

Dr. M. A. BAUMAN

Osteopathic Physician
and SurgeonAnnounces the
Opening of Officesat
1425 Marcelina Ave.
TORRANCEOFFICE PHONE
1093RESIDENCE PHONE
991-JBetter Christmas Candies
For Less at the Beacon

A National Favorite ...

Joan Manning
Delicious Fresh ChocolatesGuaranteed As Good As Candy Selling at
Twice the Price. Each Pound Contains 45
Different Pieces.

1/2 lb.	1 lb.	2 lbs.
25¢	50¢	\$1.00

IN SMART HOLIDAY WRAPPINGS

<p>MAXIE'S CHOCOLATES In Rich Cream Chocolate Coated Box 39¢</p>	<p>Christopher's FAMILY BOX 2 1/2 lbs. Cottage CHOCOLATES 2 1/2 lbs. 59¢</p>
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LIGGETT'S Original Assorted Chocolates **\$1.00**
34 Varieties in Gift Box

LIGGETT'S FRUITS **\$1.00**
and NUTS

FRUIT BOWL — Genuine California Pottery **\$1.75**
Bowl filled with Glazed Fruits

<p>WHITMAN'S SAMPLER \$1.50</p> <p>WHITMAN'S FAIRHILL \$3.00</p> <p>WHITMAN'S FRUITS and NUTS \$2.00</p> <p>WHITMAN'S FRUITS and NUTS \$1.00</p>	
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Gifts for Smokers

- CIGARS
- CIGARETTES
- SMOKING TOBACCOS
- PIPES
- POUCHES

Everything for the Smoker at

LOWEST CUT-RATE PRICES
PERMITTED UNDER FAIR TRADE ACT

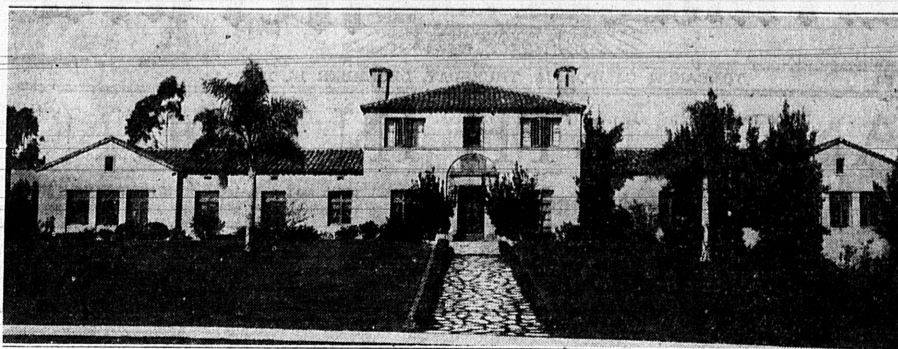
We Give **L.N. Green Stamps**
DOUBLE STAMPS EVERY WEDNESDAY!
AND CHRISTMAS TREASURE HUNT TICKETS!

BEACON DRUG CO.

Phone 130 Leslie L. Prince 1519 Cabrillo Ave., Torrance
Authorized Ticket Agency for Greyhound and Union Pacific Bus Lines

City Building Program Routs Depression

Where Medical Science Works for Humanity in Torrance



Jared Sidney Torrance Memorial Hospital has been serving residents of this city and surrounding vicinity since 1925. It is one of 2,621 hospitals in the U. S. and Canada approved by the American College of Surgeons. The local institution has also been

certified by the State Board of Public Health and is a member of the Associated Hospital Service of Southern California which will offer a group hospitalization plan to the public shortly after the first of the year.

MUNICIPAL WATER SYSTEM
NEARING THIRD ANNIVERSARY

TORRANCE HAS ...

More than 110 miles of streets of which eighty-six are paved. Approximately 32 miles of sidewalks. Population of 9,500, which is estimated on the tried-and-proven basis of two and three-eighths times the last voter registration.

Water consumers connected with the municipal water plant total 1,383.

Torrance is Looking Forward to

The improvement of Cabrillo avenue and Torrance boulevard, making those thoroughfares the streets of distinction and charm they should be.

The resurfacing of the principal downtown business streets. The beautification of the Western avenue entrance to the city.

Installation of lighted tennis courts in the city park. Construction of boys' and girls' recreational buildings in the park.

