

# DOLLAR DAY TOMORROW

Saturday, January 13—One Day Only

Why Write Letters?  
Send The Herald!

## The Torrance Herald

NINTH YEAR

Price 5 Cents

TORRANCE, CALIF., JANUARY 12, 1923

Price 5 Cents

NO. 2

### NEW CITY HALL AND FIRE DEPT. TO COST \$6915

#### City Marshal's Salary Increased... Legal Tal- ent Hired for Suit

At a recent meeting of the members of the city council, Dr. Lancaster, health officer, reported that quite a number of children, mostly Mexican, were sent home from school on account of contagious diseases that could be easily cured, and returned to their studies, if the right methods were used; that it was hardly worth while to prescribe for them, as the prescriptions often never were filled, or, if filled, not used. The doctor suggested that a nurse be secured to look after these cases, and that the city stand the expense, which probably would not exceed \$15.00 per month.

It was decided that Dr. Lancaster be empowered to employ a nurse at his own discretion to care for these cases, and that the bill be presented to the city.

The request that Mr. Winters be allowed to build a garage within 10 feet of the property line on Susanna street, claiming his frontage to be on Carson street, was referred to the city engineer and the city attorney.

Trustee Stone reported that the American La France company had brought down a Brockway fire truck to take the place of the Ford which had been promised to Elsinore; that the new engine would be here any time after the 10th of January; also that the floor of the fire house had to be cut out in order to get the truck in; that siren prices would be taken up later.

In the matter of the city's finances Trustee Nash reported the financial condition of the city as not in very good shape; also that it would be necessary for the city to spend about \$25.00 for some kind of a scrap book for filing public documents and official publications.

The police chief reported that he had been busy with accidents lately; also that there was trouble about loose animals running around the streets, getting into people's gardens, etc., a matter that was referred to the ordinance committee for action. The matter of collecting business licenses was also referred to the ordinance committee.

City Attorney Briney reported that there was little likelihood of the Sewer Farm case being heard in the courts for some time.

The \$250.00 fund for the use of the police department for secret service work was again discussed, and resulted in the adoption of Resolution No. 105:

"Resolved, That \$250.00 from the General Fund be turned over to the city clerk as an advance expense account for secret service work for the police department, to be accounted for monthly to the finance (Continued on Last Page)



### Read The Advertisements In This Issue for the Big Bargains Saturday!

The greatest bargains ever offered by Torrance Merchants are advertised in this issue for Saturday. These exceptional prices will prevail for one day only, tomorrow, Saturday, and many hundreds of dollars will be saved by residents of Torrance. You can save on all Dollar purchases as advertised, from 20c to \$5.50. Many of the merchants have reduced prices from \$1.50, \$2.00, \$2.50, \$3.50 and \$4.00 to ONE DOLLAR in order to make "DOLLAR DAY" an eventful one in the history of this city. Do your shopping early and often. Representatives of this newspaper have seen the merchandise and pronounce them the best bargains ever offered in your city for the money. Don't Forget! One Day Only—Tomorrow, Saturday, Jan. 13.

### CITY HAS MILLION DOLLAR SITE FOR ATHLETIC FIELD IS THE OPINION OF OIL EXPERTS

#### TREND OF OIL PRODUCTION MAKES THE TWENTY-TWO ACRE SCHOOL LAND TRACT MOST VALUABLE IN ALL SOUTHERN CALIFORNIA

"The Torrance high school and grade school will have a million dollar athletic field," Prof. Barnett, principal of the school, declared yesterday, when an engineer from the Los Angeles School Board finished surveying the grounds.

Among those present there was an impression that the professor had mixed his figures slightly.

Several big stadiums were called to mind that had cost less than a million dollars.

"A million dollars!" one of the group exclaimed.

"Yes, and it is a conservative estimate at that," the professor replied, but the twinkle in his eyes betrayed the fact that there was a concealed joker. He was standing on the site for the athletic field at the time, and he turned toward the west, where he called attention to the oil derricks rising above the trees less than a half mile away.

"According to the oil experts," explained Professor Barnett, "the twenty-two acres surrounding our school building is in the heart of the oil field, which is improving as it comes our way. These men estimate that more than \$2,000,000 a year could be taken from school grounds if opened up to drilling. Since our athletic field will occupy quite a large portion of the school acreage, we believe that we are conservative when we place the value of the site at a million dollars."

It was suggested that the school board might become financially independent by putting down wells on the ground, but Professor Barnett pointed out that the city had placed the school acreage in the district in which drilling will be prohibited, and that he did not believe the school board would care to commercialize the grounds set aside for educational purposes.

Anyway, what is a few million dollars when the boys and girls need an athletic field and room for healthful exercise?

