Live In Torrance

The Torrance Herald

Buy In Torrance

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PARADE, AND BARBECUE TO MARK GREAT MILL OPENING WEDNESDAY

Development of New Torrance Residence District Started

Western Avenue Will Be Improved By Home Builders

Engineers for Harry H. Merrick Co. Stort Survey for Streets, Walks and Curbs on Thirty-Acre Property

DWELLINGS WILL BE ATTRACTIVE IN DESIGN

Company Will Put All Utilities in Alleys to Conform With Built-Up Sections of Planned City

Immediate development of the new Torrance residential district along Western avenue was assured today when engineers for the Harry H. Merrick Company of Los Angeles and Hollywood went to work on a survey preliminary to improving the company's 30 acre tract with streets, walks and curbs.

Hal C. Prince, who is in charge of the Torrance development for the company announced that floor plans for the first group of ten houses have been completed and the dwellings will be started as soon as the surveys are completed and contracts can be let.

The homes which the company will construct are unusually attractive in design and will establish an atmosphere in the district that will eventually make the area one of the most pleasant residence districts in Torrance.

The homes will be sold on easy terms with all improvements paid for. Each row of houses will be served by an alley and all utilities will be placed under the alleys. This plan was adopted by the company so that the new territory would conform to the already improved portions of the city.

The houses will be put up on 50-foot lots with the exception of a few which will be 47½ feet wide.

No two houses in any group will be alike and even the floor plans will vary.

As soon as the first group of dwellings is well under way the second group will be started, according to Mr. Prince.

The tract which the Merrick Company is developing is unusually high and well-drained land and about a half a mile distant from the Columbia Steel Corporation's plant.

Mr. Prince has made arrangements for a house in Torrance and will move here shortly with his family.

Torrance Quiz

How Much Do You Know About Your City?—Play This New Question and Answer Game in The Herald—Enjoy and Learn

1—What is the name of the man who conducted the first store in Torrance, and what business is he in now?
2—What store in Torrance which sells Nyall drug products recently completed arrangements for the sending of candy by telegraph?
3—Where are the two meat markets operated by Lovelle Ott located?
4—What company in Torrance is agent for the Wolverine automobile, the new companion car to Reo?
5—What is the name of the firm in Torrance that sells General and Brunswick tires?
6—What is the name of the men's furnishing store on Cabrillo avenue?
7—At what store in Torrance are Hart Schaffner & Marx clothes for sale, and where is the store located?
8—What store at Cabrillo and Carson gives S. & H. Green Stamps?
9—What are the names of the dentists practicing in Torrance?
10—What are the names of the attorneys with offices in Torrance?

Fire Department Gives Torrance Wide Publicity

The excellent showing made by the Torrance Volunteer Fire Department in last year's national campaign of fire prevention education and activity has received recognition all over the country.

The latest indication of the wide publicity given to Torrance because of the fire department was received yesterday by Chief Hannebrink in the form of a telegram from Joseph E. Mills, fire commissioner of the city of Detroit. Mr. Mills wired Chief Hannebrink as follows:

"Do you use underwriters specification hose. If not what is your preference? What brand have you utilized the most of? A return wire will be greatly appreciated."

Choral Club Will Present Cantata

The Torrance Choral Club will give its first concert, the cantata, "Joan of Arc" by A. R. Gaul, Friday evening, May 20, in the school auditorium.

The people of Torrance are cordially invited to attend this affair which promises to be well-worth while.

BANK OF ITALY BUILDING WILL GO UP AT ONCE

Issue Permit for Attractive Structure at Sartori and Marcelina

Immediate construction of the new Bank of Italy building at Sartori and Marcelina avenues was announced yesterday by James W. Leech, manager of the Torrance branch. A building permit was taken out at the city hall. It set the cost of the new structure at $25,000.

The building will be of fireproof construction, one story high. The exterior will be stucco over brick, decorated with attractive cast stone ornaments and pillars. The roof will be of tile.

Fronting on Sartori avenue the building will be 60 feet wide and 77 feet deep. The bank will occupy the corner space, and a store will front on Sartori.

An ornamental bronze door will lead into the bank, the interior of which will be artistically decorated. The building will be ventilated by a fan apparatus and will be well lighted by large windows of plate glass set in steel sash.

Contract for the excavation has already been let and construction will go forward at once.

Morgan, Wells and Clement are the architects.

