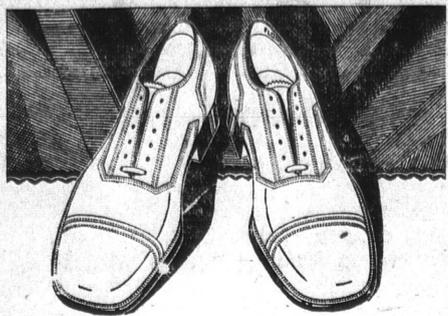


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GET A PAIR! Dress Your Feet in Smart FLORSHEIMS

\$8.85

You'll be glad you came here when you see the styles, the fine leathers. We're not holding anything back—take your pick of our entire stock during this sale.

SAM LEVY

New and Greater Store Sartori Ave. Torrance



People To Vote On 10-Cent Tax For Promotion

(Continued from Page 1) licity and civic and industrial promotion, would involve.

Average a Year \$1.00 Taking the valuation of all residence improved property and dividing it by the total number of residences in the community, we find, gives an average assessed valuation per unit of approximately \$1800. On the plan of a tax of 10 cents in each \$100 of assessed value this would cause the average layman of the community to pay \$1.80 per year for such purposes.

From the commercial point of view, the merchant or business man would have to possess a business of a market value of approximately \$25,000, having an assessed valuation of about one-half, or \$12,500, in order to contribute the present Chamber of Commerce dues of \$12 per annum.

A further analysis of the system applied to industry discloses the fact that under the taxation method such institutions as the Union Tool, Columbia Steel Corporation, etc., would pay just about the same amount as they contribute at present through the budget amount. All industries, however, have not contributed on an substantial basis as the major institutions, and it would therefore be more equitable in this respect.

City Advantage One of the outstanding merits of the plan is the large proportion which would be obtained from the unimproved property, which in a residential class is owned quite largely by non-resident and speculative investors who, not feeling that they are any part of the community, acknowledge no civic responsibility and consequently do not lend any support to the building and development of the city. The absolute equity of the scheme is one of its most convincing arguments, because under such a plan the various ownerships representing the assessed values in the community contribute directly in proportion to their worth.

The suggestion of the adoption of this plan in the city of Torrance is not an innovation in the support of Chamber of Commerce activities, in that a score or more of communities in Los Angeles County have already adopted, some long since, this system. The Los Angeles Chamber of Commerce also secures municipal and county funds for promotional and development work to the extent of nearly \$200,000 annually.

Asks for Election The General Laws of California provide, of course, that municipalities of the sixth class may expend 5 percent of the revenues derived from the municipal tax for such purposes as may be deemed proper by the municipal authority thereof, such as promotion, music, advertising, arts, and so forth. However, to obtain a sum in excess of 5 percent of the municipal revenue it is necessary to adopt an ordinance, which has to be submitted to the qualified electors of a community at a special election called therefor.

The directors of the Torrance Chamber of Commerce and several of its members have given this matter considerable study, and feel sincerely that the only equitable way to carry on the program which it is felt this bureau should conduct and which would require a substantial budget is through the method outlined. For this purpose a tax of 10 cents on each \$100 would provide a budget for the purposes outlined of approximately \$12,000 this coming year.

As it is necessary for the trustees of municipalities to fix their tax rates and have any such items as the one proposed included therein, in ready to submit the latter part of August or early in September, we feel that immediate action should be taken upon this matter, which we feel confident will meet with the hearty endorsement of the taxpayers of this city.

MCKINLEY INN

Mr. and Mrs. F. S. Doss and children, of Bakersfield, were guests here Monday.

Clarence Day was a Lankershim visitor Wednesday.

Mrs. Elizabeth Clark of Los Angeles spent Friday and Saturday with her aunt, Mrs. May McKinley.

Guests at The Inn Sunday were Mr. and Mrs. Mortimer Clark and Mrs. J. F. Nutty, of Los Angeles.

