Covers the Torrance District Like a Blanket.

The Torrance Herald

"There is no Substitute for Circulation."

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PEOPLE WILL VOTE ON PROMOTION TAX; TO FINANCE DEVELOPMENT OF TORRANCE

Street Lighting Bond Issue May Be Circulated Here Soon

ELECTION WILL BE CALLED

Authorization of Levy of 10 Cents per $100 to Be Issue

HYDE PRESENTS SURVEY

Shows Non-Resident Owners Should Help Pay Boosting Costs

Shall 10 cents per $100 of assessed valuation be added to the city taxes for the purpose of advertising and promoting the city of Torrance? The city will vote on such a proposition at a special election to be held within a few weeks.

This was assured Monday night when the Board of Trustees introduced an ordinance calling for such an election, the date of which will be announced next week.

The law requires that such a proposition must be voted upon at a special and not a regular election, so it would be illegal to vote on it on Aug. 31.

The city of Torrance for the past two years has appropriated $4500 for promotion and advertising. So the proposal to come before the people in reality asks only that this sum be about doubled. A municipality can appropriate 5 cents per $100 of assessed valuation for promotion purposes without the authority of the voters.

If the proposition carries at the election, at which a majority of votes is required, the tax will be included in next year's levy.

Carl L. Hyde, secretary of the Torrance Chamber of Commerce, presented to the board a comprehensive analysis of the matter, stressing the fact that under such a system owners of vacant property in Torrance would carry the burden of the expense of promoting Torrance.

Here Is Statement

Mr. Hyde's statement follows:

"The following figures showing assessed valuation include the recently annexed territory, and other figures showing the valuation of improvements are based upon last year's assessment roll, but which it is believed will be consistent in ratio with the present year's assessment:

	Assessed Valuation	Percentage of each group to the whole	Revenue which each group would pay under 10c tax on each $100 of assessed value
Residntl.	$2,942.750	24½	$2,942
Comrcl.	384,600	3¼	384
Industrl.	1,437,140	12	1,437
Unimprvd..	7,235,510	60	7,235
Total	$12,000,000	100	$12,000

"The above table indicates the approximate performance which a system of taxation support for Chamber of Commerce activities, such as general advertising, pub-

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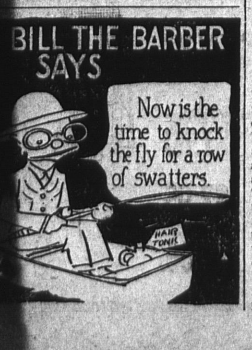
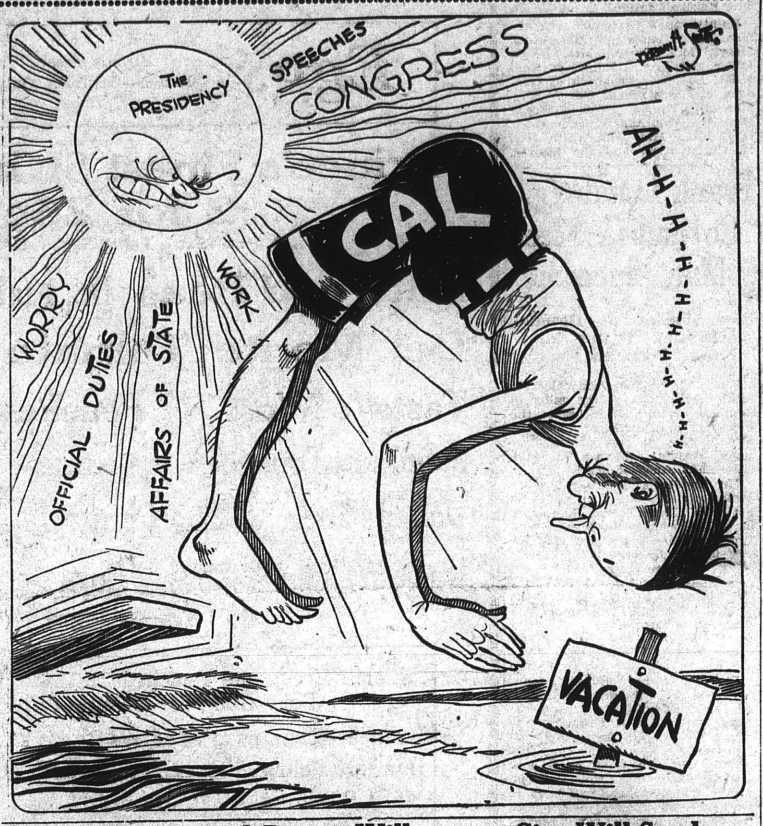


