

INCREASE IN SALES TAX RETURNS POINTS WAY TO FINANCING ENTIRE STATE BUDGET

California's three percent retail sales tax returned a total income of \$81,235,523 during 1936, a survey made by the state board of equalization revealed this week.

The rapid increase in revenue derived from the tax supported the contention of legislators and state officials that income during the next two years would be sufficient to balance the state budget, retire a \$20,000,000 deficit and leave a surplus of at least \$20,000,000 in the treasury by June 30, 1939.

Collections during the last six months of 1936 totaled \$43,613,752, compared with \$35,414,211 for the corresponding period of the year before. A fair comparison of the entire two years could not be made because of the fact foodstuffs were exempted from the tax in July, 1936.

Total Returns Told
At the rate of return for 1936, total sales tax revenue for a biennial period would exceed \$160,000,000, nearly twice the amount expected when the tax first went into effect.

Optimistic officials believed the returns for 1937 alone would reach \$100,000,000. The state has collected \$223,586,089 from the sales tax since it went into effect in August, 1933. Fred E. Stewart, equalization board member, reported.

"The income last year was approximately the amount needed to pay for the support of schools, maintenance of the University of California and the state colleges," he said.

"Considering that last year's tax represents three percent of sales, it would appear that California's gross retail sales business gained approximately \$278,318,000 during the last half of 1936. Such an increase in sales means only that California virtually has forgotten the depression."

Most Lines Gain
The most substantial increase in returns was reported by firms dealing in household furnishings, where a jump of 72.8 percent was recorded. Building materials, hardware and farm implements followed with a gain of 47.27 percent.

Motor vehicle sales dropped slightly according to the tax returns. Officials believed this was explained by the unusual boom in the automobile industry late in 1935. Drugs, tobacco and confectioneries also showed a decrease in tax returns, but all other lines of business apparently enjoyed increases.

The percentage of increased returns in the Los Angeles district was 27.81.

PEACE OFFICERS' BALL DUCATS BEING SOLD HERE

Tickets are being sold locally for the Artists and Models ball to be held at the Shrine auditorium, April 10, under the auspices of the Peace Officers Civil Service Association. While local police officers are members of that association, they are not conducting the ducat sale, according to Police Chief G. M. Calder.

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WE OFFER increase tire mileage 200% to 300% for our customers. How? Well, we see that you get the right type and size tire for your particular job. It's these details plus Goodrich Triple Protection that give you plus mileage. Remember, Triple Protection alone checks 80% of premature failures. No extra cost. Come in today.



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Flipping The Herald Files Backward

1924—Thirteen Years Ago
February building permits here stand 16th in whole state, amounting to \$323,100.

Paving contract for improvement of Western avenue awarded and work programmed to start in 10 days.

Norman Arms court finished and nearly all rented. S. H. Bradbury was the builder and owner.

Election board chosen for April 14, members were: M. L. May, Adelaide Lightbody, C. B. Bell, Elizabeth Paige, H. W. Roberts, I. G. Anderson, Mrs. Alice Rees, A. W. Malone, W. C. Von Hagen and Ray Leslie.

Torrance Moose lodge installed with 62 charter members. George Bradford elected dictator.

Eastern railroad wreck causes delay of 40 days in dedication of new high school auditorium.

1927—Ten Years Ago
Friendly agreement between property owners and Torrance officials results in dismissal of suits brought against city for annulment of recent Meadow Park beach frontage annexation election. This action brought into the city limits some 4,000 more acres.

Torrance glove factory announced as city's newest industry.

Twenty-unit apartment house at Sartori and Torrance boulevard started.

Earl Butler returns to city to open men's furnishing store at 1417 Marcelina avenue.

Rev. A. Lyall was pastor of the Methodist church.

1932—Five Years Ago

Council instructs City Attorney Don Findley to file a complaint with the state railroad commission demanding reduction in water rates.

Chamber of Commerce capitulates to mothers' demands and re-assumes payment of \$15 monthly to retain services of Dr. Maude Wilde at Mothers' Educational Center.

Joseph G. Prince, 25, 1031 Graves avenue, and Florence Rose Smith, 19, 930 Arlington avenue, first couple to be wed in Judge John Dennis' new courtroom.

Mr. and Mrs. J. W. Thomas, 1834 Martin avenue, welcome baby daughter, Florence Laurel.

Thirteen, Ten, Five and One Year Ago

Love Shooting



Della McCoy, 17, is shown in a Seattle hospital where she was taken after an admirer, Tony Proccio, went berserk when she scorned his advances. Proccio shot Miss McCoy four times, wounded a policeman and terrorized an exclusive Seattle residential district before he was captured.

