

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

YOUR MONEY AND THE CHAMBER OF COMMERCE

IT seems hardly necessary to stress the value of a good Chamber of Commerce to a city. The purposes and activities of a community sales department are so well known, particularly in California, that every citizen regards his Chamber of Commerce as one of the most essential organizations in his city.

In this editorial we are concerned specifically with the Torrance Chamber of Commerce and its activities. We are so concerned because the people of Torrance will vote on a proposition to pay 10 cents per \$100 of assessed valuation for community promotion and advertising. And most of this money will be used to finance the Chamber of Commerce in all of its activities aimed at the promotion, welfare and development of Torrance.

The Chamber of Commerce is the medium through which Torrance must make contact with the outside world. It is the agency of community promotion, community welfare, community development, community ideas, community progress, community growth. All that in general.

In particular the Torrance Chamber of Commerce is an employment bureau. Local industries are daily hiring men who leave applications for work at the Chamber of Commerce. This service is free to industries and applicant.

The Chamber of Commerce is actively and constantly in touch with all development affecting the future of this section of the state and county. Through its activities many highway developments have been speeded up in this district. These include the county link in Western avenue, the paving of Carson street, the paving of Hawthorne road, and the projected Hollywood-Palos Verdes parkway.

THE Torrance Chamber of Commerce, through its school committee, is in frequent contact with the Los Angeles Board of Education. The work of the chamber was responsible in a large measure in the construction of the Elementary School addition. The Chamber of Commerce committee was largely responsible for the new tennis courts on the High School grounds. The new High School addition was partially the result of Chamber of Commerce activity. The proposed new school site on the west side is the result directly of Chamber of Commerce consultation with school authorities.

The Torrance Chamber of Commerce was alone responsible for the reduction of Torrance assessed valuations last year. This reduction saved the property-owners of Torrance this year more money than any other single agency ever accomplished in Torrance.

THE Chamber of Commerce was directly responsible for the successful annexation proceedings under which property valued at \$2,000,000 became part of Torrance. The addition of this territory saved the property-owners of Torrance thousands of dollars—a saving which will be reflected in the decreased tax rate for 1926-1927.

The Chamber of Commerce daily answers scores of inquiries from visitors and persons who write here for information.

The Chamber of Commerce has distributed thousands of pieces of Torrance literature annually in all parts of the United States.

The Chamber of Commerce was of great assistance in bringing the International Derrick and Equipment Company to Torrance.

The Chamber of Commerce was responsible for bringing the Eno Rubber Corporation to Torrance.

The Chamber of Commerce is busily engaged with a number of other industrial plants which are seeking new locations. In this activity alone the chamber pays its way many times over every year.

THE Chamber of Commerce is actively promoting a "Live in Torrance" campaign among men who work here but live elsewhere. This campaign has met already with considerable success, as the Columbia Steel Corporation policy recently announced bears witness.

The Chamber of Commerce is the contact point between Torrance and the outside world. In this capacity it does a tremendous amount of work in promoting this city.

The material advantages which the Chamber of Commerce brings to Torrance do not constitute all of the arguments in this organization's favor.

The splendid Christmas program of last year was possible because the Chamber of Commerce called together all religious organizations in the city in an effort to secure the co-operation necessary to a community Christmas tree of the depaganized variety.

The Chamber of Commerce saves money for Torrance people.

The Chamber of Commerce makes money for Torrance people.

The Chamber of Commerce serves Torrance people.

The Chamber of Commerce is the only public agency dedicated to moral, material and spiritual progress in Torrance.

NOW why should the Chamber of Commerce be financed out of public taxes?

There are a number of excellent reasons: 1—The Chamber of Commerce activity helps everyone in Torrance and should be financed by everyone.

2—The Chamber of Commerce now is financed by a few. Owners of vacant property in Torrance who live elsewhere pay nothing for Chamber of Commerce activity, despite the fact that they, more than anyone else, benefit by Torrance growth.

3—The city of Torrance for the past two years has appropriated about 5 cents per \$100 for promotion work and advertising. This the trustees can do without vote by the people. The proposition on which the people will vote will increase the amount from 5 cents to 10 cents.

4—Adequately financed the city promotion work, the city sales department, will be able to spend 100 percent of its time for Torrance. At present the problem of finance requires time that otherwise might be spent in constructive activity.

5—Most every progressive city in the Southland finances its city promotion work out of public taxes.

A majority is required to carry the proposition at the polls. We believe that the people of Torrance will pass the proposition.

THE BEAUTIFUL VANDERLIP HIGHWAY

THE new Vanderlip highway skirting the Palos Verdes hills between Redondo Beach and San Pedro is a distinct asset to this district. By day or night the panorama spread out before the eye as one drives around this highway is a beautiful picture. The sweep of the sea from the jagged shore rivals the most famous ocean views in the world. At night one sees the twinkling lights of the great Los Angeles basin.

The Vanderlip highway will soon be known far and wide as one of the most beautiful drives anywhere. That helps the whole district. It helps us materially. But it helps us in other ways. It promotes the religion of beauty and encourages love of nature.

IOWA PICNIC

All aboard for the mammoth summer picnic reunion of all the Hawkeyes of the west coast, resident or touring.

The Iowa picnic will be held in Bixby Park, Long Beach, all day Saturday, AUG. 14, with basket dinners at noon. Coffee will be proffered free to all who secure the beautiful souvenir buttons or badges, but picnickers must carry their dinners.

A picnic party at Bixby Park last Thursday included Mrs. B. E. Peck and family and Mrs. F. D. Hinsdale and daughter Doris, of Miller street.