OH, WHAT A RELIEF!



Auto Caravan and Picnic Will Open New Vanderlip Highway Around Beautiful Palos Verdes

The harbor district is going to celebrate the opening of Vanderlip highway—new coast route from San Pedro to Redondo, around the coast—with a big auto caravan and picnic on Saturday, July 31.

This was decided at a meeting of representatives of San Pedro, Redondo Beach, Harbor City, Lomita, and Torrance July 16.

Redondo Beach, Gardena and Torrance caravans will meet at Torrance. These three units will then proceed to Lomita and Harbor City, thence to San Pedro, and thence around the coast on the new highway to the Redondo Beach picnic grounds, where the Redondo Beach Chamber of Commerce will furnish coffee and cream.

Several Attend

Arrangements were made at a meeting attended by the following: J. H. Booge, Emil Toscanini, O. R. C. Grow and R. H. Beaton, representing the Chamber of Commerce; George Preston, R. G. Whitlock, Leon. Dwight, C. B. Hollingsworth and E. V. Reed, San Pedro Realty Board; Carl Hyde, secretary Torrance Chamber of Commerce; and Miss Irene Bradbury, M. H. Moore and Chester Meek, representing Redondo Beach Chamber of Commerce.

Dr. R. G. Whitlock was appointed as chairman of the general committee. He immediately suggested that committees in Redondo, Torrance, Gardena, Lomita, Harbor City and Wilmington be appointed to take care of arrangement of details in each of the towns.

O. R. C. Grow of San Pedro was appointed as grand marshal of the caravan to head the delegation out of San Pedro.

In addition to the arrangements for leaving San Pedro at 3 p. m. Saturday, July 31, it was suggested that the groups in each car equip themselves with basket lunches.

Name Committee

The following publicity committee was appointed to handle the publicity and to secure a slogan for the caravan: M. H. Moore and Irene Bradbury, Redondo Beach; Secretary Carl Hyde, Torrance; George Preston, Harbor City and Lomita; J. H. Booge and R. H. Beaton, San Pedro. Publicity committee was directed to meet at the Torrance Chamber of Commerce Wednesday, July 21, at 2 p. m., and the general committee will again meet at San Pedro Friday, July 23, at 11 a. m., at this time to arrange for the necessary badges, banners and motorcycle escort.

The new Vanderlip highway, winding around the prominences of the Palos Verdes Hills, is reported to be one of the most beautiful drives in the west.

Asks City Maps Showing Public Utilities in City

The Board of Trustees Monday night received a request from W. H. Gilbert, chairman of the public utilities committee of the Chamber of Commerce, that the city engineer be instructed to prepare maps showing the location of all water, sewer and gas pipes and electric service in the city of Torrance. The request, in the form of a letter, pointed out that no such map now exists and it is impossible to ascertain without considerable trouble which lots are able to secure all utilities.

The board withheld action, pending investigation of the costs of preparing the maps.

Will Move City Hall August 1st

The Torrance city hall will be moved about Aug. 1 to new quarters in the building being completed on Cravens avenue. Meetings of trustees will be held in the present city hall until the meeting of Aug. 24. The new fire apparatus is now housed in the new building.

MULES FOR SALE

William Gascoigne, street superintendent of Torrance, was authorized by the Board of Trustees Monday night to sell the city's span of mules.