1936—One Year Ago

Preparations begin for city-wide celebration as new civic buildings are dedicated.

Political gossip increases as time for municipal election draws near and no candidate openly announces his intentions.

Council calls for bids on improvement of Cabrillo avenue between 213th street and Carson.

Miss Hermine Oetken surprised by friends on birthday. Charles LeBoeuf joins sales staff of Torrance Electric Shop.

PRICE CORRECTION

In the Safeway Stores full-page advertisement in this morning's *Tricity Shopping News* the price of bananas should have been four pounds for 25 cents instead of five pounds for the same price. The correct quotation appears in the advertisement published in today's Herald.

Movies of Rich Area Coming

Scenes taken recently in the fertile Escalante valley of Southern Utah are to be shown next Tuesday night at the Woman's clubhouse, beginning at 8 o'clock, in connection with a descriptive lecture on that great farm project by George Olson, secretary of the \$300,000 Escalante Investment Company. It was announced today.

All residents of Torrance and vicinity who are interested in this productive region are cordially invited to attend the free show.

B. C. Buxton, well-known pioneer realtor of this city, has been named to represent the Escalante company in Torrance by the president of the concern, a California corporation, Leo J. Maiter. William Day, also of Torrance, is vice-president and a director. The firm has offices at 520 Ferguson building, Third and Hill streets, Los Angeles.

Escalante valley project is located west of Cedar City and due north of the Columbia Steel's ore mines. It contains many experimental farms and a number of local residents have purchased acreage there which they plan to open up next month, according to Day. Principal crops are grains, alfalfa, cattle, sheep and turkeys.

Worker On Sewer Project Killed

Fatally injured when struck by a piece of machinery at work on the \$2,750,000 White Point outfall sewer project for the county sanitation districts, William J. Cooper, 44, succumbed to his injuries in a hospital this week.

Cooper was buried with military funeral services Wednesday at Sawtelle. He was formerly on the staff of the city engineering department in Detroit, Mich., and was performing his duties as resident engineer-inspector for the federal government.

He is survived by his wife, Mrs. Pearl M. Cooper, and a son, Douglas M. Cooper, 14, of 4264 Denker avenue, Los Angeles.

CHAMBER SESSION

Directors of the Chamber of Commerce are to hold a regular business meeting Monday afternoon at 4:15 o'clock, according to President J. W. McQuaid.

C. ALEXANDER
for
Refrigerators

FACTS FOR TAXPAYERS

By J. W. Hartman
Chief Deputy County Assessor

Has your real estate been "sold" or "deeded" to the state of California for delinquent taxes? If so, you should be interested in the liberal provisions providing for the redemption of your property. Clear title to property is essential.

For the past several years there has been special legislation enacted to assist those who are delinquent in their taxes. During the depression thousands of people throughout the state of California could not possibly meet the demands put upon them. As a result, they lost good title to their property thru nonpayment of taxes.

Road to Redemption
Two things have been done to assist you. All public auction sales of real estate for delinquent taxes have been suspended. You have not lost title to your property. Further, to assist you in keeping title, provision has been made to pay your delinquent taxes in ten equal installments over a period of ten years.

The general provisions of the law provide that payment of current taxes due for the present year, plus one-tenth of your back taxes, start you on the road to redemption of your property. Thereafter the current taxes must be paid each year plus one-tenth of the back taxes until all have been paid.

Find Out About It
The county tax collector's office has a redemption division devoted entirely to this work. The personnel is entirely familiar with all the details pertaining to the redemption of property. An inquiry addressed to that office will give you the exact details as to the amounts of money which should be paid. Last year over \$9,000,000 was paid into the county treasury for the redemption of property. A large number of taxpayers

Chains Spend Huge Sum Within State

More than a quarter of a billion dollars was spent last year by chain stores of the nation for California goods, food, farm and dairy products, according to figures just compiled by the California Chain Stores association. Of this amount approximately \$100,000,000 worth of products were shipped to outlets throughout the country.

Virtually every county in the state profited by the enormous purchases made by the chain stores. Total purchases for the past ten years by the chain stores represented expenditures of approximately \$2,000,000,000, it was indicated by the report.

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BETTER FOOD PROTECTION
Kitchen-proved
... food kept safely for days past any usual requirement!

GREATER CONVENIENCE
Kitchen-proved
... Triple Storage ... Triple Food Saver ... Adjustable Shelf!

