

RAY BROOKS



SHOP TALK

HITS & MISSES

Amazed & bug-eyed was I this week when Optometrist Alden Smith over at Howard's, demonstrated the difference between good dark glasses and the cheap or kind. Darkening the room, Alden flashed several rows of letters on a screen, then held a mechanically & optically correct lens against the light. The rows of letters faded somewhat, the background became less brilliant, but absolutely without any distortion. Switching lenses, Alden used one of the cheaper kind and, so help me, the letters so fuzzed up it was impossible to distinguish them.

If looking at the world through dark colored glasses is as difficult as reading those letters, then certainly the public should consider the necessity of buying correct lenses that help the vision, do not distort it.

A little punctuation makes a whale of a difference, as witness:

Woman: Without her, man would be a savage.
Woman, without her man, would be a savage.

Congrats to Mary Haig, junior member of the photo firm of Haig & Haig, for the extra super fine marks she made in final examinations at the School of Photography she attended last summer at Wenona Lake, Ind. Mary bagged a perfect score in two exams, a 98 in the other.

Granted that events taking place last summer are hardly "news"; but for some odd reason the school just this week sent out the exam results. Would say upon reflection that this is a bad precedent to establish with embryo photographers; you bring in your films this summer and get the prints back next.

OPPORTUNITY

How wise I'd be . . . if I only had time to study.
How successful I'd be . . . if other people didn't have all the luck.

How honest I'd be . . . if honestly really paid.

How ambitious I'd be . . . if my folks hadn't broken my spirit when I was a kid.

How generous I'd be . . . if I were sure other people were deserving.

Celebrating its first year in Torrance is Roberts Liquor Store this week with tremendous, stupendous, colossal bargains in Scotch, bourbon, wine, beer & gin. Manager Les King has worked like two dogs getting stock in shape, preparing ad copy (big ad on Page 6-C of today's Herald) and going fishin'. Business this past year has been fine for Roberts and the local store is now one of the top notch money makers of the Roberts chain.

Congrats, Les King. May your salary be ever increased.

THE IDEAL LIFE

Is in our blood and never will be still. Sad will be the day for any man when he becomes contented with the thoughts he is thinking and the deeds he is doing—when there is not forever beating at the doors of his soul some great desire to do something larger, which he knows that he was meant and made to do.—Phillips Brooks.

Charlie Mitchell (whose Standard Station recently underwent extensive renovations) is hobnobbing about these days with a busted toe. Charlie reached for his pants too suddenly the other night when he thought he heard prowlers, rammed his toe against a chair, hollered like anything.

(There's always something funny about a man smashing his toe while looking for his trousers in the middle of the night!)

The oldest business in Torrance went under last week.

Harry Dolley, since 1913 proprietor of the Dolley Drug Co., turned in his suit, locked the door, went home.

So passes from the picture the oldest existing retail store in Torrance. Several months ago, and a year after his death, Chester A. Paxman's hardware store gave up in bankruptcy. It, too, was one of the early stores.

Sad it is that firms that can last a quarter century cannot continue. Also sad is the fact that men spend the best years of their lives building & nursing a business through good times & bad . . . only to lose it.

But in a democracy a man is granted permission and the freedom to start and operate any legal kind of business. He is let alone. No one tells him what he has to sell or how.

So, too, when a man fails, he fails alone. It's no one's responsibility but his own.

TORRANCE HERALD

TORRANCE, CALIF., JUNE 30, 1938

SECTION C

TWENTY-FOURTH YEAR

CHAMBER OUTLINES 1938-1939 PROGRAM

Support of All Residents Asked

"There is only one thing all of Torrance's 10,000 residents have in common—a direct personal interest in the welfare of Torrance; its appearance, its prosperity and its development.

"There is only one way in which they can all work effectively to advance that interest—through the Chamber of Commerce."

So wrote President-elect Dr. Alden W. Smith and Secretary L. J. Gilmeister to the city council this week in prefacing a proposed program of chamber objectives in 1938-39. Dr. Smith will succeed E. M. Barber as head of the civic organization tomorrow.