Oh, look: Fence lumber, $15 per 1000. Consolidated Lumber Co. —Adv.

City Will Study Garbage Riddle; Bids Rejected

Hire Men Pending Municipal Decision to Collect Own Refuse

Should the city of Torrance collect and dispose of garbage under a municipal department, or continue the contract basis?

In order satisfactorily to answer this question the Board of Trustees Monday night rejected all bids for garbage collection and disposal and instructed the police committee, Charles M. Inman chairman, to investigate costs of various methods of collection and disposal and make a report in 30 days.

To provide for garbage collection and disposal while the investigation is being made Mr. Inman was instructed to employ two men with the equipment necessary to handle the business. They will be paid an aggregate of $250 a month without contract.

For this amount G. M. King, who now has the garbage contract, agreed to collect and dispose of garbage and refuse on a month-to-month basis and furnish his own equipment.

Grand Officers Pay Visit to Gardena Chapter

The Eastern Star chapters of Huntington Park, Bell and Gardena met in joint chapter last Thursday night at Gardena, when grand officers made an official visit.

A 6 o'clock chicken dinner preceded the business session.

Members of Torrance Chapter, O. E. S., who were present were Mrs. J. H. Fess, Mr. and Mrs. P. G. Briney, Mrs. John Guyan, Mrs. Boynton, Mrs. A. Shriner, Mrs. Evelyn Coe, Mrs. Juliette Johnson, Mr. and Mrs. E. N. Tomkins, Mrs. Margaret Fordyce, and Mrs. Brady Wolfe.

Dinner guests Sunday of Mr. and Mrs. C. M. Mackenzie of Gramercy avenue were Mr. and Mrs. Boardman and daughter Virginia, Mrs. Margaret Boardman of Hollywood, and Mr. and Mrs. E. D. Storm and son of Red Bluff.

PAVEMENT TAX ROLL READY

Cedar-Madrid and Martina District Assessment Lists Are Filed

C.-M. M. O. BILL IS $8372

Will Not Be Included in Taxes Until December, 1927

The Cedar-Madrid improvement district assessment roll and that for Martina avenue are now on file and open for inspection at the city hall. The date for the filing of protests against the assessments is Aug. 2.

The Cedar-Madrid total assessment is $116,815. The actual construction cost was $109,687.23, the balance being for engineering work and advertising proceedings. The advertising cost was $126.

The highest single assessment was levied against the Chanslor-Canfield Midway Oil Company, owner of considerable frontage on Cedar avenue north of Redondo boulevard. This assessment was $8372.72. The lowest assessment was for one cent, being levied against several lots north of Cedar avenue.

Assessment of $1450

One lot on Cedar avenue, owned by Mrs. Wilson, was assessed $1450. The property comprises 200 feet frontage on Cedar and is on the corner of Sonoma avenue.

Inside lots fronting on streets which were paved with oiled macadam are assessed at amounts varying from $266 to $275, depending on frontage. Corner lots on the inside were assessed in the neighborhood of $580.15.

In cases where assessments are allowed to go to bond no payments will be due until December, 1927. The assessments will not be spread on next year's taxes, which are payable in December, 1926, and June, 1927.

Death Ends Long Siege Of Illness

W. R. George Passes Away in San Fernando Sanitarium

Heart failure last Monday evening ended the suffering of many months for W. Ralph George 31, of 2215 Arlington avenue. Death occurred at Olive View Sanitarium, near San Fernando.

Mr. George, who was born in New Kensington, Pa., moved to Torrance with his family five years ago. He was a member of the Methodist Church and of the Knights of Malta. Until his illness he was associated with the Torrance glass works.

Surviving the young man are his widow, Mrs. Ruth George, member of the local Elementary School faculty; a daughter, Martha, aged 6; and Mrs. J. M. McLain, Mrs. R. H. Kunkel and Lester George, mother, sister, and brother, of Kensington, Pa.

