

A Newspaper
for All the People
All the Time

The Torrance Herald

Torrance
Population
8200

5c per Copy

TORRANCE, CALIF., TUESDAY NOV. 19, 1929

FIFTEENTH YEAR NO. 47

WATER PETITIONS TO BE READ AT COUNCIL MEETING TONIGHT

Citizens Ask City Council for Election to Express Views on Vital Issue

SAVINGS UNDER NEW SYSTEM ARE EXPLAINED

Publicly Owned System Will Be Installed Under Assessment Plan—Leaves Property Clear

Petitions requesting the City Council to call an election to decide whether or not a publicly owned water system is desired are now being circulated by the Torrance Chamber of Commerce and other interested organizations and individuals.

Signers of the petitions do not commit themselves one way or the other in regard to the proposed publicly owned system as outlined in the report of City Engineer Frank Leonard. All that the Council is asked to do is to call the election. In other words, what is desired by the petitioners is that the issue be brought to a head and definite action taken, one way or the other.

It is thought that a sufficient number of signatures can be secured before the council meeting tonight to warrant the city officials calling the election. The exact form of the ballot upon which citizens will be asked to vote, has not been agreed upon, but city officials and others interested in the water problem have made it clear that the proposition will be submitted in a way that will enable the people to express their wishes on the important phases of the water question, for the guidance of the Council.

A series of questions and answers are being prepared by the water committee and the Chamber of Commerce, which will be published before the election. This chairman will explain the various phases of the proposed publicly owned system, including rates, costs and services.

Perhaps the most misunderstood features of the proposed new system are those related to the method of paying for it. The new system will be installed under the Mattoon Act, or assessment plan of payment. Payments will be made over a period of thirty to forty years, in exactly the same manner as payments or other public improvements are handled. THERE WILL BE NO LIENS OR OTHER INCUMBRANCES AGAINST THE PROPERTY. It will not affect the title of any property within the district any more than the semi-annual assessment of taxes

COMPARISON OF PROPOSED MUNICIPAL WATER RATE WITH PRESENT WATER RATE TYPICAL LOTS

Lot	Blk.	Valide County Assessor	Payment 1st Year	Payment 2nd Year	T. W. L. & P. Co. Monthly Bill	Proposed City Rate	Total Mo. Pay't New Rate 1st 5 Yr.	Total Mo. Pay't New Rate 6th Yr.
3	7	4000	28.12	1.92	41.64	3.47	9.76	6.55
17	44	420	4.13	.34	7.44	.62	2.76	1.83
4	52	440	4.83	.36	7.80	.65	2.75	3.11
10	78	720	7.07	.59	12.74	1.06	9.75	6.14
4	71	3400	19.65	1.61	35.10	2.95	10.55	6.30

Torrance Water, Light & Power Company Rate		Proposed New Rate	
Cubic Feet	Rate	Cubic Feet	Rate
500	1.25	700	.80
1000	2.25	1000	1.00
2000	3.75	2000	2.00
3000	4.75	3000	2.75
4000	5.75	4000	3.50
5000	6.75	5000	4.25
6000	7.75	6000	4.90
7000	8.75	7000	5.55
8000	9.75	8000	6.20
9000	10.75	9000	6.85
10000	11.75	10000	7.50

U. S. STEEL

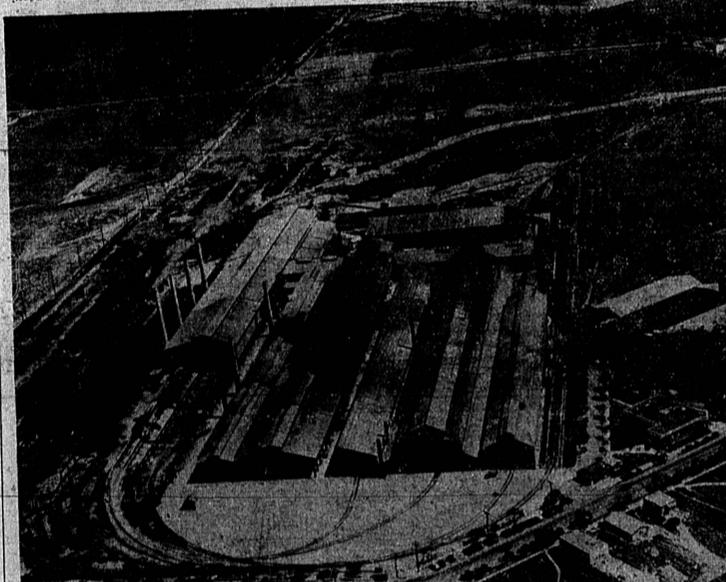
WHAT DOES IT MEAN TO TORRANCE?
An Editorial

Why did the United States Steel Corporation take over the properties of the Columbia Steel Corporation on the Pacific Coast? And what will this action by the largest industrial organization in the world mean to Torrance?

