared to be still in a deadlock today.

Manager Allan Klatzker said he had received 600 phone calls in answer to his "Help Wanted" advertisement in last week's Torrance Herald, and about 250 applications for employment.

Trial of the injunction suit will not take place for about 10 or 12 months, it was estimated. Klatzker claimed his plant was operating at "about 90 per cent" of capacity yesterday.



SELLS FIRST TICKET—Burna Morris, Miss Industry candidate for the Torrance Factory Frolic, sells Supervisor Raymond Darby, left, and Vic Chatten the first two tickets for the big industrial show Sept. 15 to 19. Occasion was the first

public demonstration of Chatten's made-in-Torrance beach sanitizer, which was witnessed by officials of a score of beach cities. Miss Morris and Mrs. Chatten, left watched the demonstration.

Factory Frolic Ticket Sales Under Way; Booth Space Sold

Preparations for the big Torrance Factory Frolic and Community Fair moved into high gear this week as the general committee on exhibit and booth sales reported space practically sold out, while five of the city's candidates for the title of "Miss Industry" got the advance sale of tickets under way.

The five candidates are Cubie Bohannon, Burna Morris, who sold the first ticket last week to Supervisor Ray Darby; Tallulah Nagy, Lee Walker and D'Oro Whiting. All now have tickets and are making calls with their ticket books throughout the city.

More than 30 exhibitors had signed up at the middle of the week, and five new exhibitors were reported at Monday's Chamber of Commerce. Newest additions to the exhibitor list are the American Radiator and Standard Sanitary Corporation, Sam Levy, Universal Furniture Company, Torrance Plumbing Company and the Torrance Board of Education.

Fourteen midway concessions now have been sold, it was reported at the luncheon. Other matters brought up at the Monday luncheon were the proposal of a kangaroo court, before which all non-wearers of the official Factory Frolic garb would be cited, and the date for the parade—whether it should be on the Saturday preceding or following the opening of the five-day fair.

Support and participation in this year's big Frolic and Fair has been voted by Milky Williams Local 1414, CIO, United Steelworkers, the general committee was advised this week by

Begin Work on 34 Duplexes, 14 New Houses

The first step toward actual construction of an 88-unit private housing project in Torrance was taken yesterday when workmen started installation of sanitary sewers on the tract at the southeast corner of Crenshaw boulevard and Dominguez street.

Construction of the 34 duplexes on the site will be undertaken by Biltmore Homes, Inc., who now are building Torrance Gardens at 174th and Crenshaw, it was learned, although the project was originally laid out by Jack Pine.

A trenching machine was moved to the building site yesterday after surveyors had laid out the new streets in the area.

Actual construction got under way this week on 14 dwellings on 203rd street, east of Crenshaw boulevard, following delivery of several carloads of lumber to the site early this week.

Kenneth C. Beight, recording secretary, Councilman Nick Drahe has been designated to head the committee and will be in charge of the local's participation.

Postoffice Gets 'Coat of Tan'—Paint, That Is!

The Torrance post office is getting a "coat of tan," so to speak, with the start this week of the exterior paint job, the building's first since it was built in 1935.

The government is going modern, too, and has decreed what Postmaster C. Earl Conner affectionately calls a "Torrance beach tan" for the reinforced concrete walls that form the exterior, with a "warm brown" trim and a dark brown base. That's according to Earl, too.

The interior also is being attractively repainted, too, so that the staff that speeds the city's mail will have a new color outlook on the walls.

"Seems like a California architect might have had a hand in selecting the colors this time," Conner commented.

Here's Chance for Photo Fans to Win Prize at Factory Frolic

Photo fans, here's a chance to help your community and have fun doing it!

And perhaps win a prize for your efforts. In an effort to promote the coming Factory Frolic and Community Fair on Sept. 15-19 and create a library of pictures for next year, the Torrance Herald and the A-1 Photo Service will sponsor jointly a photo contest for pictures to be taken during the Frolic and Fair next month.

The contest is open to anyone not normally employed in the photographic industry or its allied fields. Judging of the prints submitted will be in two divisions. One, strictly for amateurs, will be limited to those pictures taken at the Fair using one of the cameras borrowed from the A-1 Photo Service's booth in the big top. The other division, for the advanced amateur, will be divided into three classes—children, action and general Fair activities.

A \$25 cash award will be presented to the photographer submitting the print judged to be the best of all pictures entered. Three \$10 awards, one to each class, will go to the three best pictures submitted in the advanced amateur division. The amateur taking the best pictures with one of the borrowed cameras will be given the camera. Retail value of the camera, which is equipped with flash attachment, is above \$15.

Ribbons for the first three places in the separate divisions and classes will be given also.

Winning entries will be displayed in the windows of the A-1 Photo Service the week following the Fair. All prints submitted will become the property of the Torrance Herald, which will reserve the right to publish any and all photographs submitted with due credit to the photographer.

Judges for the contest are: B. T. Whitney, general chairman of the Factory Frolic; Blaine Walker, former newsreel cameraman and now secretary of the Chamber of Commerce; Chester Heiskell, advertising director of McCown Drug Co. and widely known throughout the state for his art and advertising layouts; and Cliff Johnson and Jack Baldwin, editor and photographer respectively of the Torrance Herald.

Start planning now what pictures you think would make good photographs—and when the Fair starts shoot them!

Additional details of the contest will be announced in future issues of the Torrance Herald. . . watch for them.