

A Newspaper  
for All the People  
All the Time

# The Torrance Herald

Torrance  
Population  
8200

FIFTEENTH YEAR—No. 38

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## PEOPLE DEMAND ACTION ON WATER

### SEE LAVISH FALL WINDOW DISPLAYS TONIGHT

#### LOW TAX RATE APPLAUDED BY BIG INTERESTS

#### Chamber of Commerce Gets Congratulations from Industrial Executives and Big Land Owners

Heartily appreciation has been voiced by individual executives in response to telegrams sent them by the Torrance Chamber of Commerce advising them of the new low city tax rate for 1929-30.

J. D. Grant, vice-president of the Columbia Steel Corporation, wires: "I thank you very much for your telegram of even date and am delighted to learn of the efficient management of your corporate affairs. I am sure that all of our people when they learn of the good news will be very much pleased and encouraged. J. D. Grant."

E. J. Engel, vice-president of the Atchison, Topeka and Santa Fe Railway, Chicago, wires: "Your night letter reduction tax rates is very unusual. You are to be congratulated. Hope advertising you must receive from it will result in much industrial upbuilding. E. J. Engel."

U. T. Clotfelter, vice-president of Chaney-Cannfield Midway Oil Company, Los Angeles, wires: "Your message about tax situation in Torrance greatly appreciated. Please accept our sincere congratulations on the good work of your Chamber."

Clifford E. Reid, developers of Hollywood Rivera, wires: "Thank you for telegram. Congratulate you on your wonderful city government. Clifford E. Reid."

From Benj. P. Weston of the Weston Investment Co., Los Angeles, came the following letter: "I wish to acknowledge receipt of your telegram regarding the low rate of taxes in your city, and assure you that we are very pleased to be with you."

"We hope that our lands may be taken up for industrial purposes in the near future, as we believe this is the logical development for such a large tract, and the low tax rate is certainly a good boost for this. Benj. P. Weston."

#### Council Votes \$200 for Star Chamber

City Council authorized an expenditure of \$200 for a private office for Chief of Police Calder in the jail building. Councilman Maxwell explained that the room could also be used as a private meeting place for councilmen and committees.

#### Street Lights to Burn Earlier

City Council requested the Southern California Edison Company to turn on the street lights a half hour after sunset. Following the action of the Council, a letter was read from the Chamber of Commerce asking this action. The earlier lighting is necessitated by the shorter days.

#### Chamber of Commerce Submits Data Showing Its Endeavor to Improve Water Since 1922

The question of a municipally owned water system for Torrance has been a subject for discussion by the Torrance Chamber of Commerce since June 6, 1922. At a meeting on that date the directors of the Chamber of Commerce passed a resolution requesting the Board of Trustees to take the necessary action for the purchase of the city water system.

Following this request, the board of trustees requested the directors of the Torrance Chamber of Commerce on February 6, 1923 to appoint a committee to advise with and assist the trustees in negotiations which would lead to the purchase of the plant and equipment of the Torrance Water, Light and Power Company by the city. J. B. Hines, Dr. J. S. Lancaster and F. L. Parks were appointed on this committee to represent the chamber. On April 12, 1923, they reported as follows:

**First Committee**  
"That we believe the municipally owned water system, and understand that the water company would sell. If your body (the board of trustees) believes as we do, we recommend that steps be taken to arrive at the actual value of the plant, and if a valuation satisfactory to those in authority to buy can be arrived at, we would recommend that a bond issue be submitted to the voters of the city of Torrance for the purpose of raising funds to buy said water system."

**Bonds Fall**  
After study of the present water system, the Chamber of Commerce committee recommended that \$120,000 be offered the water company for the system.

A bond issue was proposed by the board of trustees and an election held on November 26, 1923, calling for a payment of \$120,000 for the water system and \$10,000 for operating capital. A substantial majority of the voters approved the bond issue, but it fell 42 votes short of the necessary two-thirds required for the approval of bond issue.

