

TORRANCE, CALIF.

John Salm Writes Letter of Gratitude for Low Tax Rate

The City Council received a letter of commendation from John Salm, of the Salm Manufacturing Company, in appreciation of the new low tax rate. The letter follows:

September 17, 1929
The Honorable Board of Trustees,
City of Torrance,
California,
Gentlemen:

"We have before us information relative to the recent cut in the city tax rate of Torrance. This certainly demonstrates the business-like manner in which the city officials of Torrance are handling the city government."

"It is gratifying to know that this cut in tax rate comes at a time when the County of Los Angeles

has raised its rates. "We understand that the cut will in no way affect the welfare of Torrance as far as its general operating expenses are concerned. "We assure you that we sincerely appreciate the manner in which you are handling the city government and therefore are worthy of the highest consideration of the people of Torrance.

Very Truly yours,
SALM MANUFACTURING CO.
By John Salm."

MAJESTIC CUT \$12 IN PRICE RADIO MODELS

Torrance radio buyers will learn through a special announcement over the signature of C. Alexander & Co., radio dealers, located at 1311 Sartori avenue, that a \$12 reduction is given on Majestic radios. According to Mr. Alexander and as mentioned in the advertisement this price drop is due to equalization of prices throughout the entire country and a saving to California buyers on the factory to the coast. In speaking of this today, Mr. Alexander said, "It is only another demonstration of the forward and progressive policy of the company proving that Majestic maintains its leadership in national merchandising."

C. S. Anderson New Manager at Hawkins Co.

The I. H. Hawkins Company, chain department stores, announces the appointment of C. S. Anderson as manager of the Torrance store at 1319 Sartori avenue. Mr. Anderson comes to Torrance from Iowa, where for the past ten years he has been manager of a number of the Graham Chain Stores, which operate fifty retail dry goods stores in the State of Iowa.

It was in 1921, while on a trip to the West coast, that Mr. Anderson was hit with the "California bug," but it was only recently that he was able to arrange his business affairs to respond to the westward urge. He is delighted with Torrance and enthusiastic over the prospects of this district.

Mr. Anderson stated that the new policy of the I. H. Hawkins Company called for handling a better grade of merchandise and that already some exceptionally fine lines of goods for Fall are on display in the Torrance store.

Mrs. Johnson and Mrs. Holmes, saleswomen at the Torrance store, will remain with Mr. Anderson and Mrs. Shelton has been added to the sales force.

A September drive for more business is being made by the I. H. Hawkins company and attractive items are advertised in this issue.

ATTENDS COUNCIL

Mrs. Frank Sammons, president of the Torrance Women's club attended the first presidents' council of the new club year at Venice Tuesday. She was accompanied by seven other members of the club.

NATIONAL SUPPLIES SOME WISE—SOME OTHERWISE

Bill Morrison had quite a bit of trouble Sunday night, in fact, it was early Monday morning. The night garages were roused about 2:00 a. m. The "S.O.S." was from Bill, his Pontiac—and well, the other party? (We'll say "Madame X"). While coming down off Hollywood Riviera, instead of keeping to the right, turned to the left and the presence of sand dunes gave Bill and his party much distress. However, William was out in time to ring the clock at approximately 7:30 Monday morning. Better keep at least one hand on the wheel, Bill.

Art Driver just returned from a two weeks' vacation. Looks well, but we found out that he came back in a day or so ahead of schedule, so as to look as well as possible.

Daniel Walters is back after a week or so, we don't know just where. However Dan says he is feeling fine.

Edwards Timbs, district engineer evidently spent his entire two weeks on the beach, for the first few days after his return he could

scarcely be traced by the falling skin from the end of his nose, etc. Ed's motto is keep your "head up."

O. P. Lake of sales department, if he did all he says he did on his vacation, well "Rivers" you look exceptionally OK. Glad to see you back. We'll hope your presence will spirit up your sales department ball team, who are still the "cellar" champions, as they were before you left.

Bev Smith has all the low-down on how long it takes to drive to Ekersfield and return (company time). Something like twenty hours—eh, Bev?