Rev. Lyall To Leave Torrance; Plan Farewell

Ladies' Aid Society Will Give Function Honoring Pastor

The Methodist Church Ladies' Aid Society will serve a dinner at the church parlors on June 7, which will be open to members and friends of the church. Farewell to Rev. A. Lyall, the pastor, will be the occasion of the gathering.

Rev. Lyall is leaving Torrance to visit his family abroad during the summer, and will return to the United States in the fall to enter Yale.

Those who have charge of the arrangements for the dinner request that those who plan to attend will make reservations not later than June 5. Telephone 71-R, or, after 6 o'clock, 120-W.

Mrs. Jean Morgan Dies at Age of 24

Mrs. Jean Morgan, 24, died at her home at 1635 216th street May 7, 1927. Death was caused by a chronic heart disorder.

Born in Milwaukee, Wis., Mrs. Morgan had lived in California for five years, and in Torrance for one month. She was a member of the Order of the Eastern Star.

Survivors are the husband, Walter D. Morgan; a son, Walter, 3 years old; parents, Mr. and Mrs. William Barr Jr., of Wilmington; three sisters, Mrs. Richard Crank of Wilmington, Mrs. L. Ray Hayes of Houston, Tex., and Mrs. Edgar Saage of Lufkin, Tex.; and two brothers, Charles A. Barr and William F. Barr, both of Wilmington.

Mrs. Saage and Mrs. Hayes arrived from Texas to attend funeral services, which were held Tuesday afternoon at Stone and Myers' chapel. Rev. Augustus R. Prichard of Pasadena officiated. Interment was made at Roosevelt Memorial Park.

Dr. and Mrs. N. A. Leake will spend Saturday with Mr. and Mrs. J. H. Mallows of Claremont.

Mrs. Phoebe Milburn was a business visitor in San Pedro and Los Angeles Wednesday.

Observations

That Worried Look—Let's Get Protection, Men! Young John D.'s Good Sense—More Passenger Planes—'Old' Ty Cobb—A Shameful Example

By W. HAROLD KINGSLEY

HAVE you noticed a worried look lately on the faces of many of your friends?

Very possibly. Very possibly. There are plenty of wrinkled brows in Southern California these days.

And it is a safe hazard that he whose visage shows signs of mental uneasiness right now is the owner of certificates which represent part ownership in the Julian Petroleum Corporation.

So be sympathetic with your worried-looking friends. They pass through travail.

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LOS ANGELES police are conducting a drive against "mashers." In the course of three days, 350 male street flirts have been arrested.

What about the female mashers? What about the doll-faced young thing who rolls her eyes at every passing sheik? Are they ever put in jail?

This street mashing business finds no champion here. But we think these drives ought to be conducted in two directions—toward female as well as toward male.

The day has arrived when feminine charmers are as bold, if not bolder than the masculine lizards. And the right of a woman to walk down the street unmolested and unapproached is no more firmly established than the right of a normally right-minded married man to pass along the sidewalks without being tempted by sweet young things who take delight in making a guy nervous.

* * * *

SHOW me a man under 40 who has passed along Broadway without being cajoled by eye-rollings and demure glances and I'll show you the homeliest hombre on three legs.

What us men have got to have is protection. And if women, with their equal rights, can't get it for us, then by Jingo, we ought to write a letter to the Times.

* * * *

JOHN D. ROCKEFELLER Jr. has his used tennis balls refilled with air, instead of buying new ones. Newspapers publishing this fact hinted at the miserliness of young John D. But why should a man of great wealth waste his money. The Rockefellers are thrifty folk. Their fortune goes into channels of great worth. Their millions are used to help society. Young John D. is using just plain good sense when he saves a few dollars a year by refilling old tennis balls. The less profligate are our wealthy men the better they serve society.

* * * *

I ONCE knew a multi-millionaire banker who first financed General Motors. Years ago, when he was struggling upward in business, he formed the habit of using the backs of envelopes for scratch paper. Every time he opened a letter he would rip open the sides of the envelope and place it on his desk. There always was a neat pile of these torn envelopes in front of him. He used them to figure on. He does it still today, despite his millions. Yet he is not niggardly with his money.

A little of the sort of thrift practiced by Young John D. and this multi-millionaire banker wouldn't hurt the new generation a bit.

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AIRPLANE passenger service will soon be established between Los Angeles and Texas cities. This is good news. In Europe one may travel by airplane from every capital to every other one. The United States has lagged in air passenger service. As soon as a few more lines, specializing in carrying persons about through the air, are established, the public will learn that air transport is the cleanest, finest way to travel.