These are questions that everyone is asking his neighbor. To answer them satisfactorily, one must first understand the fundamental principles that guide the destinies of big business.

Costs, not prices, are the weapons counted upon by American industry today to capture markets at home and abroad. Industrial leaders everywhere in America concede that America's strength both at home and abroad lies in volume of production and distribution and quality of products rather than in long profits on fewer sales. The narrowing of margins of profits, which volume permits, is counterbalancing cheap foreign labor. For concrete examples of this principle, one need only refer to Ford, General Motors, Standard Oil and hundreds of similar successful industrial giants who are today selling their products at the lowest prices in their history, and whose volume of sales have reached tremendous proportions.

It is for this reason that steel men and governmental officials see in the acquisition of the Columbia Steel Corporation by the United States Steel, a long range shot in the fight for domestic and foreign markets. And it is for this reason, that



COLUMBIA STEEL'S GIANT PLANT AT TORRANCE

Making steel, not fighting competitors, is the new owner's concern.

the entry of U. S. Steel to Torrance means a long period of permanent employment for Torrance workmen, and a firm foundation for the industrial development of this city.

Dominant Factors

Another important factor in modern industrial success is proximity of raw products to the point of manufacture, and the equal importance of having the factory close to the market. In both of these matters, the Columbia properties are ideally located.

Mountain of Iron

The Columbia Steel Corporation in its formation combined the Columbia Steel Company and the Utah Coal and Coke Company with tremendous bituminous coal deposits in Utah. It also owns the Milner, Dear-Lerch holdings at Iron Mountain, Utah, which include an entire mountain of high grade iron ore. It also has a lease on government owned coal land in Carbon County, Utah, which it mines on a royalty basis, paying the government 12½ cents a ton. To these advantageously located raw products is added lime deposits and other raw material supplies.

The United States Steel Corporation holds control of limitless iron deposits in China which it has held in reserve for years. These Oriental iron supplies can be laid down at the company's Pacific Coast plants at Torrance and Pittsburg, California, at a minimum expense, since transportation is largely by water and production is by use of low priced Chinese labor.

Thus, it is seen that U. S. Steel now has almost inexhaustible raw materials at points particularly well situated with respect to Pacific Coast markets for finished products, which are growing with great rapidity. In fact, the growth of the Coast has for years been so constant, that development is now considered by authorities in business affairs as a permanent "industry" in the great southwest and northwest.

Future Markets

The markets available for the Columbia plants have prospects of a magnificent future. The volume of building construction throughout the Pacific Coast and inter-mountain states is steadily growing. The rail purchases of the western roads involve millions annually. The great oil development in Southern California uses immense quantities of pipe each year, and the broad fruit regions of California and the Northwest with their mighty canneries constitute one of the largest tin plate markets in the world. Wherever you go the world over, you see Pacific Coast fruits in tin cans. This demand for tin plate is enormous and has already called for a \$4,000,000 expansion of the Columbia tin plate plant at Pittsburg, California. The demand of oil country supplies from Southern California, Colorado, New Mexico, Wyoming and other oil producing states is growing despite Federal efforts to curtail production. In Southern California present projects involve the laying of hundreds of miles of gas lines.

The foreign trade within reach already represents a huge volume of business, which is growing constantly. Japan has just commenced its program of stable permanent construction. When the great earthquake destroyed whole cities a few years ago, the Japanese decided they would do only temporary work until a general plan of building could be arrived at. The real work and the real call for steel products have just begun. China is growing by leaps and bounds industrially and is becoming a large factor in export trade of all sorts from the United States. China

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EL NIDO SEEKS ANNEXATION TO TORRANCE

Moneta District Annexation Progressing Despite Opposition from Those Outside Area

Residents of El Nido community have signified a desire to annex to Torrance, and have presented a notice of intention to circulate a petition for annexation, which will be read at the council meeting tonight.