G. E. Baker and Clarence Day were business visitors in Pasadena Monday.

Mrs. Estell Freleigh of Los Angeles spent Friday here with her son, Bob Robnett.

Mrs. E. J. Broadwell and two children, Betty and Billy, are guests at The Inn. Mrs. Broadwell is a teacher in the school being conducted by the Four Square Gospel organization.

W. B. A. NOTES

The regular business session of the Women's Benefit Association next Tuesday evening at the Women's Clubhouse will be followed by a birthday party.

The ladies whose birthdays occur in the last six months of the year will entertain the members who had their birthdays during the first six months.

All members are urged to attend.

Guests Sunday of Mr. and Mrs. Paul Mading of Pennsylvania avenue were Mr. and Mrs. Hanke and Mr. and Mrs. Taylor and family, of Hawthorne.

Quinn Praises Shortridge For Stand on Court

Former Legion Head in Backslap at Comrade Linberger

LOS ANGELES.—Senator Samuel M. Shortridge was given a remarkable ovation by leaders of the posts of the American Legion of Los Angeles and vicinity at a luncheon in his honor here today. John R. Quinn, former national commander of the Legion, introduced the senator as "my friend and the friend of every former soldier."

"I believe that had Senator Shortridge been elected on a platform to favor veteran legislation above all else he could come home to us and truthfully say that he had lived up to his promise to the fullest," said Mr. Quinn, and continued:

"The senator has never been wrong on a single occasion where the rights of the disabled soldier were at stake.

"And so it has been on all questions—whether it be on the World Court, which the American Legion unanimously endorsed at the Omaha convention, and subsequently reiterated its endorsement by unanimous vote of the executive committee at its January meeting. "The fight on the adjusted compensation bill is perhaps not so vivid in your minds as it is in mine, and I can never forget the night before the final vote was taken on the President's veto. It had been a long, hard fight. Our fate was in the hands of a few men. The executive committee was in session in Indianapolis. The atmosphere was 'blue.'"

Breakfast With Coolidge

"Finally, I could stand it no longer—at 2 a. m. I called Washington on the long distance and got hold of John Thomas Taylor, who was on the ground. He said it looked bad, but our success depended on our friends sticking. Tremendous pressure was being brought to bear upon several senators, particularly your friend Senator Shortridge from California. He said: 'Will he stick? The President is inviting him to breakfast tomorrow morning and will undoubtedly urge him to support the veto.' I told Jack that he need not worry about Senator Shortridge; that he had given me his word that he would stay with us to the end.

"The next morning Senator Shortridge breakfasted with the President. Rumor had it that the President indicated in a very strong manner that it would be a great favor to him if the senator would vote to support his veto. The senator replied: 'Mr. President, I have passed my word—would you have me break my word?' And the President replied: 'Mr. Senator, under the circumstances I cannot ask you to break your word.'"

"Comrades, you well remember that day—the vote was called and Senator Shortridge stood firmly by the American Legion. Our seven years' hard fight that brought down upon the organization condemnation from all selfish and unpatriotic forces had been won. The greatest controversy, obstacle that the Legion had ever had to face was out of the way. We could turn our face to the future and work for other constructive measures that would go to make up the wonderful record that the Legion is to leave to posterity.

Pledges More Aid

"Comrades, I present to you Senator Shortridge—the father of two sons, both Legionnaires—a man who has rendered valiant service to the ex-service man."

In a brief response Senator Shortridge declared that of all his official acts he was proudest of what he had been able to do for the veterans, and pledged his continued support of measures for the relief of war sufferers.

Michael Arlen's 'Green Hat' Will Open New House

Edward D. Smith's handsome Theatre El Capitan in Hollywood will house one of the outstanding dramatic attractions of the period commencing Thursday, Aug. 5, when the Pacific coast premiere of Michael Arlen's pulsating play, "The Green Hat," is scheduled to take place.