The air mail service has proved the safety of daily flights across the continent.

Through storms of rain and snow, through gales, fog, and over mountain ranges the air mail pilots drive their planes every day.

Flying has passed the experimental stage. It is now as safe as traveling by automobile.

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THE people of the United States are good sports. Americans were about ready to attempt the non-stop flight from New York

(Continued on Last Page)

Owner of Fifty Houses Here Hits Rent-Raising Landlords; Says Boosts Are Unwarranted

That rent raises are positively unwarranted in Torrance at this time and that rents on his 50 houses here will remain unchanged for a long period was the statement yesterday of DeKalb Spurlin, who owns more houses in Torrance than any other individual.

"Being in the business of renting houses I have studied conditions in Southern California for years," said Mr. Spurlin. "I have just completed a survey of rentals in many Southern California cities and know positively that increases in rentals in Torrance at this time are absolutely unwarranted. I will not raise rents until conditions change materially.

"Rentals here must be on a par with rentals in nearby cities. We can never build up Torrance if rentals are boosted without honest provocation. The minute rents are raised without good reason people move elsewhere. It is not only fair, but it is good business to keep rentals as low as possible. When rents are raised we have vacancies and vacancies cost landlords plenty of money. It is far better to keep rents down so that Torrance can successfully compete with other cities than it is to raise them and drive people out of Torrance.

"I believe that Torrance is going ahead fast. But rental raises will check rather than help the growth. The Herald may say for me—and put it as strong as possible—that the person who raises rent now is hurting himself and his city. Rentals on my 50 houses stay where they are."

G. P. IN FIRST STEP TO BUILD BIG REFINERY

Company Takes Out $100,000 Permit for Storage Tanks Here

Taking out a permit for the construction of storage tanks to cost $100,000, the General Petroleum Corporation Tuesday took the first step in its $10,000,000 building program in Torrance.

According to the executives of the company construction of the tanks will be followed by other developments in the near future. It is the company's plan gradually to build a huge refinery on its property here and discontinue use of the big Vernon plant as rapidly as units are completed in Torrance. Construction of storage tanks is the first step in refinery development, it is pointed out.

The tanks which the company will build at once will be located just west of Arlington avenue and north of the Mexican pueblo.

It is expected that building operations on the company's 900 acres in Torrance will be going forward most of the time during the next three or four years.

May Permits Now Over $150,000 Mark

Building permits in Torrance so far this month aggregate $156,400. The permits call for the construction of nine houses, two business blocks and one industry.

Recent permits issued are as follows:

Mrs. Ruth Haggart, 1323 Acacia, 5 room stucco, $4050; W. J. McNamara, contractor; John F. Murray, 2223 Redondo Blvd., 1-story brick store, $6,000, F. S. Dougherty, contractor; Bank of Italy, 1330 Sartori, bank building, $25,000; General Petroleum Corp., southeast corner of Tract 4, 80,000-barrel steel tanks, $100,000.

Clubs To Give Dance to Help Flood Sufferers

Matching the efforts of the Legion posts the country over, the Bert S. Crossland Post of the American Legion will give a dance on the night of May 25 for the benefit of Mississippi flood sufferers. All the proceeds of the dance will go toward flood relief. A prize waltz and several other novelties will feature the program.

The Legion will be joined in this affair by the Kiwanis Club and the Women's Club of Torrance.

Torrance to Give Rousing Welcome to Columbia Men

Everyone in City Urged to Join Parade to See First Sheet of Steel Run Through $2,000,000 Mill

EVERYONE IN TORRANCE INVITED TO BARBECUE

People to Present Officials With Flag After All Factory Whistles Blow to Mark 'On Schedule' Opening of New Plant

Torrance, the steel center of the great southwest, will give a rousing welcome to Columbia Steel Corporation officials and employes when the company's $2,000,000 sheet mill starts operations on schedule time at 11 o'clock next Wednesday morning.

Headed by a band, wearing welcome tags and carrying banners, citizens of Torrance will parade to the steel plant at 10 a.m., to be on hand when the company's new chimes whistle reverberates its shrill message to the city that the big mill which has gone up in record time is ready to turn out sheet steel.

Will Present Flag

After the parade a flag will be presented to the Columbia as a symbol of the city's appreciation of the new plant. Following a short program everybody present will partake of a free barbecue provided by the Chamber of Commerce.

While the program is in progress a number of aviators will do stunts overhead in this city's first flying circus.