The territory embraces a district bounded by the present Torrance city limits on the north; Englewood avenue on the west; Electric street on the north and Hawthorne boulevard on the east. The westerly and northerly boundaries as above described are also boundaries of the City of Redondo Beach, which embraces portions of the Villa Tract annexation of the latter municipality.

The El Nido district seeking annexation has an area of 160 acres and an assessed valuation of approximately \$175,000. At present it is in the Perry school zone.

Moneta Annexation

The committee in charge of the so-called McDonald Tract annexation north and east of Torrance in the Moneta district reports satisfactory progress in its work of securing signatures to the annexation petition. Notice of intention to file this petition was given the Torrance City Council two weeks ago. It includes 4½ square miles of territory with an assessed valuation of \$2,600,000. The properties of the Moneta Water Company are included in the proposed annexation.

Considerable opposition is said to have been experienced by the workers in the Moneta district, but those in touch with the affairs state that it is coming from property owners who are not included in the proposed annexation.

GARDENA HOST TO AM. LEGION BOYS TONIGHT

Gardena will be host, tomorrow evening, November 20 to more than one hundred Legionnaires, including C. C. McGonegal of the County Council, Lawrence Klinker of Huntington Park, commander of the Nineteenth district, and commanders, adjutants and representatives of 25 American Legion posts who will gather here for a meeting of the Nineteenth District, of which Torrance and Lomita are a part. Elaborate plans are being made to entertain visiting Legion men, according to Dr. C. W. McQuinn, commander of Gardena Post No. 137, and the public is invited and urged to attend. Everything is free.

Plans include a parade, review at Whitley field and an entertainment in the high school auditorium. The parade will start from the high school and will be led by Gardena's Drum and Bugle Corps, the "band" of the district, and bugle corps of the district, will march to Whitley field, where a girls' drum corp of 40 girls from Long Beach high school and drum and bugle corps from Whittier, Long Beach, Maywood, Huntington Park and representatives from 25 Park and representatives from the Torrance that will create much favorable comment during the coming year.

Following the review and drills, the assemblage will go into the high school auditorium, where prominent Legionnaires will be introduced and where an entertainment of three acts of vaudeville from the West Coast theatre circuit will be given. Carl Sturzenacker, president of Gardena Lions club, will welcome visiting Legion men to Gardena Valley and Carl Rosser and Ben Long will make brief talks. At the close sandwiches and coffee will be served free of charge to everyone. The Torrance effort being made by the Gardena Legion to express their appreciation to the community for the hearty co-operation of its citizens.

IMPORTANT!

Look for your next issue of the Torrance Herald, before school FRIDAY morning, instead of Thursday afternoon.

BELL NAMES COMMITTEE ON CONTEST

Garden Club Will Sponsor Better Gardens Contest to Last Several Months

Outlines of the year's work for the Torrance District Garden club were made Thursday evening at a meeting of a special committee appointed by President C. B. Bell for that purpose. Mr. V. L. Maxwell, chairman, and his committee composed of Mr. Herbert S. Wood, Mrs. N. E. Jamieson, Mr. Charles LeBoeuf of Keystone, and Mr. Jesse Tonkin of Lomita, announced that plans for the coming year will include many community projects.

First, there will be a Better Gardens contest to begin in January and last over a period of five or six months. Details of this contest are being planned by a special committee and will be announced soon. At the last meeting of the club, the unsightly approaches to Torrance were discussed and it was pointed out that not a single approach to Torrance gave the impression of the town or brought out the beauty of the town. The committee decided to start work beautifying the worst one, Western avenue from the curve to Border avenue at once. Mr. V. L. Maxwell and Mrs. N. E. Jamieson will take care of the details of that beautification.

Another community project, which will require the co-operation of the entire community was the decision to make an attempt to cover all vacant lots with California poppies. Years ago, the entire town and surrounding country was a mass of golden poppies in the springtime and literally formed a carpet of gold. It is thought that have otherwise been unsightly vacant lots. Can we again create this lovely effect? The committee thinks we can, and will have an announcement of ways and means to accomplish this to announce in one of the forthcoming issues of the Torrance Herald.

Thousands of people travel each year to Beaumont to see the maze of glorious cherry blossoms and admire their beauty, and have thereafter associated the name of Beaumont with cherries. Ventura has long been known as the "poinsettia city" for in every yard the poinsettia trees are given a prominent place. In the springtime, Eureka's gardens blaze with beauty of the delphiniums, and Portland is known as the city of roses.