In 1927  
The water question lagged after the election in 1923, until on May 23, 1927, the directors of the Torrance Chamber of Commerce addressed a resolution to the board of trustees as follows:  
"WHEREAS there has been for some time discussion relative to

the water situation in this city; "WHEREAS many different and conflicting opinions and ideas prevail on this subject, both as related to the distributing system, source of water and other essential factors;

"WHEREAS the relationship of water supply to a municipality is one of the first rank in importance, both as concerns supply, quality, rates and service;

"WHEREAS the proper consideration of all of these factors and essentials are primarily and necessarily engineering considerations;

"NOW THEREFORE BE IT RESOLVED that the board of directors of the Torrance Chamber of Commerce, after many informal discussions and conferences on the subject, respectfully request that the board of trustees of the city of Torrance delegate this matter as a study for the city engineer, looking toward municipal ownership of a water system for the city of Torrance, and particularly the development of an adequate source of water.

"We sincerely believe that this matter is one of serious importance, and trust that it will receive your prompt and earnest consideration."  
**No Reply**  
On September 25, 1928, the Chamber of Commerce addressed the board of trustees again as follows:

"The directors of this bureau desire to call your attention to our letter of May 23, 1927, relative to the water situation in Torrance and to which we have had no reply. "Will you please go into this matter and if possible let us have an expression from your board or from the city engineer relative to this?"

No reply has been received by the Chamber to this letter.  
**Business Men Kick**  
The water question was then dropped from public discussion until the Spring of 1929, when it was up for discussion at frequent meetings of the business men's luncheon of the Chamber of Commerce. At one of these meetings, on May 8, 1929, a committee was appointed to make a study of the water situation. Herbert Wood, Dr. Leake and Dr. Shidler were appointed. They made an exhaustive study and on May 15th, Chairman Wood of the committee made a comprehensive report describing (Con. on Page 6, This Section)

#### IDECO BUYS BIG TEXAS SUPPLY CO.

#### International Derrick and Equipment Co. Takes Over Boykin Machinery & Supply Co. of Beaumont, Tex.

Announcement has just been made of the purchase of the Boykin Machinery and Supply Company of Beaumont, Texas, by the International Derrick and Equipment Company of Columbus and Torrance. This acquisition constitutes one of the largest mergers of recent years in the oil-well supply industry.

The Boykin company has been reorganized as a subsidiary company under the name of the International Derrick and Equipment Company of Texas with Harry M. Ruple of Columbus as president, B. Boykin of Beaumont, vice-president and general manager, and L. L. Powell of Houston, secretary and treasurer.

B. Boykin, Jr., and E. L. Boykin, both of Beaumont, will continue with the organization in managerial capacities and practically all of the present employees in the offices and shops will be retained. A new office building is being erected, a steel foundry installed and a number of new buildings added to the present plant.

Raymond C. Young, manager of the Torrance plant of the Ideco is now in Columbus on his vacation and Wm. Tobin, Pacific Coast manager of the company is out of the city this week, so no information as to what effect the merger may have, if any, on activities in Torrance could be learned. The International Derrick & Equipment Company is one of its largest units and has enjoyed a consistent growth.

#### Large Crowd at Masonic Program

About 60 Masons, Amaranth and members of their families enjoyed the program presented at Masonic hall, Tuesday evening, following the regular meeting of Lomita camp of the Amaranth.

The program included a musical reading, "Enoch Arden" by Mrs. John Uman; vocal solos by Mrs. Barron A. Beckham; readings by Evelyn Young and Myra Moran, and a song and dance by Helen Clark. Refreshments were served at the close of the evening.

#### J. C. Penney Co. Opening Tonight

Complete details of the J. C. Penney Company, Inc., opening tonight will be found in a special four-page section of this paper. Manager F. M. Buffington has extended a cordial invitation to the public to visit the new store tonight from 7 to 10 o'clock. No goods will be sold this evening, but the management and personnel is desirous of meeting everyone in Torrance and the surrounding territory.

#### City Attorney Pay Is Cut, and Recorder's Raised

Two salary changes were made at the Tuesday meeting of the City Council. The monthly salary of the city attorney was reduced from \$10 to \$12, with the understanding that he should not be required to call at the City Hall each day. He may, however, be called for advice at any time, under the new arrangement.

City Recorder's monthly salary was increased from \$100 to \$125, but his fees on civil cases were forfeited hereafter.

#### Better and Cheaper WATER

City Council, Chamber of Commerce, Torrance Herald and Citizens Join Forces to Secure Municipally Owned Water System. Hurrah!!