Charlie Clark on returning from his vacation reports having attended school for about ten days. Oh boys, we found out Charles' intended Howard Jones' football instructions on "Who's doped to win," so better watch Charles for he may be right this year. Having placed yourself in such a conspicuous place on the losing roster of last year, you better be right this year, for the boys surely will "give" money to see you "win" once.

Hot Sparks from Columbia Steel

By MAMIE ROBERTS

Miss Helen Brown, our switchboard operator, resigned her position and left us Saturday, after a service of seven years with the Corporation at Torrance. Everyone will miss Helen badly, for she always gave us prompt and efficient service—and there are quite a few of the boys around the plant that bear ill-feelings toward the man that persuaded her to leave us. However, we all join in wishing her all kinds of luck, and may her new role be a happy one. Helen was mighty quiet regarding her plans for the immediate future, but if our information is correct there will be a close vigil kept for further developments and she may not be as clever in keeping under cover as she thinks she will. She has her share coming to her, and she ought to know that the Columbia Steel gang usually likes to do a thing thoroughly—so watch your step Helen.

Miss Idadore All, formerly of Los Angeles, has accepted the position as our new switchboard operator. We think she will prove to be very efficient and we hope she will like us. Miss All has moved to Torrance to be near her work.

Mr. Dynes, our office manager, left Thursday for a few days vacation, it was a last minute's decision, but we will hear about it on Mr. Dynes' return, and may pass it on in our next issue.

Mr. Van Treese is back at the pay window, very much improved after his sojourn amongst old friends at Redlands. We understand that he and the family managed to put a few days in at Catalina Island, and he is very much enthused over Mr. Wrigley's new Casino.

Mr. and Mrs. Lanz also paid a visit to the island over the week end. We sincerely believe that this was merely coincidental though, but someone around the office Monday

insisted that Van Treese was so struck on Catalina that the plant manager thought he would play safe by slipping over and remind him that duty comes first. However, they are both back and everybody is happy.

Jack and Russell Hatton of the engineering department resigned their positions with the company, to take up their studies at the University of Southern California. Jack, we understand, will be entering his mechanical engineer's degree during the coming year, while Russell is going in for aeronautics. Both boys were very diligent while in the services of the company and have made many friends all through the plant. They will be making their home in Torrance with their parents, so we will hear more of them in the future.

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All Torrance will join us in extending a welcome to Mr. Bill Day, family on their return. Bill left us last year and went to Pittsburg during the construction of the tin mill, and he claims that he hasn't been happy since. He was on the job bright and we are sure that Bill morning and we are sure that Bill will stay with us for good now, as it has been reported that Mrs. Day always did think that there is no place just like Torrance to live in. Bill is acting as assistant to Mr. Lintott our assistant plant manager.

Special Exhibit of All Ford Models Next Week in Torrance

Schultz, Peckham and Schultz, local Ford dealers will have a special showing of Ford cars at their showrooms at 1518 Cabrillo avenue all next week beginning Monday, Sept. 23rd. The display is unusual because it is the first time all the new Ford cars, in all the new colors, and at one time have been shown in Torrance.

There are eleven new body types which include the roadster, phaeton, business coupe, coupe, sport coupe, tudor sedan, two-window fordor sedan, three-window fordor sedan, convertible cabriolet, town sedan and town car. Admission will be free and the display hours daily from 9 a. m. until 10 p. m.

NEW GROCERY OPENS SAT. ON VERMONT

Through a special announcement in today's Herald the Wilmont Cash Store, located on Vermont avenue just south of Carson street, calls attention to the opening of their new neighborhood grocery, Saturday, September 21st, in the date of the opening. The policy of the firm as expressed in their special message is "satisfaction or your money back." They will carry a good line of staple groceries and will no doubt enjoy real business success. Their modest and frank statement that while they are not the "World's largest store," they will make every effort to serve all patrons in such a way as to merit their confidence.

Mrs. Lingenfelter Recovering from an Operation

Friends of Mrs. B. H. Lingenfelter will be glad to know that she and her daughter Ruth, had a very pleasant boat trip to Seattle, and that Mrs. Lingenfelter is recovering from a recent operation performed under the supervision of her son, a physician in Seattle. Ruth Lingenfelter is studying with her brother in Seattle and attending the State University of Washington.