### SANTA MARIA OIL COMPANY OUT- BIDS HUB—OFFERS \$2,500 BONUS ON FIVE ACRES

#### DOMINGUEZ LAND CORPORATION BOOSTS PRICE OF 137-ACRE STANDARD LEASE 25 PER CENT. NEW EDENS WELL TO SPUD IN SOON AT FIRST DERRICK

While contractors rushed work on four new derricks in the recently discovered high-gravity section of the Torrance field, and lumber was being put on the ground for two more rigs along Carson street, oil men this week were busy combing the field for desirable unleased land. As a result of the negotiations begun this week, it is believed that virtually all the unleased land north of Carson street, between the 30-acre Standard Oil tract on the east and the Santa Fe right-of-way on the west, where the drilling restrictions go into force, will be leased before the end of the month.

The Santa Maria Oil company, which made its first appearance in the field toward the close of last week, signed up a lease on a tract of slightly more than five acres lying just north of Carson street and east of Cedar street. The Hub Oil company had originally started negotiations for the lease, but lost out when the Santa Maria representatives offered a cash bonus of \$2,500 an acre, and one-sixth of the oil. Twelve hundred and fifty dollars of this bonus will be paid at once, and the balance the day oil appears in the pipes. Other leases were being negotiated in the 4070 tract, and in the Torrance tract west of the Santa Fe's right-of-way and north of Carson street. The names of the companies negotiating for these leases could not be learned pending the completion of the transactions.

The one-acre lease held by the Hub Oil company on Dr. N. A. Leake's property, adjoining its lease to the east of the Standard Oil tract, was transferred to the Barthola new Oil company this week, when the Hub officials found that they would be unable to comply with the drilling clause of the lease. While the terms of the lease would require the new company to be spudded in by January 17, it will be given a few days of grace. Lumber was rushed on the ground Tuesday afternoon, and prep-

(Continued on Page Fourteen)

### TO INTERVENE IN SEWER FARM LITIGATION

#### City Files Pleadings In Suit of Dom. Land. Vs. Chemical Co.

James H. Howard, city attorney of Pasadena, has been engaged by the Torrance city council to assist our own city attorney, P. G. Briney, in looking after the interests of Torrance in the suit in intervention the latter is bringing to quiet title to the thirty-four acres in the southern end of Torrance known as the Sewer Farm.

This parcel of land was dedicated to city use by the Dominguez Land corporation in 1912, and in 1920 was deeded to the California Chemical company by the latter with the proviso that certain contracts were to be carried out by the latter before title would pass.

Later the Chemical company sold its contract to F. C. Carlson, and on May 5 last the Dominguez Land corporation brought suit against the chemical company and Carlson.

On December 19 the city council ordered City Attorney Briney to intervene on behalf of the city, and this was done on December 30. Before the papers were filed on behalf of the city, the first suit was set for trial for January 2, but is to be reset and may go to trial within a few weeks.

### CONSTRUCTION WORK SANTA FE IS STARTED

#### Camp to be Established Here with Hundreds of Men Employed

By a vote of seven to one the Los Angeles city council last week granted the franchise of the Santa Fe to extend their railway line from El Segundo to San Pedro by way of Torrance, a distance of a fraction over twelve miles.

This means that on the sale of the franchise that takes place January 22, the last obstacle in the way of this improvement, that will cost more than one million dollars, will have been removed.

It is understood that following the council meeting preparations were immediately made by the construction department of the road to place gangs of men and machinery at intervals along the right-of-way, and that "dirt will be flying" in the vicinity of Torrance within the next week.

It is also learned that the railway company will immediately carry (Continued on Last Page)

### DIRECTORS WILL INVESTIGATE TELEPHONE

#### Committee to Assist In Extending Zone To Keystone

At the regular meeting of the board of directors of the Torrance chamber of commerce Tuesday afternoon last, a handsome gavel and base was presented the new presiding officer, President Carl L. Hyde, by W. E. B. Partridge, of the Union Tool company, for which a rising vote of thanks was given the donor.

The secretary was requested to have the yearly financial report of the organization, compiled by Auditor Cuffey, printed in full in the Torrance Herald, where it may be found in another column of this issue.

On motion of Mr. Gourdier a letter of thanks was sent the Los Angeles Examiner for showing Torrance on the map printed by that paper in its automotive section on Sunday, January 7. Mr. Gourdier also made a motion, which was carried, that a committee be appointed to look into the telephone situation, and meet with Mr. Briney, the latter to be tentatively employed as attorney to assist in securing an extension of the telephone zone of Torrance, both for the Keystone and oil field districts. The committee will consist of Messrs. Peckham, Neill, Lancaster, to act with Mr. Roy Bery, secretary of the Keystone chamber of commerce.