Services were conducted at Stone and Myers' chapel today at 1:30 by Rev. Lyall. Interment was made at Roosevelt Memorial Park.

Rezoning Request Placed on Table

The trustees Monday night indefinitely postponed action on the request for the rezoning of lots bounded by Western, Border, Carson and 220th street. A petition from Charles Vonderahe asked that the lots be taken out of the fire zone to allow construction of frame dwellings. John Salm had protested against the rezoning. The previous board of trustees twice refused to rezone the lots.

Observations

Chester Rowell Endorses Young—Richardson Slaps Opponent as Tool of Bosses—Goodcell Cites Wide Support

By W. HAROLD KINGSLEY

REALLY, I cannot understand what California is going to do with so many governors.

Here are supporters of Richardson, Young and Goodcell all claiming widely and loudly that their favorite is going to be elected. And if one believes all the publicity that now floods the mails, one must conclude that every one of them is right.

Considerable interest was manifested here last week over the gubernatorial candidates' publicity published in these columns. It seems wise therefore to repeat the dose.

What observers regarded as a big asset to Young was the endorsement given his candidacy by Chester Rowell, formerly political sage of the Fresno Republican.

* * * *

THE Young publicity covering this phase of the campaign follows:

"Los Angeles, July 12.—Reminiscent of the militant days of the Fresno Republican, when political prophets awaited the editorial announcements of Chester H. Rowell before issuing prophecies concerning the outcome of a state election, the world observer and internationally known editor paused long enough on a round-the-world trip to voice his approval of the candidacy of Lieut. Gov. C. C. Young for the Republican nomination for governor.

"Mr. Rowell yesterday wired the following statement to former Senator William J. Carr following his arrival in San Francisco from a stay of several months in Honolulu and the Orient:

"'As you know, I am just leaving for Europe and will therefore be out of touch with California affairs. However, I do not want to go without first expressing to you my best wishes for the success of the campaign for the nomination of Lieut. Gov. C. C. Young as Republican candidate for governor of California.

"'With my long personal friendship for Mr. Young and my intimate knowledge of him for many years, both as a private citizen and as a public servant, I could not possibly take any other position.

"'Lieut. Gov. Young has doubtless had the most comprehensive experiences of any public official in California. As presiding officer for a record-breaking term of both houses of the legislature he has had the closest touch with the legislative side of government, and he has had a very wide and intimate touch with its administrative side. Also he is widely acquainted throughout the state and knows its people, its leaders, and its needs.

"'In sheer acquired competence he could not be surpassed, and he has, in addition, a uniform record of being on the right side in issues, sympathies and affiliations. He is a man of ability, character and independence. He will know how to administer the affairs of the state with constructive economy, and its progressive policies and institutions will be safe in his hands. His wide knowledge and high standard of men will assure proper appointments and the holding of them to loyal service.

"'I am glad to know that California has the opportunity to choose a man of such thorough equipment and sound standards and character for this, its most important office.'"

* * * *

STILL determined to brand Young as "pet of the bosses," Gov. Richardson's campaign committee of newspaper editors continued to hammer on the question of "Business or Bossism."

Their release this week follows:

"On the thirty-first day of August the Republican voters of California will nominate a candidate for governor.

"The choice will be between Gov. Friend W. Richardson and C. C. Young. All other candidates may be disregarded as irrelevant and immaterial.

"One of the outstanding issues, if not the paramount issue, of the campaign will be business in government vs. politics in government.

"The issue will be sharply drawn.

"Gov. Richardson is the acknowledged champion of business in government."

"C. C. Young, by reason of his past affiliations, must at least be regarded as the candidate of those who favor politics in government.

"It was once suggested to Gov. Richardson that he appoint a well known citizen of California to a responsible position in the state government. 'No!' was the governor's reply. 'He is a politician.'

"Alexander McCabe, boss par excellence of the old political machine, on duty as a lobbyist during the recent session of the legislature, made his headquarters in Lieut. Gov. Young's office at Sacramento. Note the contrast!