By GROVER C. WHYTE

Torrance is determined to rid itself of stinking, yellow, high priced water. Never have I seen such a unanimity of public opinion indignantly aroused as has expressed itself since the publication of the editorial in the Torrance Herald last week on the deplorable water situation.

From every part of the city and from every type of citizen, there has come the demand that the CITY OF TORRANCE INSTALL ITS OWN WATER SYSTEM. Responsive to the will of the people, civic organizations have already gotten into action.

At the Tuesday meeting, the City Council appointed Mayor Dennis, City Engineer Frank Leonard, and Earl Conner as a special committee to make a preliminary survey of the cost of installing a municipally owned distribution system and to ascertain the potential water sources in this district. The Council appropriated \$250 to bear the initial expenses of compiling this data. This committee was originally appointed by the Business Men's Group of the Chamber of Commerce, and was Tuesday evening made the official committee to represent the City Council.

The Herald office, the City Hall, the Chamber of Commerce, and individual Councilmen have been literally stormed with requests for immediate action on this vital problem. In fact every individual organization in Torrance (except the water company) seems to be of one mind. It is gratifying to see that no consideration is being given to taking over the present system, as everyone seems to realize that the only satisfactory solution of the water question will be to install an entirely new distributing system and if possible to develop water sources within the city limits of Torrance. The futile attempts of the Torrance Water, Light and Power Company to remedy the present system and the distressing condition of the water it furnishes at such exorbitant rates is ample evidence that the people of Torrance will have nothing to do with the present water company or its system.

You should have been with us last Saturday afternoon. Harry Dolley, Carl Hyde, and myself drove up to the reservoir of the water company. We carried with us a fire bucket, and can you believe that the water in the reservoir was so dirty and discolored that when the bucket was submerged less than three feet, it was impossible to see it. Objects the size of a bucket can be seen in the ocean for 50 feet, and yet we couldn't see three feet, when we were standing less than two feet above 25 feet of water on a perfectly clear day at 2 p. m. It seems almost incredible that any company should ask people to drink such water, but as if to "rub it in," they charge us a fancy price as well.

We have a canary up at our house, and he hasn't been taking his daily baths for the past two weeks, until we gave him a dish of bottled water yesterday and he dived into it like a youngster in the 'ole swimmin' hole. Just think of it, the birds won't even bathe in Torrance city water, and yet they ask us to drink it.

A subscriber tells us all his gold fish have died from having to swim in Torrance water; and sometimes I think they should furnish clothes pins for one's nose while taking a bath.

Now that the ball is rolling, let's all pull together; the Council, the Chamber of Commerce, the People, and the newspaper, and keep right on moving until we have our own municipally owned water system furnishing sparkling clear sweet water at prices that folks in an industrial town can afford to pay. There is nothing can stop us—not even the water company's 80 million dollars—if we all stick together.

#### Tonight! from 7 to 10:30

You'll be well repaid for a trip to the business district of Torrance tonight. Nearly every merchant has prepared special window displays of new Autumn goods and the downtown streets will be ablaze with color and light. The event will announce the formal opening of the Fall Season, and anyone who is interested in "what's new" will find plenty to see. The Fall displays include clothing, shoes, furniture, household goods, and many other types of Fall goods. Don't miss it.

#### ORGANIZATION OF RETAILERS FORMED HERE

#### Lay Plans for Big Trading Center in Torrance—Problems Discussed Friday— Next Meeting Oct. 1

Plans for a greater retail center in Torrance were laid at an organization banquet Friday evening, attended by a large majority of Torrance retail merchants.

The banquet room at Earl's Cafe was crowded to capacity as the most enthusiastic gathering of local merchants that has ever met in Torrance discussed vital problems affecting their businesses and the future development of Torrance as a trading center. The meeting was in the nature of a round table discussion and was conducted in a very frank and open manner.

The meeting was called to order by Harry H. Dolley and later turned over to E. F. Hogan, who was elected chairman. Committees on organization and code of procedure are to be appointed and a secretary selected.

It was decided to keep store window lights burning until 10:30 p. m. each night to encourage more people to window shop.

A fall opening window display was voted which will be staged tonight, from 7 to 10:30 p. m. Merchants have prepared very attractive displays of Autumn merchandise for the Fall Opening Event tonight and the rest of the week.

