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C. OF C. STARTS DRIVE TO BUILD MORE HOUSES

Handsome Profits On Investment In Rental Dwellings Told Lot Owners

A campaign to induce owners of vacant lots in Torrance to build residence dwellings on them was inaugurated this week by the Torrance Chamber of Commerce. First step in the plan was to authorize the mailing of the Herald's "Torrance on Review" edition to all out-of-town owners of unimproved property. It was suggested that when these people learn of the rapid growth of this city as depicted in this souvenir edition that they will realize the investment opportunities of improving their vacant property.

18% Profit

An instance was cited by Secretary L. J. Gilmeister of a recent house which was built by a local resident and leased at a price which returns 18 percent gross income on the investment. If other owners of vacant lots knew they could reap such a satisfactory return upon their investment in new dwellings, it is probable that they will make an effort to improve their holdings in Torrance, it was pointed out.

The "Torrance on Review" edition is also being mailed to a selected list of Eastern manufacturers.

Retail Men Hear Speech

By Harrison Matthews of Los Angeles On Problems of Merchants

Before a disappointingly small group of Torrance merchants, Harrison Matthews, executive secretary of the Southern California Sales Managers' Association, delivered a well-rounded talk Tuesday night in the Chamber of Commerce building on the problems of small town merchants.

The regular meeting of the Chamber was given over to the speech and to discussion. President Jack McQuaid presiding. Secretary L. J. Gilmeister had previously sent out many invitations to local merchants, but only a few responded.

An effort was made to form a merchants' organization. Alden Smith, proprietor of Howard's Jewelers was elected chairman, with Roland Blakeman, Jake Lepkin, Fay Parks, Dean Sears, and Al Robinson acting as committee members. August 7 was selected as the first meeting of the group which will discuss the advisability of holding a fall sales event.

Mr. Matthews complimented the city on its industrial, social and educational development, and spoke well of the future of Torrance "which has within its confines all of the necessary economic and social fundamentals which are so vital in the construction of a sound, progressive community."

Retention of community individuality is very important, Mr. Matthews pointed out, adding that "a city is judged by the things for which it stands. Torrance is capable of tremendous progress providing definite plans of activity are outlined and a common community enterprise projected. This molds the people into an energetic, vigorous whole of unlimited power."

Striking a tender spot, Mr. Matthews emphasized the need for homes. "No city," he said, "reaches its maximum growth until the supply of homes is made ample to care for its members. And in building homes, much thought should be given to beauty, not in the home alone, but in playgrounds, parks, and streets."

In regard to the problems of local merchants, who lack cohesive enterprise, Mr. Matthews stated that only by forgetting petty prejudices and jealousies, and developing civic responsibilities can the merchants hope to form a strong unit that acts

Barbecue and sports at City Park

Spurred on by memories of the success achieved last year in their first annual barbecue and picnic, members of the Church of the Nativity are making more elaborate preparations for the second barbecue, which will be held next Sunday, July 26.

Tickets for the barbecue dinner are now on sale and may be secured from members of the Altar Society.

The barbecue is in the hands of experts, and will be one of the finest, say those who are in close touch with the situation. Serving will start at 11 o'clock, and continue until the last scrap of meat is gone.

Games and Sports

For entertainment, there will be the old-time country stores, athletic sports, games and music by the Torrance municipal band.

Pete Zamperini is in charge of the sports, and has arranged three 50-yard dashes for girls, according to age, three for the boys likewise, an open race for boys and girls of six years, potato race for married women, and a tug of war for the big strong men.

Prizes, of course, for the winners in each contest.

And the public is invited, of course, and a grand time may be anticipated, with all these attractions going on and a championship ball game in the ball park.

Colonial Hotel Now In Process Of Remodeling

Permits Issued for Buildings This Week Exceed \$20,000 Mark

Building permits to the amount of more than \$20,000 were issued from the office of the city engineer this week, marking some important construction developments in the city. The first in the amount of \$7,000 was issued to Albert Isen, who has started remodeling the Colonial Hotel, Cabrillo and Gramercy avenues. The building was badly damaged during the earthquake of March 1933, and will now be repaired and reinforced to put it in good condition. The lower floor, formerly occupied by Ed Torrance's pool room, and some time ago by the late Fred Freeman's restaurant, will be entirely remodeled into store rooms. New plate glass windows will be installed and the building when all alterations are completed will be modern and attractive, a great improvement to that section of the city.