"Without exception, the political bosses of the state, from Tom Finn of San Francisco and Kent Parrot of Los Angeles to the little fellows, are for C. C. Young for governor.

"They are not for Gov. Richardson. Tthey were not for him four years ago. They never will be for him.

"There's a reason!"

* * * *

REX GOODCELL, former collector of internal revenue, has supporters who claim that endorsements of Goodcell "are pouring in from all parts of the state." The Goodcell announcement follows:

"Endorsements of the candidacy of Rex. B. Goodcell for the Republican nomination for governor are pouring in from all parts of the state. One of the latest is one from the home city of his two major opponents, Berkeley. The North Berkeley Republican Club has announced its support of Goodcell, says a report to State Chairman A. L. Bartlett of the campaign committee. The officers are H. W. Hall, president; Mrs. Ruby Kitchen, secretary.

"The Jugo-Slav Central League, representing fifteen thousand voters in Los Angeles County, is behind Goodcell, announces Matt P. Kressich, its president, and John J. Knezevich, secretary. The Monterey Park Republican Club of Los Angeles County has also endorsed Goodcell, its president being Harry Galbraith, and L. C. Bryant secretary.

"The Federal Custodian Service Association of the port of San Francisco is supporting Goodcell, announces its president, Phil T. Sullivan, and secretary, Harry L. Walker.

"Other recent endorsements of the Goodcell candidacy include those voted by the Young Men's Republican League of Alameda County, of which R. S. Blue is president and A. S. Rice secretary; also by the Central Voters' League of California, which includes in its membership some ten thousand voters in the central counties. The latter announcement is made by Herbert C. Kaufman of San Francisco, attorney for the league. H. F. Fehliesen is president of the organization."

SEEK COST BEFORE ACTION

Committee Outlines Plan Before Board of Trustees Monday Night

WILL ASK GUARANTEES

Before Petition Is Drawn Exact Maximum Costs Will Be Learned

Should a bond issue proposal for a city lighting system be proposed to the people of Torrance, definite guarantees will be made public even before a petition is circulated.

A petition probably will be circulated asking for an election for the purpose of voting light bonds.

These were the outstanding developments in a discussion of the city lighting question at Monday night's meeting of the Board of Trustees.

Asks for Maps

The discussion was precipitated by a letter from W. H. Gilbert, chairman of the public utilities committee of the Chamber of Commerce. The letter pointed out that a map of a lighting system exists but that the recent annexation and improvements in West Torrance make it out of date. The board was asked to bring the map up to date, so that the committee and the city engineer might obtain guaranteed costs of various lighting systems.

Mr. Gilbert and others told the board that after these guarantees are received in writing a petition will be circulated among the people asking for a bond election.

"It would be impossible to obtain guaranteed costs without a complete set of plans," said Mr. Gilbert, "and every citizen wants to know the cost before he signs a petition. All we ask the board to do is bring its map up to date so that we may obtain the necessary cost guarantees from a number of companies."

Grant Request

Members of the board made plain that they are not initiating lighting proceedings, but agreed to cooperate with the committee to the extent of having the maps completed by the city engineer so that the people may have an opportunity to study costs and decide whether or not they desire that a bond election be called.

Police Get Rid Of One Car; City Buys New Truck

Inman Reports Only One Auto Needed; St. Dept. Acquires Chevrolet

A new Chevrolet truck was purchased by the Board of Trustees Monday night from the Torrance Motor Company, after Trustee Charles M. Inman had informed the board that "the police department had found that it could get along with only one police car" and that Buick No. 2 of that department could be turned in for $550 in payment for a street department truck.

The new truck cost $925 and the board authorized the signing of a lease contract for the new equipment.

Vesper Communion Here Next Sunday

The Central Evangelical Church will hold a vesper communion service next Sunday evening from 6 to 7 o'clock. Dr. August J. Boelter, presiding elder, will have charge of the service and will give the communion address.

Christians of all denominations are invited to participate in the service. There will be no other service at this church Sunday evening.