Directors of the chamber have a definite program in mind, the letter read before the council Tuesday night stated. Its accomplishment, however, depends not only upon the measure of their own efforts "but upon the extent to which it is supported by the rank and file of the people of Torrance." Among the objectives for the coming fiscal year are:

HOUSING PROGRAM: This is an activity which will be conducted throughout the entire year, designed to encourage home building and local residence by the numerous people locally employed but residing out of Torrance. Continued exploitation of this city's resources is essential, through mediums of paid advertising, press publicity, personal contacts with both prospective builder and tenant, by chamber personnel, in chamber office and out of the city.

HIGHWAY PROGRAM: Highly pertinent to housing promotion are constant chamber personnel contacts with Los Angeles county officials, and inter-community relations to further develop additional highways leading into Torrance. Numerous contacts will be necessary to aggressively push improvement and extension of Western avenue and Hawthorne boulevard.

TRANSPORTATION: A recently initiated movement, is that of effecting improved and increased rail and bus transportation. The chamber will cooperate aggressively with several surrounding communities in this activity.

ADVERTISING AND PUBLICATION: It is proposed to maintain a supply of community literature embracing general information of the most effective character. In addition to correspondence and office distribution of such literature, large quantities of Torrance literature are distributed throughout Los Angeles and eastern offices of the Pacific Electric and Southern Pacific, and the Santa Fe. A reciprocal service is also established between Chambers of Commerce and resorts throughout California.

NEWSPAPER AND MAGAZINE ADVERTISING: Due to the trend of eastern industries to establish Pacific Coast branch plants the chamber plans to prepare and distribute to a highly selective list of eastern industries timely and appropriate literature descriptive of the resources and advantages of Torrance as a site for such prospects.

REGIONAL PUBLICITY: Newspapers in the metropolitan district will carry timely and descriptive mention of Torrance throughout the year, by paid advertisements. It is anticipated that many thousands of column inches of reciprocal free publicity regarding Torrance will be obtained. A clipping service, with files for each paper, is maintained in the local Chamber offices. Day by day newspaper publicity, throughout the year, keeps this community's name before the public. Since July 1, 1937, press publicity clippings, on file, total 3,302 inches, totally exclusive of local press.

CIVIC ACTIVITIES: The Torrance Community Service association is a volunteer group of leading citizens who annually conduct campaigns for funds for local relief and welfare. This is an activity sponsored by the chamber.

MERCHANTS' PROGRAMS: The services of the Chamber are utilized in all of the Torrance Merchants' association activities.

CIVIC CELEBRATIONS AND RECEPTIONS: This Chamber has available its personnel and equipment for handling all details and publicity related to in-

250 At Steel Plant Dinner For Purchasers

More than 250 members and guests of the Purchasing Agents' association of Los Angeles dined under the stars in front of the towering Columbia Steel company buildings last Thursday night and then, in groups of 20 or 30, were conducted on a tour of the big steel plant. The dinner, featuring barbecued beef, was served by the catering firm which operates the Columbia Steel's restaurant.

Arrangements for the gathering were made by E. M. Barber, general superintendent of the plant and who is ending a successful term as president of the Chamber of Commerce tomorrow. Assisting him were G. A. Selby, purchasing agent for the Los Angeles Chemical company, who is plant visitation committee chairman for the association; and L. J. Gilmeister, secretary of the chamber.

Supervisor Is Guest
In welcoming the group to the steel plant, Barber pointed out that the local industry has recently completed a million-dollar mechanization improvement program which made the Torrance plant one of the most modern steel producing units in the United States.

"Our sheet mill department is now completely mechanized," the superintendent said, "and we have a capacity output of 16,000 tons of sheet, bar and castings per month."

Among the guests introduced at the dinner were Robert L. Grube, of Stephens Adamson Manufacturing company, president of the Purchasing Agents' organization; Mayor William H. Tolson, Col. Wayne Allen, Los Angeles county purchasing agent; Supervisor Leland H. Ford, Robert Baker, of San Francisco who is superintendent of Columbia Steel's wire products division; Gus North, assistant manager of sales for the steel firm who was observing his 35th anniversary with the U. S. Steel Corporation, and heads of all departments of the local plant who served as guides in the tour that followed.

Proposed Law Would Double County Taxes

Taxes would be doubled in Los Angeles county if a proposed initiative measure exempting \$3,500 of assessed valuation on homes occupied by the owner is approved by the voters at the coming November Election, county officials said this week.

Supervisor Leland Ford today had before him an opinion from the county counsel's office, stating that examination of the proposal discloses that an estimated \$993,000,000 of assessed valuation on dwellings would be affected in Los Angeles county alone. The county's total assessed valuation of land and improvements last year was \$2,054,000,000.

