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SECTION A

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"GIRL OF TOMORROW" ... Miss Sylvie Herskind named as the "Girl of Tomorrow" in the final session at the convention of the American Progressive Chiropractic Association shows reason why. Typed as possessor of the world's most perfect body, the comely Los Angeles Miss of 20 years has measurements of: height, 5 feet, 4 inches; weight, 117½; bust, 34; waist, 21; hips, 36 and thighs, 21. Doctors said her measurements may be equalled, but for physical perfection would not be surpassed.

Ask City to Buy P. E. Cabrillo Right-of-Way

Recommendation to the city council that the city of Torrance purchase the Pacific Electric railway right-of-way on Cabrillo avenue, paying for it either out of the general fund or its gasoline tax allotment, was passed by the City-Wide Improvement Association Monday evening at its regular meeting held in the Chamber of Commerce offices. R. J. Deining, chairman of the association, presided.

The recommendation was voted after considerable discussion during which the hope was expressed by those attending that once the city had possession of the right-of-way that paving of Cabrillo avenue could be included in the proposed city-wide highway improvement program, along with Crenshaw boulevard, Torrance boulevard, and highway and recreational improvements at Waltham.

On receipt of the association's recommendation, the city council Tuesday night discussed the matter briefly and Mayor William H. Tolson said that after further consideration by the entire council "an early decision will be made."

The matter of providing sewers for the Vista Highland tract, west of Cedar avenue was discussed at length but no action was taken. It was decided to further investigate the so-called Burbank plan of providing a revolving fund before making a definite recommendation.

Only expressed opposition to the various improvement projects was voiced by Ed. Pietzschke, oil operator, who seemed to be unfavorable to any improvement which would cost taxpayers any money. He emphasized that the property owners in Vista Highlands had "paid in enough to the city," and that it was "our turn" to get some benefits. He indicated that he still had hopes of further oil development in the tract.

Next meeting of the City-Wide Improvement Association, which is open to the public, will be held Monday, August 14, at 8:15 p. m. in the Chamber of Commerce.

Merchants to Hold Dinner Meet Aug. 15

Due to the fact that only 16 merchants responded to the call for a meeting Tuesday evening of the Torrance Retail Merchants Association, it was decided to defer election of officers for the coming year until a more representative group could be assembled.

Consequently, President George Peckham appointed a committee to arrange a dinner meeting next Tuesday, August 15, at 6:30 p. m. at Daniels cafe. It is planned to sell tickets and thus assure a good attendance.

The part expected to be taken by retail stores in the coming Factory Frolic, September 28-29-30, was explained by F. L. Parks, general chairman of the frolic committee. It was indicated by President Peckham that this matter would receive further consideration at next Tuesday's dinner meeting, as well as the election of officers and other important matters.

All local retail business men and women are invited to the association's meetings and those who may be overlooked by the committee selling dinner tickets will be welcome and may purchase their tickets at the cafe next Tuesday evening, Peckham states.

Ranch Market to Be Built on Torrance Blvd.

Construction of a "Ranch Market" on the triangle corner of Torrance boulevard, Engracia and Sartori avenues is due to start immediately, it was learned yesterday from J. C. Smith, of the Torrance Investment company. Smith will build the market building which he has already leased to S. Yamashita of Los Angeles.

"Plans for the market have been approved by the city building department," Smith said, "and it should be completed in about a month. Total consideration for the deal which brings to Torrance one of those popular market centers which serve many surrounding localities was in the neighborhood of \$10,000."

The building will be L-shaped with a 100-foot frontage on Torrance boulevard. It will be 60 feet deep at its widest part and be built of stucco and concrete.

Yamashita, who has taken a five-year lease on the new market, formerly operated a similar business at Manchester and Vermont. With his wife, he moved here this week.

MORE HOMES BEING BUILT

Three more homes were started here this week, according to records at the city building department office.

Gerald L. Alter is erecting a five-room frame residence and garage at 1724 Watson street for \$3,250; A. Herzog is building a five-room, frame house and two-car garage at 2325 Sonoma for \$3,000, and Henry Pukoff is constructing a five-room frame stucco house and two-car garage at 2019 Cabrillo for \$3,679.

Building permits were also issued to the Waltham Lumber company for installation of a gasoline tank and pump at the corner of 242nd and Los Codona, \$55, and to A. J. Flowers, who is extending the rooms at 3601 244th street and adding a breakfast nook for \$300.

Backing Truck Hits Car, Injures Child Tuesday

A truck, being backed out of a field onto Pacific avenue Tuesday afternoon, struck a car driven south on Prairie by Mrs. Mildred King of 816 Anapola avenue. Although Mrs. King had seven children with her at the time, only one—her daughter Patty—was injured. Patty suffered a badly bruised left arm.

