

# So Help Me, It's True

By E. F. (Woodie) Woodman

**1 GAL. GASOLINE WEIGHT 6 lbs.**

**THE GREAT TRANS-PACIFIC FLYING-BOAT CHINA CLIPPER—WEIGHING FIFTY-TWO THOUSAND POUNDS—IS HELD IN THE AIR AND TRANSPORTED ONE MILE BY ONE-GALLON (6 pounds) OF GASOLINE. SUCH IS THE STARTLING INFORMATION ISSUED BY TECHNICIANS OF GENERAL PETROLEUM.**

**A GREAT RIVER, 25 FEET WIDE AND 6 FEET DEEP REACHING FROM NEW YORK TO THE PACIFIC COAST COULD BE CREATED BY THE WATER WHICH, IN ONE YEAR, COMES FROM THE EXHAUST PIPES OF MOTOR VEHICLES IN THE UNITED STATES.**

**ONE OF THE SMALLEST CARS EVER OPERATED ON THE HIGHWAYS OF THE WEST—WHEEL BASE, 50 INCHES, HEIGHT 20 INCHES—IS OWNED BY W.P. BRUCE, GENERAL STATION OPERATOR. IT GOES 100 MILES ON A GALLON OF MOBIL GAS AND MAKES 25 MILES AN HOUR.**

**IT FLIES THROUGH THE AIR WITH THE LIGHTNESS OF FEATHERS. DOES COURSE GUSTAFSSON, CAPTAIN OF CASCADE SKI CLUB, TRAVELING BETWEEN 60 AND 80 MILES AN HOUR. AT PITTSBURGH, OREGON MEET THIS CLASS A JUMPER EMPLOYING THE STREAMLINE EFFECT WHICH NEW AUTOS USE TO REDUCE WIND RESISTANCE.**

## CITIZENS, BE SURE YOUR REGISTRATION IS LEGAL

Citizens, attention! Registration of voters is open for the general election Nov. 3. It closes Sept. 24.

If you wish to exercise your right of franchise, if you wish to do your duty as a citizen and cast your vote for the candidate you believe best qualified to be President of the United States you **MUST** be registered.

If you are now unregistered—  
If you have changed your address since you last registered—  
Find a deputy registrar and REGISTER.

## NEW FURNITURE PLANT PLANNED BY JOE KOCH

Plans for opening a furniture manufacturing plant in Los Angeles were announced today by Joseph Koch, former Torrance shoe merchant.

Associated with Mr. Koch in the new concern which has been incorporated for \$25,000 under the firm name of Better Bedding Corporation is Ben Levinson, formerly of the Dominion Bedding Company, well known manufacturer with plants in Montreal and Toronto, Canada. A location at 1454 Calada street, adjacent to Angelus Furniture Company's plant, has been secured and production will begin on October 1, Mr. Koch states.

Among the products to be manufactured are: mattresses, studio couches, chromium plated furniture and upholstered furniture. Opening of the furniture plant will permit Mr. Koch to return to his old line of business, which he followed for many years prior to coming to Torrance to engage in the retail shoe business.

## Falling Plank Injures Workman

George R. Sullivan, 2108 Ellendale Place, Los Angeles, escaped death at the Narbonne high school Tuesday when he leaped from under a falling plank, which grazed his head and inflicted a scalp wound. Sullivan is employed on the construction of the new school unit. He looked up in time to see the plank fall, otherwise his injuries might have been more serious or even fatal.

## IMPOSSIBLE OCCURS!

**BELIEVE IT OR NOT!** Mathematically, it just couldn't have happened. But it did.

It was surprising enough when Mrs. Flora Waters won the \$25 cash award Friday, after winning it Thursday. At this the townsfolk said the incredible had occurred, and that the chances of it happening again were all the way from 10,000 to 1, up to 10,000,000,000 to 1.