Membership in the new Retail Division is limited to merchants who buy goods at wholesale and sell them at retail. A membership drive will be conducted soon to enlist those who were not at the meeting. There are no dues. Meetings will be held the first and third Tuesdays of each month at 6:10 p. m. when a dinner will be served. The next meeting will be held on Tuesday, October 1, and every retail merchant in Torrance is invited to attend, according to E. F. Hogan, chairman.

#### Sewer Ordered for South Side Redondo Blvd.

A new sewer line was authorized by the City Council last evening for the South side of Redondo boulevard between Madrid and Craven avenues.

The present sewer in the alley on the south side of Redondo boulevard was laid before the lots were cut down to street level, and as a result the sewer is higher than the street.

On recommendation of City Engineer Frank Leonard, the Council ordered a sewer laid for the present on the south side of Redondo boulevard from Fortola to Arlington avenues connecting with the sewer already located in the alley north of Redondo boulevard. The expense will be about \$450 and will be paid by the City of Torrance.

#### Industries Ask Better Service from P. E. Office

Directors of the Torrance Chamber of Commerce directed a communication to the Pacific Electric Railway, requesting more modern office equipment and additional help to facilitate shipments of number of shippers including the larger industries in Torrance have complained that the addition of a comptometer and other up-to-date office equipment would in their opinion greatly improve the paper work of the Pacific Electric office in Torrance and better the service to shippers materially.

#### Business Men's Luncheon to Be Held Fortnightly

Business Men's group of the Torrance Chamber of Commerce resumed its luncheons this week. It was decided to hold them hereafter on the second and fourth Tuesdays of each month at Earl's Cafe, 12:15 o'clock.

A committee will be appointed to sell monthly tickets, so that a more accurate count can be anticipated. This action was taken in fairness to Earl Conner, who has frequently prepared luncheon for forty when only half that number came.

#### Cars Crash on Carson Street

Cars driven by Charles McEaren 1616 E. Carson street, and Margaret Huffer, 1444 Post avenue, collided on Carson street between Harvard and Western Monday evening at 9:15 p. m.

McEaren, in his report to the police, stated that he gave the signal to turn right and Margaret Huffer drove to the right of him and the collision resulted. The cars were only slightly damaged.

#### Weather Machine Transferred to High School

Weather statistics for Torrance will hereafter be kept by the faculty and students of the Torrance high school. The City Council authorized the transfer of the Government weather machine this week to the high school building.

#### Kettler Opposes Extension of Cabrillo-Eshelman Ave.

The Cabrillo avenue-Eshelman project was given a set-back this week when the City Council received a letter from Benjamin W. Shipman, attorney for the Kettler interests, informing Torrance people that the Kettler interests were not in favor of the proposed extension of Cabrillo avenue through their property.

In the letter, Attorney Shipman stated that the Kettler interests felt that their holdings would be more valuable as potential industrial land if held in one piece than if divided into two parcels. He stated that he was cognizant of the fact that the City of Torrance could enter condemnation proceedings to acquire the right of way, but expressed the hope that this action would not be taken. He predicted that the Kettler land would soon be needed for industrial purposes and stated that he believed such development would be more of an asset to Torrance if the proposed street were not put through at this time.

**BILL THE BARBER SAYS**  
Women Rest Their Chins On Their Hands When Thinking To Keep Their Mouths Shut So They Won't Disturb Themselves.



#### Why Does Torrance Pay Three Times as Much for Water as Other Cities!

Eighty-nine municipal water systems in the State of California have an average minimum rate per one thousand gallons of \$1.17.

The Torrance rate on a comparative basis is \$3.34 under the minimum for one thousand gallons. Of the 152 municipally owned and operated systems in the State of California, only nine have a rate equal to, or greater than the City of Torrance and those sections are semi-arid areas where a natural difficult and expensive condition obtains in the productions of water.

These figures are taken from a report issued by the Controller of the State, showing "financial transactions" of municipalities and counties of California, for the past fiscal year.

A FEW TYPICAL EXAMPLES

CITY	RATE PER 1000 GALLONS (7.48 gallons per cu. ft.)
Los Angeles	.09
Riverside	.06
Santa Monica	.10
Pomona	.18
Santa Cruz	.06
Compton	.10
Hawthorne	.12
El Segundo	.067
Whittier	.05
TORRANCE	3.34

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