The truck was operated by Jim Gutman of this city, according to police reports. Mrs. King said she swerved her car to avoid the collision but the truck just kept on backing out into the highway and struck my machine on the right front fender. Children in her car were Joe L. Patty, Dickie and Mary Lou King, Anabae and Billy Malloy.

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Young Democrats Hear L. A. Attorney

The Torrance Young Democrats, a branch of Young Democrats of Calif., Inc., met Tuesday evening at the home of the chairman, John Shidler. Outstanding on the program was an illuminating talk by Reed Briggs, Los Angeles attorney, on the social aspects of Washington, D. C.

The Torrance club was invited to attend a wicker bake next Wednesday evening at Long Beach with the Gardena Young Democrats. After the meeting, punch and cookies were served.

PLANT AT AUCTION

An auction sale of the American Magnesite Corporation's plant at 1739 West 213th street will be held tomorrow morning at 10 o'clock in the courtroom of Samuel McNabb, referee in bankruptcy, in the L. A. Federal building. William L. Heffron of Los Angeles is trustee for the sale. The corporation has not used the plant for several months.

GETS ROAD CONTRACT

A \$13,458 contract to pave 1.5 miles of State route 62 north of the San Gabriel river bridge has been awarded to Basich Brothers of this city.

NEXT COUNCIL SESSION

An adjourned meeting of the city council will be held Tuesday night, Aug. 15, at 7:45 p. m.

Frolic Finances Sought from C. C. and Citizens

CANVASS FOR FUNDS TO BE MADE NOW

Decorations, finances and entertainment features were three main subjects discussed and acted upon by the general committee of the 1939 Factory Frolic Monday night. From reports of committee members it was apparent that the community celebration scheduled for Sept. 28, 29 and 30 will be on a more elaborate scale than last year's Frolic.

It was also evident that plans for the unique Torrance party are rapidly rounding into shape and that the only major obstacle in the path of a successful Frolic is a financial one. Headed by Chairman Fay L. Parks, the committee decided to request a grant of \$500 from the Chamber of Commerce and to make a block-to-block canvass of the business district for donations.

Until the committee knows just how much money it will have to spend, contracts for entertainment features will not be signed nor will any major outlay be voted for prizes and decorations. In regard to "dressing up the town" for the Frolic, a representative from the Jones Decorating company of Los Angeles conferred with the committee Monday night and submitted sketches, estimates and suggestions for general display.

To Post Honor Roll

To advertise the Frolic, the committee decided to purchase 500 auto bumper placards, window cards and windshield stickers. Chairman Parks and Mrs. Flora Wright, who is head of the finance committee has enlisted the aid of all other general committee members in order to make the canvass for subscriptions in the business district.

An honor roll will be installed at the corner of Sartori and Marcelina which will bear the names—but not the amounts given—of all donors to the Frolic fund. This was the suggestion of John E. Miller, chairman of the first Frolic last year.

One of the most interesting features of the 1939 Frolic was the combined Hobby and Handicraft Show. This fall's celebration will include a similar display at a location yet to be secured, according to Parks, who has again taken charge of the event. He will be assisted by John Shidler, Cora Bohrer and Dale Riley, and he hopes everyone having a hobby that can be exhibited and handicraft work will enter their articles.

Fees are explained. Some misunderstanding exists, committee members reported, about the cost of securing a permit to operate concessions on El Prado where the Frolic features will be staged this year. It was pointed out that the permit fee is 25 cents (Continued on Page 2-A)

Pencil Portraits of Prominent Personalities

Sketched by ELIZABETH LOSEY

Concerned primarily with the problems of youth, it was only natural that the Torrance Coordinating Council should turn to a young man for leadership a few months ago when City Judge Robert F. Lessing was elected its chairman. This municipal magistrate is but 32 years old. Nevertheless he has held his present city position for nearly five years, being appointed in October, 1934.

Judge Lessing was born in Philadelphia, Pa., June 23, 1907 and was brought to California by his parents when he was a lad of four years. The family established its home here in 1917 and Lessing was enrolled in the fifth grade. He graduated from Torrance high school and continued his education at U. C. L. A., in 1926.

Interest in law and judicial work led him to attend at Southwestern Law School, which he attended for the next three and one-half years. Today, he is continuing his study of the law and his chief ambition is to qualify as a member of the California bar.

Judge Lessing worked at the Union Tool company in his



JUDGE ROBERT F. LESSING ... studying to realize ambition youth—his father still being employed by National Supply company, successor of that firm—and at the Hyatt plant here. Together with his wife Marjorie—they were married in 1935—he lives on Beech avenue where he maintains a splendid library of both books and classical phonograph recordings.