BUT... on Saturday at two in the afternoon, Mrs. James Brodie won the \$25... and THAT EVENING AT THE AUDITORIUM, WON IT AGAIN! Two women won the four twenty-five-dollar awards!

Impossible, you say? Well, it DID happen and Ripley is the only one who knows the answer—and we bet he'd be stumped.

## Horn Toots Cost \$40

MONTREAL (U.P.)—Motorists here are fined \$40 if they are caught blowing the horns between midnight and 4 a. m. under a new "anti-noise" by-law.

## Bites Feeding Hand

TOLEDO, (U.P.)—Nathan Anderson helped a needy friend by giving him a night's lodging. The friend helped himself by disappearing before morning with a suit of Anderson's clothes and \$7.

## Coal Loading Mark Set

TOLEDO, (U.P.)—A Great Lakes coal loading record was broken for the third time this year when Unesapeake & Ohio railway docks put 97,901 tons of coal into vessels in a 24-hour period.

# Torrance Herald

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## Coronation Costs

LONDON (U.P.)—The robes which British peers and peeresses will wear at the coronation of King Edward next year will cost nearly a million dollars—robes \$425 each and coronets \$90.

## Raise Voices

BELLEVILLE, Ill. (U.P.)—De-termined to be heard, the Belleville city council purchased an amplifying system which will carry voices of those addressing meetings to all parts of the hall.

# VOTERS: Don't be fooled

No matter what they call it...

## 22 IS A TAX ON YOU!

On the November 3rd Ballot there will appear as Proposition 22, an innocent looking measure called the "Retail Store License." But don't be misled. It's a 1936 model hidden tax... a new scheme to stifle competition and raise prices. This simple story of two stores explains the plot.

- Here are 2 California retail stores. On the outside they look much alike. Each does a good business. But one is a single store, the other has brothers and sisters and is called a chain store.
- The SINGLE store charges ten per cent higher prices, because it gives credit and delivery service and because it buys through a middleman.
- The CHAIN store charges ten per cent lower prices because it eliminates all frills, unnecessary services and in-between expenses and buys directly from producer or manufacturer.
- You may remember, at one time the middleman sold goods to all retailers. That was when the high cost of living was our biggest headache. But today the chain store eliminates the middleman and the middleman's profits. So the middleman is opposed to chain stores (wouldn't you be—if you were a middleman?)
- The middleman realizes that people trade at a chain store chiefly because it sells for 10 per cent less. Since he can't compete with the chain store method, the middleman wants to put chain stores out of business or force them to raise their prices.
- Through the California Legislature he lobbies a bill called the "Retail Store License." This unfair bill would levy a special tax of \$1.00 a year on single stores and \$500.00 a year on chain stores.
- That, he figures, may put the chain store out of business so its customers will be forced to pay the higher prices at the single store. If not, the tax can be raised later to \$1,500 or \$2,500 per store.
- At least the chain store will be forced immediately to raise its prices and thus lose business.
- In either case competition will be less. So the single store can raise its prices and still get more business. This means fatter profits for the middleman who sells to the single store.
- Of course the public will pay for these profits through an increase in prices on the necessities of life. But it's just a question of whether the middleman or the public takes the rap.
- Who would suspect that an innocent thing like a Retail Store License was another scheme to tax the public and fatten the middleman's pocketbook? Voters might think it was some trifle like a dog license or a fishing license!
- But wait. Some of the public did suspect. Shortly after this hidden-tax bill passed the Legislature, 136,000 indignant California voters signed a petition that put it on the ballot at the next general election. Now the voters can say a word for themselves. We think that word will be "NO."
- So what it all adds up to is this: the innocent sounding Retail Store License is a scheme to subsidize the single store and wholesaler by taxing the public. 22 is a tax on you. Vote NO on Proposition 22.

## Local Man Opens Store In Lomita

Granville Lyon who recently opened the new Co-operative Home Appliance store at 2409 Narbonne avenue in Lomita, announced this week that the re-decoration of his new show rooms was complete.