Following closely on the record sale of Arlen's popular book of the same name, his play proved a magnetic box office attraction in the east, and Mr. Smith, lessee of the Theatre El Capitan, has been engaged for weeks in formulating his plans for giving the play a resounding presentation in Hollywood.

Miss Ruth Chatterton has been selected to play the big part of Iris. Miss Chatterton is widely known in the western territory through her many appearances in support of Henry Miller on his interesting tours of the Pacific coast, and is generally regarded as the ideal selection for the all-important role. Ralph Forbes will appear as Nipper, Garth Bueches as Gerold March, Catherine Bennett as Venice, Montague Shaw as Hilary Townshend, Charles A. Stevenson as Maj. Gen. Harpenden, while others in the large supporting company will include Mira Adoree, Bruce Payne, Perry N. Vekroff, Wallis Roberts, Malcolm Moulder, Joyce Mayo, Alice Keating, William H. Bradley, Travers Vale, and Harold Nelson.

Mr. Smith plans to make the "Green Hat" premiere one of the biggest dramatic events Hollywood has ever known. Considering the wide circulation of Arlen's novel, there is certain to be great interest in his play.

REGISTER!

If you have not registered since January 1, 1926, or if you have moved since last registering, you must register before July 31 if you want to vote on August 31.

You can register at The City Hall, Torrance The Postoffice, Lomita The Ex-Soldiers' League, Lomita Township.

ELECT JENSEN JUSTICE

An Able Attorney An Ex-Soldier J. R. JENSEN

Stands for Strict Law Enforcement and Impartial Justice for All

"Jensen's Decisions Will Be His Own"

Your Vote For Jensen On Aug. 31 Will Be Appreciated by Ex-Soldiers' League of Lomita Township

Jensen Will Hold Court In Torrance

Before You Leave on Your VACATION--

Be Sure You Have

FULL COVERAGE On Your Auto

A Telephone Call will bring us to you without delay.

L. B. Kelsey

(Successor to Foley & Kelsey) "Where Insurance Is Not a Sideline"

1405 Marcelina Ave., Torrance Phone 135-M

For LIFE HEALTH ACCIDENT INSURANCE See TOM FOLEY 1405 Marcelina Ave. Phone 135-M Torrance

Safeway Urges Citizens to Vote

Urging the 2500 employees of the 450 Safeway stores in Southern California to use the ballot as the most useful and practical expression of their American citizenship, Edward Dale, vice-president of the big chain grocery organization, today issued the following bulletin:

"The Safeway store is a thoroughly American institution. We believe that one of the chiefest privileges of an American is the ballot, and every good citizen, regardless of other affiliations, should make use of this privilege for which our forefathers fought and died. We strongly recommend, therefore, that every employee of this company who has not yet registered do so at once. If you find that your hours in the store prevent you from attending to this duty, we request that you communicate with your district manager, who will see that due provision is made for your taking the necessary time off to register."

"We don't believe a man will make a good employe unless he proves himself a good citizen," said Dale. "One of the first requisites of good citizenship is to register complaint or approval of existing conditions by the ballot. If a man is apathetic with respect to the questions vitally affecting his own city or country he probably will be lukewarm to his more important duties as an employe."

Baker Smith Carson Street Jeweler Swiss Watch Repairing a Specialty

Improved Service to the Beaches

ADDITIONAL MOTOR COACH SERVICE IS NOW OPERATED BETWEEN LONG BEACH, COMPTON, GARDENA, MONETA, LAWDALE, HAWTHORNE, LENNOX, INGLEWOOD AND VENICE!

COMFORTABLE, COMMODIOUS COACHES Sunday Schedule

15 Trips in each direction between Lawndale and Venice. 8 Trips in each direction between Long Beach and Venice.

Time Table showing complete daily and Sunday Schedule may be obtained at P. E. Ticket Offices or From Motor Coach Operators.

YOUR PATRONAGE IS SOLICITED PACIFIC ELECTRIC RAILWAY