VALUATION GAIN

This city's total assessed valuation for 1937-38 is \$18,945,595—a gain of \$695,100 over the previous fiscal year.

One of the reasons why Torrance residents supported the \$400,000 bond issue for the acquisition of the former Torrance Water, Light and Power company and formation of the Torrance Municipal Water District several years ago was the statement that "city-owned water service will save consumers' money."

That statement has been amply borne out by substantial reductions in water tariffs here until today the 1,383 consumers are paying a minimum of \$1.25 per 1,000 cubic feet.

Residents in the Water District here sympathize with Los Angeles city water consumers who, after Jan. 1, will have to pay \$1.65 for a minimum of only 700 cubic feet.

The municipal system will celebrate its third anniversary on Christmas Eve. The district purchased the water facilities of the Torrance company for \$138,000. Today the city has a plant and water equipment valued at more than the original bond issue altho only \$323,000 has been spent from that fund.

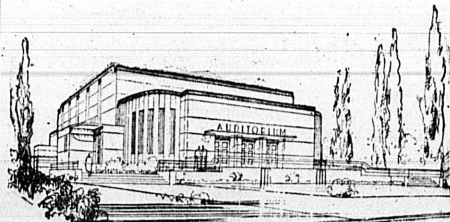
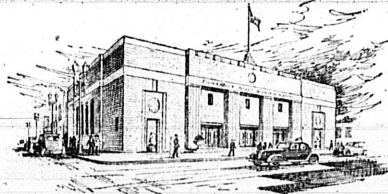
In June 1936 the district acquired its own office building at 1510 Cravens avenue, a structure valued at \$8,000. William H. Stanger, Torrance's immediate past mayor, is the present efficient manager of the water district's operations.

For Your Information

This page contains factual data about Torrance and its civic center buildings which is published for a two-fold reason. One is that copies of this edition are to be given to all those attending the County League of Municipalities' dinner tonight—men and women leaders in their respective cities—and the other is to acquaint new Torrance residents with interesting information about their adopted community. The Herald also believes that old-timers here could profitably refresh their memories and gain additional pride in their community by reviewing the material on this page and the next.

Double Auditorium Facilities

IN ADDITION to the Civic Auditorium, pictured below, where the County League of Municipalities is meeting here tonight ...



TORRANCE HIGH school will soon have its own Auditorium, architect's drawing above, a \$100,700 structure scheduled to go under construction shortly after the first of the new year.

SURELY A RECORD LIKE THIS
EXCUSES CIVIC HORN TOOTING!

Rare is the city that can complete a \$183,526.68 civic center building program without extra tax burden on its residents. Still rarer is a community which can erect a new city hall, jail, Civic Auditorium, Administration building, library, acquire a commodious structure for its municipal water department and still reduce its municipal tax levy.

But Torrance is just that kind of a city. In 1936-37 the city tax on \$5,728,000 worth of property within the original city limits here was \$1.11. This year that levy is \$1.10. Taxpayers owning property outside of the original boundaries of the city—and such property is assessed at \$10,217,535—had no changes made in their tax levy. It stands this year as it did in 1936-37 at \$1.07 per \$100 assessed valuation.

The one-cent reduction in District No. 1 reflects considerable credit on the efficient management of municipal finances by Mayor William H. Tolson and his fellow city officials—especially when levies for other governmental units made surprising increases this year. Here are the comparative total tax rates applicable to Torrance:

	1937-38		1936-37	
	Dist. 1	Dist. 2	Dist. 1	Dist. 2
City tax	\$1.10	\$1.07	\$1.11	\$1.07
County tax	1.41	1.41	1.27	1.27
L. A. School	1.70	1.70	1.37	1.37
M. W. D.	.40	.40	.37	.37
Sanitation Dist.	.27	.27	.29	.29
County Flood	.19	.19	.20	.20
M. I. D. No. 1	.55			
Total	\$5.62	\$5.01	\$4.61	\$4.37

STUDENT DANCE FRIDAY

Tomorrow night (Friday) the Coordinating Council and the 20-30 Club will hold a Harbor District dance at the Civic Auditorium to which students of Torrance, Narbonne, Gardena, Banning, San Pedro and Redondo high schools have been invited.