Exemptions are Totaled
A second initiative measure would exempt from taxation homesteads up to \$5,000. Deputy County Counsel Gordon Boller said he was advised by the county assessor's office that about 383,000 single-family houses would be exempted under the first proposal, with an estimated assessed valuation of \$303,000,000.

On the second initiative proposal an estimated 60,120 parcels of homesteads property would be exempted, with a valuation estimated at \$210,420,000. Other deductions allowed under the two proposals would bring the total exemptions to an estimated \$993,170,000.

Pearl Weights 103 Grains
PHOTO. Australia (U.P.)—A pearl weighing 103 grains has been valued at worth \$40,000.

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Will Paulette Leave Charlie to Start a Ski Club?



The figurative snow flurry of marital rumors that have long swirled around Movie Actress Paulette Goddard, left, and Charlie Chaplin, center, was intensified when she announced she would go to Reno to start a swanky ski club in the divorce capital. Miss Goddard smiled when asked if she would reveal a marriage to the famed movie comedian by preparing for a Reno divorce. Meanwhile, Martin Aronow, right, Reno ski champ and only Westerner competing with an American team at Chile in July, proves there's snow in June in Nevada with a final workout on the slope of Mt. Rose near his home.

Honor Awards Features THS Commencement

One of the outstanding features of the commencement exercises held last Thursday night at the Civic Auditorium in honor of the largest class ever to graduate from Torrance high school—72—were announcements of various honor awards.

These included the following: For Ephraim membership Harry Bell, Wilbur Franklin and Peggy Olson; Miss Olson was also awarded the Reader's Digest year's subscription as valedictorian. Carl Andrews and Norma Seematter had their names engraved on the George Arakawa cup and Robert Kirkland received the science award.

Those having honorary seals attached to their California Scholarship Federation certificates were: Dorothy Jean Craig, Robert Kirkland, Doris Kresse, Lorraine Miles, Tomiye Nagayama, Peggy Olson and Norma Seematter. Two graduates, Wilbur Franklin and Lorraine Hill, received "torch bearer" ratings from the scholarship federation.

Spelling contest winners included Arthur Woodcock, high school; Howard Murray, ninth grader; Peggy Mitchell, eighth grade; Ellen Whiting and Ramona DeBra, seventh grade. Members of the Scholarship society at the high school last term were:

Muriel Alverson, Elizabeth Anthony, Harry Bell, Clara Brewster, Amy Dowell, Arlyss Foss, Bernard Friedman, Shirley Guttentag, Jenn Howe, Bob Isaacs, Arthur Kelley, Harold Kerber, Robert Kirkland, Doris Kresse and Harry Lewis.

Lorena Long, Pearl Lovelady, Alma McHenry, Ruth Norman, Peggy Olson, Edward Orr, Marjorie Page, Patty Post, Joan Ramskill, Norine Schroeder, Norma Seematter, Julia Jo Shaver, Marian Spehner, Marian Thompson, Georgia Tiffany, Virginia Tuller, Tillie Trujillo and Arthur Woodcock.

LOOK FOR IT NOW

There's real news for home-seekers and bargain hunters in The Herald's classified advertisements.

ROTARIANS HOSTS TONIGHT AT FUN FEST AND DANCE



GROVER C. WHYTE
... what's demotion for him

More than 100 Torrance Rotarians, their ladies and other guests will attend the Rotary club's annual "demotion-installation" party this evening at the American Legion clubhouse. A delicious chicken dinner will be served by "Mother" Weiss as she is affectionately known by the club members.

The "demotion" address, humorous highlight of the evening, will be delivered by J. W. Post, past president, who will demote the retiring club president, Grover C. Whyte, and install the club's new president, Harry M. Abramson.

Dale Marshall, tenor, of Redondo Beach will entertain with vocal selections and Evan Williams and His Orchestra of Westwood will furnish the music for dancing following the dinner program. The program for the party was arranged by H. E. Appenzellar, vice-president, as chairman, with Bertard Bunje and William H. Bratton assisting. The arrangement committee consisted of: George Peckham, chairman, John W. McMillan, William Wylam, and Dr. John W. Beeman.

Beside President Abramson, other club officers who will begin their duties July 1 are:

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