Dr. D. J. Olson, Chiropractor, to Locate in Levy Bldg.

Dr. D. J. Olson, chiropractic physician, has opened offices in the Levy building, 1311 Sartori avenue this week.

Since graduating from San Francisco College of Chiropractors and Drugless Physicians, Dr. Olson has traveled extensively, studying various methods used in treating diseases at the leading drugless colleges and clinics throughout the United States.

While attending the Elks' convention in Los Angeles, Dr. Olson came to Torrance on a visit. He was greatly impressed with Torrance and decided to make his visit permanent.

Lomita Boys Return from 9750-Mile Trip

Len Sanders and Fred Montgomery blew in last Wednesday from a 9750-mile jaunt to Laurensville, Ill. and back. The boys drove from here to Spokane, Wash., and back through Yellowstone Park to Salt Lake City, where they were guests of Len's parents, Mr. and Mrs. E. W. Sanders. From Salt Lake City they drove to Chicago, thence to Laurensville for a 10 days' visit with Fred's parents, Mr. and Mrs. Pringle Montgomery. They left Laurensville Friday and drove straight through with a load of Illinois corn cobs.

Those You Know Who Come And Go, in Torrance

Mr. and Mrs. V. L. Maxfield had as their guests Sunday Mrs. Eleanor Maxfield of Hollywood, Mr. and Mrs. W. Wiseman of Long Beach, Mrs. Tomlinson and Walter Burk, all of Los Angeles.

Mr. and Mrs. J. S. Tolson spent Sunday in Los Angeles visiting at the home of Mr. and Mrs. Curtis Tolson.

Mrs. Herbert Harry and two children drove to Santa Barbara and spent last week with Mrs. Harry's niece, who has entered the Santa Barbara college.

Tickets have been issued for a beefsteak (and given for the Masonic district at Library Park, Inglewood, at 6 p. m., Thursday October 2.

Glenwood Tomkins, 7 years old, who fell from a camp stool while playing two weeks ago and broke his arm, is getting along nicely.

Mr. and Mrs. E. G. Kinney of California, and Bobby Ingersoll of Spokane, Washington, are guests this week of Mrs. B. J. Scott.

Miss Ida Waterworth has returned from a vacation at San Francisco.

Mrs. Mable Bath, switchboard operator at the Union Tool, received a cable from her mother, Mrs. M. Renfree, that she has arrived safely at her home in England. Mrs. Renfree spent seven weeks visiting Mrs. Bath and other relatives here.

Mr. and Mrs. R. J. Deininger were Sunday dinner guests of Mr. and Mrs. Joe Duniger of Santa Ana.

Mr. and Mrs. J. E. Haggard visited with Mr. and Mrs. J. D. Smith at Los Angeles over the weekend.

Mr. Tom Hanlon of San Francisco is visiting at the home of his son and daughter in-law, Mr. and Mrs. A. H. Hanlon of Martine avenue this week.

Mrs. Harry McManus left Sunday for Texas where she will visit at the home of her father until the latter part of October.

Mr. and Mrs. H. L. Bodley and Clyde Bodley went to the circus at Los Angeles Saturday.

Mrs. C. Buchman, who left her home in Torrance some time ago to take charge of the commissary at Kettlemans Hills, is visiting at the home of her mother, Mrs. I.

E. Horroh, this week.

Mrs. W. F. Burgener is substituting as teacher in the kindergarten department.

Mrs. May Finley, of Post avenue, has as her houseguest for a month, Mrs. Dora S. Pastineau of Schenectady, N. Y.

Entertained Mr. and Mrs. Al Bush of Alhambra at dinner last week.

Mrs. A. M. Dobbins of the Ideal spent the weekend with her niece, Mrs. J. H. Taylor at San Diego.

Mr. and Mrs. Jack Hanson were weekend visitors at San Luis Obispo.

Mr. and Mrs. J. H. Turner of Wilmington were the weekend guests of Mrs. S. A. Kelly.

Mr. and Mrs. Thomas Kendrick entertained Mr. and Mrs. Al Bush at dinner last week.