### STANDARD TOOL AND SUPPLY CO. LOCATE HERE

#### Three-Acre Site Is Purchased. Buildings to Go Up at Once

Attracted to Torrance by the promising future of the oil field, the Standard Tool and Supply company this week purchased three acres of land from the Dominguez Land corporation at Border avenue and Llewellyn avenue for a machine plant. Construction of the first building of the plant will be begun at once, John Gersten, president of the company, said yesterday.

Recently patented tools used in connection with oil drilling will be manufactured in the plant, and general repair work done also. The company will operate on a small scale at first, Mr. Bergsten said, but will lay the foundation for a large establishment. A spur of the Pacific Electric will be run into the plant to facilitate rail shipments.

The night school sewing class will hold their last session Thursday of this week. The superintendent has found it necessary to discontinue the work in sewing, on account of lack of interest shown by the people of Torrance. Those interested in the other classes should boost the attendance.

### Seelig Store To Open Here Soon

Torrance was tendered a deserved compliment Wednesday, when Sam Seelig, whose chain of more than 100 grocery stores, located in the most progressive and prosperous towns and cities in Southern California, signed a ten-year lease for a store room in the new Sam Rappaport brick building on Cabrillo avenue.

The deal that culminated in the long-time lease this week has been under consideration for several weeks, and was one of the motives behind the erection of the large Rappaport business block.

The latter will be occupied by Mr. Rappaport on one side, and the Seelig store on the other. The former will use a space 30x140, and the latter a store room 30x80.

It is expected that the store rooms will be ready for occupancy by April first, when the slogan, "Cash Is King" will be a familiar sight to residents of Torrance. The same plan of service, low prices, and large stocks of groceries, meats, fruits, vegetables, and bread and pastry, that has made the store so successful in other communities, will be followed here.

—\$1 Day, Sat. Jan. 13—

Born—To Mr. and Mrs. A. W. Melzner of Carson street, a daughter, Elsie May, Wednesday morning, January 10. Both mother and babe are doing nicely.

—\$1 Day, Sat. Jan. 13—

### PUBLIC FORUM TO BE HELD ON MONDAY

#### Important Matters To Come Before Annual Meeting

Every effort is being made by the officers of the chamber of commerce to make Monday, January 15, a red letter day in the history of the organization.

On this day, at 7:30 p. m., will be held in the American Legion hall the annual meeting of the members of the chamber of commerce and many matters of the utmost importance to the organization will be acted upon, including the report of the treasurer on the receipts and disbursements for the past year.

To each member of the chamber has been mailed the following notice of the coming meeting:

"The following resolution was passed by the Board of Directors of the Torrance chamber of commerce at its meeting of December 21, 1922:

"That the secretary be, and he is hereby, instructed to post on the bulletin board, and to also mail to each member of this organization, a notice that the following proposed amendment to the By-Laws of this organization will be presented to the members at their next regular meeting to be held on the 15th

(Continued on Last Page)

### JAN. PERMITS MAY EXCEED \$150,000.00

#### First Ten Days of New Year Show \$17,200; Buildings Planned

That the so-called "building boom" predicted by well-informed residents and business men of Torrance, as well as outside corporations and individuals interested in property here, is about to begin, is shown by both the building permits issued within the past ten days and the large number of structures for which ground has been or is being broken, and for which permits will be issued within the next twenty days.

After a careful survey of the field by observers competent to estimate the cost of structures both for residence and business purposes, it is estimated that the first thirty days of 1923 will see buildings valued at nearly \$150,000 under way.

While this estimate includes nine or ten fireproof brick structures in the business section of the city and \$17,200 for which permits have already been issued for bungalows, it does not include the sum of approximately \$100,000 that will be expended soon in the erection of twenty-five residences by a Los Angeles concern, reference to which is made

—\$1 Day, Sat. Jan. 13—

### Woodmen's Show Well Patronized

The performances given Tuesday and Wednesday nights at the Torrance theater under the auspices of the Modern Woodmen of America, were not only splendid examples of showmanship, but were well attended and thoroughly enjoyed by hundreds of Torrance and Lomita residents.

Following each night a five-reel feature and snappy comedy, arranged for this special occasion by Manager McVey, a two-reel motion picture, "The Value of a Life," depicting the handsome home, and sanitarium of the Woodmen, located twelve miles northwest of Colorado Springs, Colo. The picture was an absorbing object lesson in cooperation, an personal service, and showed what an organization like the Woodmen can do in the fight against tuberculosis.

—\$1 Day, Sat. Jan. 13—

In another column.

The \$17,200 in permits issued between January 1 and 10 of this year, includes structures being erected by O. P. Kingsley, 1738 Bahue; A. W. Hemsath, 1027 Portola; John Holm, 1230 Portola; Stoner & Banbridge, 2011 Plaza Del Amo; G. Demolas, two buildings, 1907 Cabrillo; L. M. Crowell, 1307 Amala.

—\$1 Day, Sat. Jan. 13—