Coming to California about a year ago from Wisconsin where he was in the bond brokerage business, Lyon entered the employ of the Standard Stove Works in Los Angeles. After a short period of work with this firm Lyon came to Torrance where he served in the retail field of the home appliance lines until he opened his own store early last month in Lomita.

Although Lyon came to California from the east during the last year he is not a stranger to this state. Prior to the World War Lyon lived in San Francisco where he had a law office. The few years he spent in the east were more or less a sojourn from his native state, according to Lyon, and he is glad to again be in business in California.

The new establishment which Lyon has opened in Lomita provides the bay district with one of its most modern retail outlets for home appliance units, and the units demonstrated on the show room floor include every type of fixture from gas heaters to stoves and refrigerators.

**Work or Jail for Believers**  
BOWLING GREEN, Wyo. (U. P.)—Go to work or go to jail is Wood County Commissioners' ultimatum to relief clients, after farmers complained that they could not obtain sufficient help for the tomato harvest.

## Hospital Notes

George Michael, 852 1/2 W. 165th street, Gardena, entered Sept. 16 for observation.

Mrs. Ruby Goary Eikenbary, 303 El Redondo, Redondo Beach, entered Sept. 11, following the extraction of a number of teeth.

Ralph Vurpillat, 716 1/2 Highland, Manhattan Beach, underwent an operation for appendicitis, Sept. 13.

### Births

To Mr. and Mrs. Norman Daugherty, 2215 Gramercy, a girl, Sept. 13.

To Mr. and Mrs. Pete Gasco, 222 1/2 Gramercy, a boy, Sept. 12.

To Mr. and Mrs. A. L. Maccubbin, 2416 1/2 Strand, Manhattan Beach, a girl, Sept. 12.

To Mr. and Mrs. Raymond H. Smith, 438 Hermosa avenue, Hermosa Beach, a boy, Sept. 16.

## Ed Thompson Has New Fender Man

Ed Thompson announced this week the addition to his already large plant, of a fender and body repair expert, Otto Mathlin of San Pedro.

Mathlin has had over 13 years' experience in shaping and repairing bent and scarred fenders and bodies. For some time he was employed at the San Pedro Body Shop, and also held other positions in the same line.

With the addition of Mathlin, Ed Thompson boasts one of the most completely equipped automotive service shops in the city.

Ed Thompson also announced the employment recently of Glen Stout, in charge of the washing and polishing department.

## STORY 2

Continued from Page 1

went to Kenneth Hull, aged 17, a student of Torrance High, and residing at 1230 Acacia. Kenneth sang "It's a Sin to Tell a Lie," and was given support in the judging by his school friends.

Following the amateur show the cash award was made, Mrs. James Brodie holding the lucky ticket.

The prize winning cake donated by Mrs. Helen Miller, winner of the first prize at the contest Saturday morning, was auctioned off by M.C. Robinson to help injured soft-ball player Poncho Fabregat pay his hospital bills. The cake was purchased for \$5.50 by Sam Kennedy, of the Torrance Sign Company.

As the final act of the three-day affair which merchants as well as townspeople agreed was very successful, the chairs were taken out and a large crowd danced the remainder of the evening to Jack Gledhill's orchestra.

### Committee Lauded

The merchant's committee, composed of Chairman Dean Sears, Committeemen Alden Smith, Al Robinson, Hillman Lee, Sam Levy and Jake Lepkin, did a commendable job in soliciting merchants' aid and taking on themselves the responsibility of staging the event. This commendation came from dozens of Torrance merchants who wished to extend their appreciation to the committee.

Glen is well known in Torrance, having been engaged in this business for some time.



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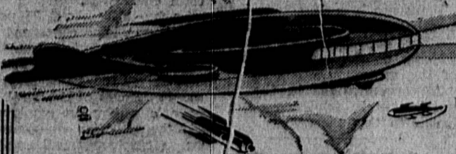
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