What You Can Do to Help Factory Frolic

This 1939 Factory Frolic that will be held Sept. 28-29-30 is no "one-man" show. Neither is it a "one group" undertaking. General Chairman Fay L. Parks pointed out this week that the assistance of every Torrance resident is needed to make the Frolic a success. Here are some of the things Mr. and Mrs. Resident can do to help the second annual community celebration:

—Join the "honor roll" of patrons by donating whatever you can toward the expenses of the Frolic.

—See that your organization—lodge, club or society—provides a concession booth on El Prado. The cost is only 25 cents a lineal foot, plus 50 cents for lighting.

—If you've got a hobby, see that it is represented in the Hobby Show.

—If you are skilled in handicraft work, let your friends here see it by entering your home-made articles in the Handicraft Show.

—When the auto bumper placards are placed on sale at 10 cents each—the money to go toward the Frolic expenses—buy two and put them on your car to advertise the event.

—Tell your friends in other cities about our Factory Frolic and invite them to come to Torrance to enjoy the fun.

—Interest your club, lodge or organization in entering a float in the parade to be held Saturday, Sept. 30.

—And when the time comes, wear overalls and aprons—the official costumes for the entire Frolic week.

NEW POLICY SPEEDS SCREEN FEATURES TO GRAND THEATRE

Acquisition of the new Grand theatre and inauguration of a new policy which brings to Torrance the finest in screen productions much earlier than formerly will be celebrated tonight by new owners Albert Mellinkoff and Harry Millstein, who also operate the Torrance theatre.

Shell Nine to Play First Game Friday in Wichita

Shell A. C., winner of the recent California Semi-Pro Baseball Tournament here, will play the Wichita Braves, Kansas titlists, in the opening game of the two-weeks push for the national semi-pro crown and a \$5,000 purse tomorrow (Friday) night. The game is set for 8:30 p. m. (C.S.T.).

More than 30 teams were gathered in Wichita today for the fifth national baseball tournament which will be conducted in the same way as the double-elimination series here July 8 to 31. For more details concerning the entry of the California state winner, see The Herald's sport page today.

Local S.W.O.C. 'Best In West'

National officers of the Steel Workers' Organizing Committee, meeting in their headquarters at Pittsburgh, Pa., this week, declared that the Torrance local lodge No. 1414 was the "best conducted steel lodge west of the Mississippi," according to word received by Carl Steele, president of the S.W.O.C. group here.

The Torrance lodge and its officers will be featured in the next issue of "Steel Labor," national S.W.O.C. monthly journal. Steele has complied with the request of the editor of that publication and sent a group of photographs to illustrate the article.

President Steele now serving his third term as head of Lodge No. 1414, will speak on the C.I.O. program "Our Daily Bread" over radio station KKKD next Saturday evening, Aug. 12, at 6:30 o'clock. He will discuss "How Our Organization and Columbia Steel is Getting Along in Torrance."

Planners Meet at Riviera Club Here Saturday

The Association of City Planners of Los Angeles county is to hold its monthly meeting Saturday, Aug. 12, at the Hollywood Riviera Country club in Torrance.

William H. Schuchardt, member of the Los Angeles City Planning Commission, is to talk on "New Opportunities in Planning."

AT ROTARY MEETING

George O. Smith, an official of the Los Angeles Merchants and Manufacturers' association will address members and guests of the Torrance Rotary club tonight on "Labor and Industry."

City Retains Same Tax Rate for Third Consecutive Year

For the third consecutive year, the Torrance municipal tax rates in districts 1 and 2 will remain the same in fiscal 1939-40, it was revealed Tuesday night when the city council approved the ordinance fixing the levies at \$1.10 for district 1 and \$1.07 for district 2 on its first reading.

30 Days Left of Vacation for Students

One month from tomorrow—on Sept. 11—school begins. Those are fateful words to Torrance youngsters who profess—as did their fathers and grandfathers—a dislike for teachers, classes, books and ringing bells.

During the next 30 days, janitors and custodians will complete renovating the eight schools in Torrance and Lomita and, what's more important, school authorities will prepare for the formal registration of Torrance Community College's first session.

Advanced courses will be given at the high school here by a faculty as yet unannounced. Principal Thomas Elson is expected to be in charge of the college administration.

Will Call Bids On P. V. Housing Project Soon

Bids for a second 500-family project for the Los Angeles County Housing Authority are expected to be called inside of three weeks, it was learned today as the contractor prepared to begin work late this week on the initial project to cost \$1,723,000 in the North Long Beach area. The second project is to be in Palos Verdes hills.

Issuance of the necessary permits by the county building bureau, giving the cost of the housing units alone as \$1,600,000, was the first step in preparation for actual construction work this week.

Eighty-seven buildings to house 607 families, are to be erected. Reinforced concrete construction is called for, since the financing extends over a period of 60 years. The layout is to be erected on a 64-acre site, and the building plan provides for only two streets in the tract, access being gained to these by concrete walks.