FULL POWER
Kitchen-proved
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Kitchen-proved
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Running cost, only a few cents a day ... certified.

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EVERY HOUSE NEEDS WESTINGHOUSE

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Today's Big News!

NEW "SUPER-DUTY" FRIGIDAIRE

WITH THE METER-MISER

BRINGS SENSATIONAL ADVANCE IN ALL 5 BASIC SERVICES FOR COMPLETE HOME REFRIGERATION

Come in. See the Proof!

- GREATER ICE-ABILITY**—Ends "Cube-Struggle" and "Ice-Famine!" New Instant Cube-Release in all ice-trays. Automatic Tray Release. More pounds of ice... faster. Stores 100% more reserve ice-cubes. SEE THE PROOF!
- GREATER STORAGE-ABILITY**—New 9-Way Adjustable Interior! Adjusts like magic. Maximum shelf space up in front. Full-width sliding shelves, 2-Way Frozen Storage Compartment, Portable Utility Shelf. SEE THE PROOF!
- GREATER PROTECT-ABILITY**—Keeps food safer, fresher, longer! SAFETY-ZONE Cold at all times proved by the Food-Safety Indicator with dial on door, always in sight. Also, 3 other zones of cold... for every protection need. SEE THE PROOF!
- GREATER DEPEND-ABILITY**—5-Year Protection Plan on the sealed-in mechanical unit! Sealed Steel Cabinet, Lifetime Porcelain or Durable Dulux Exterior. Built and backed by General Motors. SEE THE PROOF!
- GREATER SAVE-ABILITY**—ONLY FRIGIDAIRE has the "Meter-Miser"!

Cuts Current Cost to the Bone! See an electric meter prove it, before you buy! Meter-Miser does SUPER-DUTY at amazing saving because it's the simplest refrigerating mechanism ever built! Only three moving parts, including the motor... permanently oiled... sealed against moisture and dirt. FRIGIDAIRE with the METER-MISER saves enough on food and operating cost, to pay for itself, and pay you a profit besides! SEE THE PROOF!

PRICES AS LOW AS \$119.50
NO MONEY DOWN EASY TERMS

ONLY FRIGIDAIRE HAS THE NEW INSTANT CUBE-RELEASE
It's in every ice-tray in every "Super-Duty" Frigidaire. Instantly releases ice-cubes from tray, two or a dozen at a time, by simple lift of lever. Ends old-time nuisance... yields 20% more ice. Greatest advance in ice convenience ever known! Come in. See its quick, easy action.

THRILLING TO LOOK AT! THRILLING TO USE! Pays for Itself!
Yes, the 1937 Frigidaire is today's big news! For it brings, in addition to thrilling new beauty, a thrilling new completeness in ALL 5 BASIC SERVICES for home refrigeration—and gives you PROOF of all 5! So don't buy on mere claims. Come in and see the PROOF that the new Frigidaire is the most complete ice-provider, food-storer and food-preserver ever known! PROOF that it will save you enough on food and operating cost to pay for itself and pay you a profit besides... For full 1937 value you need ALL 5 Basic Services. Save money... save regret... see our Frigidaire PROOF-DEMONSTRATION first.

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What this engine means to you!

YOU'D never dream that fast freight service meant greater saving or newer styles, would you? That it really affected your home or pocketbook? Or that Union Pacific's gigantic "Challenger" freight locomotives saved you money?

Yes, that's what fast freight service means to you, and this is why it happened:

We wanted to offer the American shipper faster, more precise freight service, the kind you expect from crack passenger flyers.

We started out by buying fifty high-speed modern locomotives for main line service in 1928. Then we spent long months of experiment to see even higher standards. The result—a new type of super-powerful freight locomotive, the "Challenger," designed to handle heavy train loads at a speed of sixty miles an hour. Fifteen of these huge leviathans are now in service. Twenty-five more are being built.

These great "Challengers" enable us to maintain a speed which is 55% greater than it was in 1928 and reduced the time between Council Bluffs and Ogden—the great transcontinental speedway—to less than half of the former running time.

But more than that (and this is where you come in), fast schedules mean reduced inventories, lower stocks and replacements for stores and shops... enable shopkeepers to pass along this saving to you, in lower prices, because quick turnovers cut down costs and losses.

So today, when you do your shopping, buy a new suit or a gown straight from a New York fashion designer, or even a tin of beans... your pocketbook will tell you the happy results of Union Pacific's policy of constantly planning for the future. Union Pacific always looks ahead!

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