Ralph Hatton has started work on a five-room stucco dwelling at 1403 Beech street, for which a permit of \$4,000 was issued.

In the Hollywood, Riviera district of Torrance, construction has started on a two-story dwelling at 234 Camino de los Colinas, for which a permit in the sum of \$9,000 was issued to the American Recovery Corporation of Los Angeles. The house will have nine rooms and will conform in architecture to the general style prevailing in this high class residential district.

Other permits in small amounts for the construction of garages, etc., were issued, bringing the total above the \$20,000 mark, which is an exceptional figure for one week's business.

Pat Boyle to Be Installed Legion Chief

Congressman C. J. Colden to Speak At Tuesday Dinner On Veteran Affairs

Honorable Charles J. Colden, Congressman from this district, will be the principal speaker at the dinner meeting of Bert S. Crossland Post 170, American Legion, which will be held in Legion hall, Tuesday, July 28, at 6:30 p. m. Congressman Colden has promised a non-political address. He will discuss veteran legislation. It is worthy of note that more veterans' applications were handled by Mr. Colden's office in Washington during the last term of Congress than by any other Congressional district in Southern California. For this reason, Mr. Colden is looked upon as an authority on veteran affairs.

Following the dinner, officers elected for the ensuing year will be seated. L. H. Deininger, past commander, assisted by other past commanders of the local post, will install the new officers.

In relinquishing the gavel to his successor, Pat Boyle, of Lomita, James H. Burchett closes one of the most successful years in the history of the local Legion post.

ASSESSMENT rolls available AT CHAMBER

If you want to know what value the county assessor placed on your property in Torrance, you can find out at the Torrance Chamber of Commerce. Copies of the 1936-1937 assessment rolls are now available at the chamber office. A comparison of the figures, however, reveal few changes have been made from the values of last year.

Why The Herald Supports Colden

Who will be our next representative in Washington?

The answer to this important question rests largely with members of the Democratic party in this 17th Congressional district, because the Democrats registered in this district so far outnumber the Republicans that nomination on the Democratic ticket in August is almost tantamount to election in November.

Faced with this responsibility, it becomes the duty of Democratic voters in Torrance and elsewhere throughout this harbor industrial area to study carefully the qualifications and records of the candidates. This we have done. We have laid aside all personal preferences and tried to view the problem solely from a business standpoint,—to select the man who is best qualified to do the most good for the district. Unquestionably that man is our present Congressman Charles J. Colden.

Let us retrace the cool reasoning that leads us to this conclusion.

First of all we should consider the character of the district, its vast industrial plants which furnish employment for so many of the residents, and the dependence of these industries upon proper harbor facilities. An adequate harbor is important not only for the shipping of manufactured products, but to an even greater extent for the handling of incoming raw materials used by local industrial plants. In many ways, the prosperity of this district, and in fact, the entire Southland, is so clearly linked with the harbor that the continued improvement of its facilities is essential to the development of this entire area.

But improvement of the harbor, more than any other activity of the district, depends upon federal aid. Without the substantial contributions made by the federal government, it is impossible to properly develop our harbor to meet the growing demands of increased tonnage.

And here is where Congressman Colden fits perfectly into the picture. He has virtually grown up with the harbor, serving as a member of the L. A. Harbor Commission and its president for two years, 1923-25. But more important still is the fact that Congressman Colden is a high-ranking member of the powerful Rivers & Harbors Committee of the House of Representatives. It is this committee that largely controls the appropriations which Congress makes for harbor development. It is a safe prediction that no other candidate, if elected, would be given a place on this important committee, and most certainly a new member would not have the advantage of Mr. Colden's seniority. And this matter of seniority is almost a sacred tradition in Washington. In addition to his strategic position on the Rivers & Harbors Committee which he has held for two terms, Congressman Colden was recently made a member of the Merchant Marine & Fisheries Committee. Important also to this industrial area where new devices are constantly being invented is Congressman Colden's membership on the Patents Committee of the House of Representatives. We cannot afford to jeopardize our advantageous representation on such important committees by sending a new man to Washington.