Warren W. Johnston of Escondido is a visitor at the Shilder home this week.

JITNEY DINNER

A "jitney" dinner, where helpings of food will cost a "jitney" each, will be served tonight at the Methodist church by members of the Ladies Aid. Everything for the dinner has been donated by someone.

Serving will begin at 6:30.

To San Francisco

ONE WAY \$14

\$22.75 ROUND TRIP 16-day return limit

Including MEALS and BERTHS!

HARVARD and YALE SAILINGS TO SAN FRANCISCO—Tues., Thurs., Fri., Sun., from L. A. Harbor, 4 p. m.

ONE WAY \$3

To SAN DIEGO \$5 ROUND TRIP 16-day return limit

Including MEALS SAILINGS TO SAN DIEGO—Wed., Thurs. Sat. Sun., at 3 p. m.

Through connections via Sunset Stages

LA SSCO

LOS ANGELES STEAMSHIP CO. 61-68 Torrance Pharmacy

730 So. Broadway, Los Angeles Tel. VANDIKE 2421

Dr. D. J. Olson Chiropractor ANNOUNCES The Opening of His NEW OFFICE

IN THE LEVY BUILDING 1311 SARTORI AVE., TORRANCE



ACHIEVING OUR AIM

When we set out to effect a cure, there is no guess work, no half-way measures. We simply diagnose the case and go about eliminating the ailment promptly.

SPECIALIZING LUMBAGO RHEUMATISM

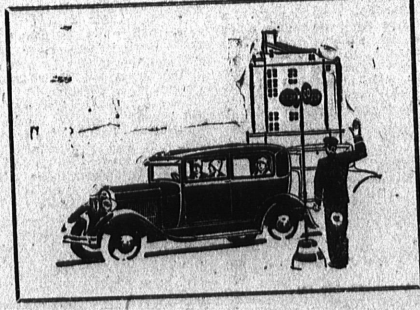
DIGESTIVE DISTURBANCES FEMALE DISORDERS

Spinal Adjustments, Electrotherapy and all Drugless Methods

(Free Examination)

TELEPHONE TORRANCE 301

Special Showing Of FORD CARS



All Next Week --- September 23-28 FORD SALON

At the show rooms of SCHULTZ, PECKHAM & SCHULTZ

1518 CABRILLO AVENUE

ADMISSION FREE --- 9 A. M. to 10 P. M.

MUSIC SPECIAL FEATURES

When the Ford car was first introduced, there were but six body types. In the past year, this number has been increased to eleven, in keeping with the public's wishes and the Ford policy of constantly improving the car, mechanically and in beauty of lines, color and finish. Today, the Ford body types include the Roadster, Phaeton, Business Coupe, Coupe, Sport Coupe, Tudor Sedan, Two-window Fordor Sedan, Three-window Fordor Sedan, Convertible Cabriolet, Town

Sedan and Town Car—an unusually wide selection. So that you may see all of these body types, in all the new colors, a Special Ford showing will be held all this week at Schultz, Peckham & Schultz show rooms at 1518 Cabrillo avenue. The hours are from 9 A. M. to 10 P. M. Admission is free. This showing is of particular interest because it is the first time it has been possible to obtain all the new Ford Cars, in all the new colors, for display in this city.

We will be glad to send a car to your home or office to take you to this Special Showing. There will be no charge for this service. Just telephoné Torrance 137

September!
last chance to buy
Santa Fe
back east low fare excursion tickets
This trip permits you to visit the Grand Canyon Santa Fe Pullmans to the rim...
The Indian detour through the Historic Mesquitas, including stay at the New La Bamba Hotel, Santa Fe, N.M., is a wonderful experience.
Food, Harvey Dining Car, Dining Room and Hotel Service throughout the trip.
Make Reservations Now
Santa Fe Ticket Office and Travel Bureau
B. C. Higginson, Agent
2594 Carson St. Torrance Phone 244

"I'll Tell You Brother They Are Both Fine Motor Cars!"
The Oldsmobile Six AND Viking Eight (Products of General Motors)
Lisle W. Reinhold
1610 Cabrillo, Torrance
630 S. Market St., Inglewood

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