All of these cities have earned their fame because they have adopted one shrub or flower for their community flower, and co-operation among the citizens has done the rest. Torrance people are desirous of doing the same thing, and in the near future a committee of experts will be appointed to make a list of several flowering shrubs or flowers that are particularly suited to Torrance climatic conditions and soil, and grown in a very inexpensive, and shrubs that will present a mass of beautiful blossoms at some time in the year.

It is believed that this, when accomplished, will give Torrance a name that will equal the name of the cities aforementioned. After the experts have compiled the list, it will be submitted to the community to be voted upon and the community shrub or flower chosen. Then the agriculture classes at the high school will propagate the chosen shrub and be the following year they will be sold to residents at an extremely nominal sum. It is hoped to obtain the shrubs in this manner for 25 or 30 cents or lower.

A project of the immensity of this one cannot be completed during the first year, but the foundation can be laid for a beautiful Torrance that will create much favorable comment during the coming year. Mrs. Jennie Torrance Welch, sister of the founder of our town, who was the speaker at the last meeting of the Garden club, was much interested in the plans for planting poppies here, and presented the Garden club with \$5.00 to be spent towards that purpose.

CROWD FILLS AUDITORIUM AT MCGROARTY LECTURE

Well Known Californian Delights Torrance Audience with Talk on Olden Days

By LUTE FRASER

With a capacity crowd to mark its financial success, and the delighted comments of all present to measure the great worth of the initial offering on Friday night, the Torrance Women's club launched its 1929-30 lecture course with a talk on "California," a glimpse of the old days, by John Steven McGroarty.

Under the management of Mrs. Harry H. Dolley and her committee, arrangements have been going forward for some weeks for this series of lectures. Only four numbers will be given, but each one will be of the highest merit in its field.

Every available seat had been taken in the clubhouse auditorium, when Mrs. Frank Sammons, president of the Women's club, in line of her gracefully characteristic speeches, introduced Mr. McGroarty. Her droll reference to an acquaintance that "might have been" brought laughter from the crowd and an appreciative chuckle and a witty retort from the distinguished guest. Since Mrs. Sammons considerably postponed her visit to the home of a mutual friend at Balboa, where the McGroartys were guests, because "John had been writing a play and he is very tired and would rather not see anyone just now," some twelve years passed before they met, and "not until tonight," said Mrs. Sammons, "did John know just what he missed."

Mr. McGroarty, with his years of labor in investigations, his sure knowledge and sympathetic insight into the ways of the old California, drew for his listeners a most appealing picture of the Spanish don.

Like an old neighbor who drops in to sit by the fireside and spend an hour or two in pleasant reminiscence, Mr. McGroarty talked in his quiet easy fashion, sketching for his hearers the every-day life of those early pioneers, those who truly mastered the wilderness and prepared the way for those of us who have chosen this California to be our home.

Out of the wastes they wrung their wealth; their cattle roamed the hills, their vineyards and gardens provided their living; few in number, their possessions were of vast extent, and their hospitality, loyal friendships, trustful faith in their fellowmen, were the foundations of their characters and in this ideal way their lives were passed until the coming of the American changed the old order of things and the away of the dons was no more.

Of the missions and the coming of the padre, Mr. McGroarty spoke at some length. His descriptions of the work of these men brought home to his audience how astounding were their accomplishments. They were men of God, who dared the dangers of the savage mountain wastes and the burning desert sands to bring to a heightened ridge their first glimpses of a higher life and the first consolations of religion. They were men of action, who planned a tremendous work and led the way to its final completion. They were teachers, who not only showed the way to accomplish but made the tools and instruments by which success was won.

Every mission from San Diego to Sonoma is a colossal monument to the integrity, intelligence and persistence of these devoted men. In closing Mr. McGroarty spoke briefly of those men of a later day, also pioneers of this great commonwealth, the men of the days of '49. To these decent men, much is due in appreciation of their splendid work, and more, in appreciation of their splendid moral fibre. This third phase of the development of California is to be the theme of a new play now planned and in the making by Mr. McGroarty, which will take its place with those other gems from his pen and brain, the Mission play and La Golondrina.

ONLY 20 SHOPPING DAYS 'TIL CHRISTMAS