Congressman Colden is an ardent supporter of President Roosevelt. Records at Washington show that he voted for every New Deal measure sponsored by Roosevelt. The only time he departed from the President's recommendations was in payment of the bonus, which Colden favored, and which incidentally was not a New Deal measure. Congressman Colden's friendship and loyalty to veterans is further indicated by the records of his office which handled more veterans' applications than any other Congressman from Southern California.

That this district was ably represented in Washington is conclusively proven by the huge federal appropriations which were made for recovery projects in this district. Over a quarter million dollars of federal funds were allocated to the city of Torrance alone, and Congressman Colden had no small part in assisting this city in the financing through federal grants of such worthwhile projects as the municipal water works, civic center buildings, park and street improvements, etc., as well as the erection of a splendid new post office building.

Because Congressman Colden finances his campaign entirely from his own personal income, he is free to act as his best judgment dictates, uncontrolled or influenced by special or selfish interests. This is indicative of the integrity and character of the man. Because of his ability, proven by four years of efficient representation, his enviable position on important Congressional committees, and above all his implicit honesty, we recommend the re-nomination and re-election of Congressman Charles J. Colden.

OUT-OF-TOWN PICNICS INVITED TO USE PARK

Organizations which hold state or county picnics are being invited to use the Torrance Municipal Park for this purpose, according to L. J. Gilmeister, secretary of the chamber of commerce. It is hoped in this way to familiarize people throughout the Southland with the excellent recreational advantages of Torrance.

BRUNNER APPOINTED CHAMBER DIRECTOR

Earl R. Brunner, proprietor of the Mayfair Creamery, was appointed a director of the Torrance Chamber of Commerce this week, to fill the vacancy of Charles Coates, Jr., resigned. Sam Levy was appointed treasurer, which position also was held by Coates.

Mountain Lion Pelts Secured By Local Hunter

B. J. Scott Has Successful Vacation Trip to Siskiyou Mountains

"It was a swell trip and I wouldn't have missed it for anything, but I wouldn't want to take another" said B. J. Scott today, in commenting on his vacation spent in the Siskiyou mountains in northern California. Scotty returned home Tuesday with two fine mountain lion pelts which will be added to his collection of hunting trophies which fills a large room built on at the rear of his home, 2023 Arlington avenue.

Scott joined his friend Charles Leadbetter on the lion hunting trip and the men stayed on the trail for about three weeks. Leadbetter is the owner of a pack of the finest lion trailing dogs in the country, an indispensable adjunct of the sport.

"Mr. Lion is smart" said Scott. "He has his regular beats through the range, and makes the circle in periods of time that vary from a few days to nearly a month, depending on his success in hunting. The only way to be sure of a lion is to get on one of his circle trails and turn loose the dogs. Two fast silent dogs are essential to do the leading, and Airdales are the best for this purpose. They outrun the slower hounds and catch up with the lion where he has bedded down near a kill. The lion can hear the baying hounds a mile off, and he is away long before they find his bedding ground. The Airdales, fast and silent, are on him before he realizes a dog is around and Mr. Lion takes to a tree where he stays until the hunter led by the balance of the pack, arrives and shoots him down."

Scott and his friend stayed on the trail of the first lion nine days, but finally treed a beauty which weighed 185 pounds and measured eight feet from nose to tail tip. The second lion, somewhat smaller, was killed after a few days of trailing. Both skins were sent to Sacramento to be stamped for bounties purposes, and will now make an addition to Scott's already large number of souvenirs of interesting mountain trips.

Fine Program Arranged For Doll Exhibit

Plato the Magician, Vaudeville, and Music Will Entertain Visitors

Plato the Magician, whose tricks of legerdemain have mystified and thrilled thousands, will be the master of ceremonies and entertainer at the doll show, to be held at the civic auditorium, Thursday afternoon, Aug. 6. The show will open at 1 o'clock and all dolls offered for exhibition must be at the auditorium not later than 12:30 o'clock.

All dolls will be numbered, and registered as to age. Plato will do his magic tricks during the judging, and the Federal Music Project orchestra will play.