Mr. and Mrs. G. A. Kurtz attended the Orpheum last Friday afternoon, and later were dinner guests of Mr. and Mrs. Reynold Schrey of Boyle Heights.

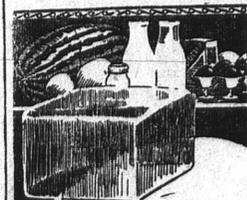
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"NOW I LAY ME" TIME

"Now I lay me—" and she didn't want to lay her down at all; She had put her doll to bed and put away her rubber ball. She had kicked her slipper-shoes off—one of them sailed ceiling-high.

And she followed it with gladness and with mischief in her eye Until it fell on the table; now she kneeled, two rose-pink feet Showing from beneath her nightgown; and she made a picture sweet, Such as father-hearts delight in, such as mother-hearts recall, When there are no laughing children, and no clatter in the hall.

"Now I lay me—" and she listened, and I did not make a sound. "Now I lay me—" she repeated, then she slowly looked around, Saw my eyes fixed sternly on her, and repeated, "Now I lay—" Then she thought she'd risk one eye in one more look. I looked away, Fearing I should smile, may be, and then she'd never go to bed; And that moment a white pillow went a-sailing past my head! Then another! In a moment every thought of sleep was gone. And we dodged about the hallway—and the pillow-fight was on!

Finally the battle slackened and she climbed upon my knee, Wearied of the pillow-fight and snuggling closely up to me; And the little prayer she'd started for that night was never said; For, right in the fairy story, lower dropped the golden head; And I held her to me longer, maybe, than a father should; But, before the prayer was started, I suspect, she thought I would. But I knew remorseless years would take the baby from my knees, Leaving me with empty arms and only golden memories.

PHILOSOPHRIN

Sometimes when we think how the sun and rain make carrots fat, we cannot seem to understand the policy of that, and for a moment we sit all slumped down and feeling blue, until we think how sun and rain make watermelons too. (Copyrighted)

COLORADO PICNIC

President W. Warren Campbell of the Colorado State Society is announcing the annual summer picnic for all former residents of that state, to be held all day Sunday, Aug. 1, at Sycamore Grove Park, Los Angeles, with basket dinners at noon.

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

Trouser Skirt



This represents femininity's latest invasion of the ranks of masculine styles. The wide belt and hip pockets are features. The girl is Miss Helen Wood, of Des Moines, Ia.

Union Pacific To Start Fast Train East on Nov. 14

The Union Pacific System will establish improved, expedited and increased train service between Los Angeles, Chicago and the east on November 14, according to an announcement made today by R. B. Robertson, assistant traffic manager. The famous Los Angeles Limited will be made a de luxe train with entirely new equipment from headlight to observation platform and will be operated on a 63-hour schedule, thus saving practically an entire business day between Los Angeles, Chicago and the east in both directions. This train will carry an excess fare of \$10 between Los Angeles and Chicago.

The Gold Coast Limited, an additional new train also composed entirely of standard sleeping car equipment with dining and observation car, will be operated on a 68-hour schedule between Los Angeles and Chicago. This train will carry only all-steel cars of the latest design.

The popular Continental Limited will continue to carry standard and tourist sleepers and chair cars through between Los Angeles and Chicago and intermediate points, but will be operated on a greatly quickened schedule, making the run between the two cities in 68 hours flat.

The present through service between Los Angeles and Denver, Kansas City, St. Louis, Omaha, St. Paul and Minneapolis will be continued.

LOCAL NOTES

Dr. and Mrs. H. L. Hess and daughters, of Poppy street, were recent overnight guests of friends in San Diego.

Guests Friday of Mr. and Mrs. W. H. Curtis of Redondo boulevard were Mrs. Woodard and Mr. and Mrs. Walter Heindrick, of Huntington Park.

Miss Mildred Rein and Miss Mildred Roselle, of San Pedro, were weekend guests of Mr. and Mrs. Joe Schnellrofer of Oak street.

Mr. and Mrs. A. L. Blais of Long Beach were entertained Sunday by Mr. and Mrs. T. J. Tonkin of Beacon street.

Mrs. Diedrick of South Cypress street spent Friday with San Pedro friends.

Mr. and Mrs. Bert Rieff and son, of Poppy street, are on a vacation visit with friends in Stockton.

Miss Juanita Sutton was a Sunday dinner guest of Miss Lyle Clayton of Pennsylvania avenue.

Mrs. Mary Hewitt of Los Angeles was a weekend visitor at the E. B. Schriver home on Eshelman avenue.

F. A. Parsons of Poppy street is spending some time at Palm Springs.

Mr. and Mrs. Ajji Davis of Harbor boulevard and Mr. Marsh of Long Pine were recent guests of Mr. and Mrs. Joe Morris of Brethren street.

Mrs. H. L. Johnson and Mrs. S. A. Wheaton were San Pedro visitors Saturday.

Mr. and Mrs. A. A. Bowen of Long Beach were weekend guests of Mr. and Mrs. H. E. Hickman of Weston street.

Mr. and Mrs. W. H. Martin of Beacon street entertained Mr. and Mrs. S. W. Martin and Mr. and Mrs. E. K. Martin, of Hollywood, at dinner Thursday.

Mrs. Jack McKinney of San Pedro was a Lomita visitor Saturday.

Mrs. Bert Bostedder and family, of Riverside, are house guests of Mrs. Bostedder's parents, Mr. and Mrs. S. E. Thrapp, of Star street.

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