Only provision made for automobiles is parking space in some sections. Architecture is to be typically Spanish, with red tile roofs. A large community building, and courts for basketball, tennis, badminton, and other games are to be constructed for amusement of the resident families.

Keystone Stores Ordered Back

Owners of four store buildings on Main street north of 220th street in Keystone have been ordered by the board of supervisors to set their structures back from the pavement to within lot boundaries. They have 30 days in which to comply with the order.

Asserting that the buildings extend so close to the pavement that patrons' cars parked in front force pedestrians to walk on the highway, the Keystone Chamber of Commerce had tried for the past two years to have the storefronts set back, according to S. C. Sault, secretary.

Municipal Tax Rates are Itemized and Compared

Altho there is no change in the total municipal tax rates for 1939-40, levies for the various funds have been changed from last year's figures—as follows:

| | District No. 1 | | District No. 2 | |
|--|----------------|--------|----------------|--------|
| | 1940 | 1939 | 1940 | 1939 |
| Fund | | | | |
| General Fund | \$.88 | \$.86 | \$.88 | \$.86 |
| Parks, Music & Advertising | .10 | .10 | .10 | .10 |
| Gen'l Promotion | .01 | .01 | .01 | .01 |
| Library Maintenance | .05 | .05 | .05 | .05 |
| Bond Interest & Redemption (1922) | .03 | .03 | .03 | .03 |
| Bond I. & R. for City Hall, Jail & Library | .02 | .025 | .02 | .025 |
| Bond I. & R. for Auditorium | .01 | .025 | .01 | .025 |
| TOTAL | \$1.10 | \$1.10 | \$1.07 | \$1.07 |

The new rates were adopted following receipt of a statement from County Auditor J. M. Lowery showing that the city's total secured valuation had increased \$710,955 during the year or from \$20,500,100 in 1938-39 to \$21,211,055 this fiscal year.

Public utility valuations, fixed by the State Board of Equalization, showed a decrease of \$137,020 here this year or from \$2,738,020 to \$2,601,000. However, improvements revealed a substantial gain of \$581,265—or from \$5,033,540 last year to \$5,614,805 at the present time.

Possible Total Noted. The council also retained the 55-cent levy on land only for Municipal Water District No. 1—the same as last year. The valuation of land on which this tax is charged was reported as \$1,917,065 this year as compared to \$1,834,760 in 1938-39.

Three more tax rates remain to be determined before the total levy can be calculated. These are the county tax, Metropolitan Water District levy and the county flood control assessment. The Los Angeles city school tax jumped 17 cents this year—from \$1.6138 last year to \$1.78 for 1939-40. The M.W.D. tax is expected to remain at 40 cents and it is likely that the flood control assessment of 21 cents will be retained, along with the county sanitation district tax of 26 cents.

If the county does not increase its tax rate from the \$1.51 level of the past year and the other levies remain as above, local tax bills will be calculated on a total levy of \$5.51 per \$100 assessed valuation on property within the old Torrance city limits, \$5.78 on property in the annexed districts. Last year the total levy here amounted to \$5.64 in district 1, \$5.61 in district 2.

Protest License Change. In addition to adopting the municipal and Water District tax rates, the council this week transacted the following civic business matters:

Received a letter from three local auto dealers protesting against any change in the present ordinance licensing the sale of used cars. Stating they believe the city law was fair and equitable, Mullin's Service, Ed Thompson and Schultz and Peckham urged the council not to change the licensing provision. The letter was referred to the Ordinance committee.

Roberts Liquor store asked that a loading zone be created with 15-minute parking either on Sartori or El Prado to facilitate deliveries. It was pointed out that the store has no alley entrance. The request was referred to the police department for action.

Appropriations Voted. The quarterly payment to the city of its share of the state "gasoline tax amounts to \$1,952.23, according to C. H. Purcell, assistant state highway engineer, who wrote City Clerk A. H. Bartlett this information.

Metropolitan Water District was informed that the city does not contemplate paying any of its tax out of the general fund for fiscal year 1939-40. An application for the construction of a service station on the east side of Hawthorne boulevard near Emerald street was granted.

Appropriations totaling \$770.46 were approved. Itemized these were: \$325.48 for paving base for the improvement of Lomita boulevard; \$241.45 for purchase of sand and rock for street repair jobs; \$105.53 for repairs to a street department truck, and \$98 for electric light globes.

M.W.D. MAY INCREASE TAX LEVY, REPORT

Pasadena, third largest city in Los Angeles county will have an increase of four cents in its city tax levy next year, county officials have been informed.

In addition, an increase of at least 3 cents is estimated for the Metropolitan Water District's levy, which is mounting steadily because more of the \$220,000,000 bond issue is continually drawing interest.

Los Angeles city's tax levy is limited to \$1.05 by the charter.