The welcoming event was planned and is being executed by a committee of the Chamber of Commerce headed by Harry H. Dolley.

Another feature of the opening will be a three-day festival of bargains by Torrance merchants to demonstrate to the new mill's employes that they can "buy better in Torrance." The bargain days will be Thursday, Friday and Saturday.

Will Hail Columbia

A special Hail Columbia, Edition of The Torrance Herald will be distributed next Tuesday. This edition will carry complete details of Columbia's new plant and will announce bargains offered by local merchants.

When the first sheet of steel is rolled at the new mill Wednesday morning, a schedule announced four months ago will be carried out to the minute.

On January 18 at 11 a.m. D. H. Botchford, vice-president and general manager of the Columbia, turned the first shovelful of dirt on the site of the mill. At that time he and General Superintendent N. H. Becker and Torrance Manager William L. Booth announced that the first sheet would be run through the mill in four months to the minute.

Ahead of Schedule

The construction of the mill and installation of machinery have run ahead of schedule since the first shovel turned earth.

This fact is regarded as all the more remarkable in that the machinery now installed at the new mill in Torrance was operating in San Francisco less than three months ago and was dismantled, shipped here, and set up here in record time.

At the celebration next Wednesday morning, many directors of the Columbia corporation will be on hand, and the Chamber of Commerce committee is urging every person in Torrance to join the parade and attend the celebration so that these officials may visualize the community's appreciation of the new mill.

Order Big Whistle

The company last week sent a rush order to New York for a big chimes whistle to blow when the new mill starts operations. The whistle, costing several hundred dollars, is being sped to Torrance by express so that it will be ready to sound off at 11 a.m. next Wednesday.

The full crew of the new mill will not be on hand Wednesday, but will be reporting during the next two weeks for duty. Six hundred men will be employed at the mill, most of them highly skilled.

Warren Johnston is chairman of the parade committee.

The program attendant on the opening of the mill is in charge of Carl L. Hyde and W. Harold Kingsley.

Joe Stone is chairman of the barbecue committee.

George Peckham and M. J. Fix are arranging for decorations in the business district and along the parade line of march.

Fred Palmer is making arrangements for the airplanes.

Warn Petting Parties Banned in Palos Verdes as Fire Menace

Due to heavy damages to crops by fires in the Palos Verdes Hills during previous dry seasons, a determined effort to prevent a repetition of such losses will be made by the county fire warden and his deputies.

The "no smoking" law, effective in other sections of Los Angeles County, will be rigidly enforced in the Palos Verdes Hills, according to Assistant Fire Warden George Taylor. Violators of Section 384, Penal Code, will be prosecuted to the full extent of the law. The section in effect states that throwing or placing any lighted cigar, cigarette, ashes, or other burning or glowing substance or thing which may cause a fire in any place where such lighted cigar, cigarette, match, ashes, or other burning or glowing thing, or any other substance or thing, may directly or indirectly start a fire, shall be deemed a violation. Paragraph 6 of the ordinance refers specifically to the throwing of cigars, cigarettes, etc., from moving vehicles.

"Petting parties" in the hills will be actively discouraged, and woe betide the loveforn couples caught spooning there! All side roads will be closed and posted, and trespassers on these roads prosecuted.

In addition to the deputy fire warden who at regular intervals patrols the hills, several new men have been added to the force. Superintendent Horner of the Palos Verdes Rancho has appointed a man, who has been deputized, to patrol either by horse or auto.

Other men are J. E. Harris of Cypress street, who has been made deputy fire, game and fish warden, and Warren O. Haslam, a member of the rancho force and acting deputy fire, game and fish warden.

And Assistant Warden Taylor, who lives in Lomita, is "on the job," particularly at nights.

Women's Club To Elect on May 18

The annual election of the Women's Club will be held on Wednesday, May 18.

A good program has also been arranged for the afternoon. Mrs. Ethel Hearst of Los Angeles, first vice-president of the department of California, will speak on veteran welfare work, and R. E. Stewart will sing war songs.

Reservations for the luncheon must be made with Mrs. W. H. Gilbert, phone 234-W, by Monday evening.

Let us help you plan your next building. Consolidated Lumber Co. —Adv.

Join the Crowd Next Wednesday Morning, Parade to the Columbia Steel Plant—See the New Sheet Mill Start Operations—Enjoy the Free Barbecue at Noon—Let's Show the Columbia Officials That Torrance Appreciates What They're Doing to Make Torrance Big Steel Center