Vaudeville Acts
Vaudeville acts presented by the Federal Theatre Project will run an hour and a half, from 2 o'clock to 3:30, after which the prizes will be awarded.

Mrs. Juliette Johnson, representing the Woman's Club; Mrs. Addie Montague, National Business and Professional Women; and Mrs. Bud Edwards, Parent Teachers Association, will act as judges.

Prizes will be given for the most unique doll, best dressed doll, best home made doll, largest, smallest and oldest doll.

All girls and owners of dolls in the city are urged to enter the contest, which if successful will be made an annual affair.

Crew will pour one For Movies

Columbia Steel Invaded Hollywood Today With a Crew of Ten Men and Two Plant Officials to Make a Raid on the Movies and Show the Hollywood Cream Puffs How to Make Steel

Headed by General Manager E. M. Barber, Superintendent Otto A. Kresse, the delegation included Len Cooper, Neil McConlogue, Harry Higgins, Earl Rugraffe, Al Matthews, J. Gallagher, F. Stevenson, Jack Hanson, Jack Anderson and Cal Groves.

The crew will tap off a heat for the Universal picture "Big" starring Victor McLaglen. Cooper has been working on the lot for the past two weeks, acting as technical adviser to the regular directing staff and playing a part in the picture.

A small furnace has been erected on the set, but the Hollywood boys were not quite up to the job of pouring off a heat and called on the Columbia for skilled assistance.

FAST SERVICE

Postmaster C. Earl Conner declares that airmail service surpasses all expectations. To prove the statement he tells of cashing a money order in Torrance, Tuesday, at 3 p. m., that was purchased in Cleveland, O., Monday.

Weekly Wage of Steel Worker Shown Higher Than Average

To correct any erroneous impressions relative to the wage situation in the steel industry, the American Iron and Steel Institute this week issued a statement, compiled from federal statistics, showing that the average weekly wage of steel workers is 18 percent higher than the average wage worker in all manufacturing industries. The statement follows:

"Weekly wages actually received in the pay envelopes of the nearly 446,000 wage-earning employes in the steel industry average more than 18 percent higher than the average wages of employes for all manufacturing industries, according to a study by the American Iron and Steel Institute of payroll figures compiled by the United States department of labor.

"The latest government records show steel employees earning an average of \$26.38 in March, which compares with average weekly earnings of \$22.25 for employes in all manufacturing industries.

"Furthermore, the average hourly wage rate in the steel industry of 66.2 cents in March is not only 16 percent above the average of 57.2 cents for all manufacturing industries, but more important, it exceeds the 1929 average wage rate of 65.4 cents reported for the steel industry in that year by the national industrial conference board.

"Food, shelter and clothing, however, cannot be bought by hourly wage rates, but only by the dollars received in the pay envelope on pay day.

"The prevailing level of wage rates in the steel industry permits steel employes to earn an average of \$4.13 more per week than other manufacturing workers while on comparable working schedule. The most recent conference board figures show that in May steel employes worked 40.5 hours per week, as against the general average of 39.0 hours per week for manufacturing industries.

"Steel workers in foreign countries are paid a much lower average wage rate than the employes of the steel industry in the United States, records of the department of labor and League of Nations showing that the American steel worker receives on an average more than twice as much as the steel worker in any other country, six times as much as the Japanese steel worker, and more than three

FAMOUS EVENTS
Ulysses S. Grant, 18th President, died July 23, 1885.

MUNICIPAL TAX RATE WILL NOT BE INCREASED

However, Civic Buildings Bonds Levy Will Be Doubled 1st Year

Comforting news to property owners in Torrance is the almost certain assurance that the general municipal tax rate this year will be no higher than last year, or \$1.01 per \$100 assessed valuation. This welcome information was learned following the tentative approval of the city council budget by members of the city council's finance committee yesterday afternoon. The budget is scheduled to be submitted to the entire council at its next meeting, Tuesday, July 28.

While the general municipal tax rate will not be increased, there will be an additional item of 12 cents added to cover interest and retirement of civic building bonds for the next two years. Unfortunately the bond payments fall due prior to the receipt of the tax collections, and for this reason it is necessary to set up an extra year bond fund the first year in order to have money available to pay the second year's payments. After the first year, this levy will be cut in half.

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