HOST TO SCHOLARS

The Narbonne Scholarship society will entertain 18 schools at the second quarterly meeting of the sixth chapter of the Southern California Scholarship Federation tomorrow. The meeting will be held in the form of a banquet which will be carried out in a Christmas theme.

PACIFIC CREST

- Cemetery
- Mausoleum
- Crematory
- Columbarium

Telephone Redondo 2338
152nd and Inglewood Ave.
REDONDO BEACH

STRUCTURES VALUED FOR
INCREASED CIVIC LOYALTY

Out of Mayor William H. Tolson's opposition to a proposal by the then Mayor Scott R. Ludlow of building a new library here with money from the city general fund came the splendid group of municipal buildings that compose this city's civic center.

How Civic Center
Structures Were
Financed Here

Compiled by City Clerk A. H. Bartlett for the dual purpose of informing local residents and out-of-town visitors who are here tonight to attend the County League of Municipalities' gathering, the following factual data tells the dollars-and-cents story of the Torrance Civic center:

CITY HALL AND JAIL

Completed June 1, 1936. Cost of project, \$60,106.72 of which \$30,000 came from the sale of Torrance city bonds, \$19,827 by P.W.A. grant and \$10,279.72 from the city's general fund.

CIVIC AUDITORIUM

Completed June 16, 1936. Cost of project, including land, \$62,566.97—of which \$35,000 came from the city bond issue, \$22,087 by P.W.A. grant and \$5,479.97 from the general fund.

LIBRARY BUILDING

Completed June 23, 1936. Cost of project, including land, \$32,113.09 of which \$19,422.09 came from the city bond issue, and \$12,691 from the P.W.A.

ADMINISTRATION BLDG.

Completed Oct. 13, 1937. Cost of project, including land, \$28,739.90 of which \$18,043.90 came from the city's general fund and \$10,696 from the P.W.A.

First Class Facilities

The Administration building, which was completed more than a year after the city hall, jail, Civic Auditorium and library, was a \$28,739.90 project of which the P.W.A. advanced \$10,696, the remainder coming from the city's general funds.

Since the erection of the buildings several thousand dollars have been spent to furnish them with all the facilities needed—all of this money coming from the general fund without extra burden on local taxpayers. For example, the Administration building, now the headquarters of the Chamber of Commerce, contains a splendidly-equipped kitchen and dining service, including tables, chairs, linen, chinaware and silver capable of accommodating more than 500 diners.

The six buildings in the civic center plan—the municipal water district's office structure across the street from the city hall being the property of the water district—provide a community asset that is valued far more for development of civic pride than its actual dollars-and-cents record.

Every day scores of Torrance residents use one or more of the buildings and every day out-of-town visitors inspect the structures and praise the progressiveness of a community which helped put the depression to rout by such a splendid building program.

City to Entertain
Harbor Chambers

W. E. Bowen, assistant secretary of the Torrance Mutual Building and Loan association, was elected one of the vice-presidents of the Harbor District Chambers of Commerce at the meeting held in the county jail last Thursday night. Sheriff Eugene Bascall was host to the group which numbered about 200 and included Mr. and Mrs. Rufus Page, Mr. and Mrs. Tom McGuire, DeKalb Spurlin, L. J. Gilmeister and Bowen from this city.

Judge Irving P. Austin, president of the Compton chamber, moved up to a higher office when he was named president of the Harbor group. W. J. Crook, treasurer of the Compton organization, was elected secretary. Other vice-presidents are Ed Powers, Long Beach; Louis Hamilton, Huntington Park; Fred Pimm, Bell; Ernest Grellock, Inglewood; and Tom Blair, Redondo Beach. Loren Howe of Hawthorne was named treasurer. He is the retiring president of the organization.

The installation dinner-meeting will be held as usual in Torrance next month but for the first time in the Harbor chambers association will assemble for the affair in the Civic Auditorium.

Where City Tax
Dollar Goes

This is how the Torrance municipal tax rate of \$1.10 per \$100 assessed valuation is expended: For general fund, 82 cents; for parks, music and advertising, 10 cents; for the library, six cents; for the interest and retirement of bonds voted in 1925, six cents; for the 1935 bonds voted for the city hall, jail and library, five cents; and for the Civic Auditorium, four cents.

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