

A Newspaper
for All the People
All the Time

The Torrance Herald

Torrance
Population
8200

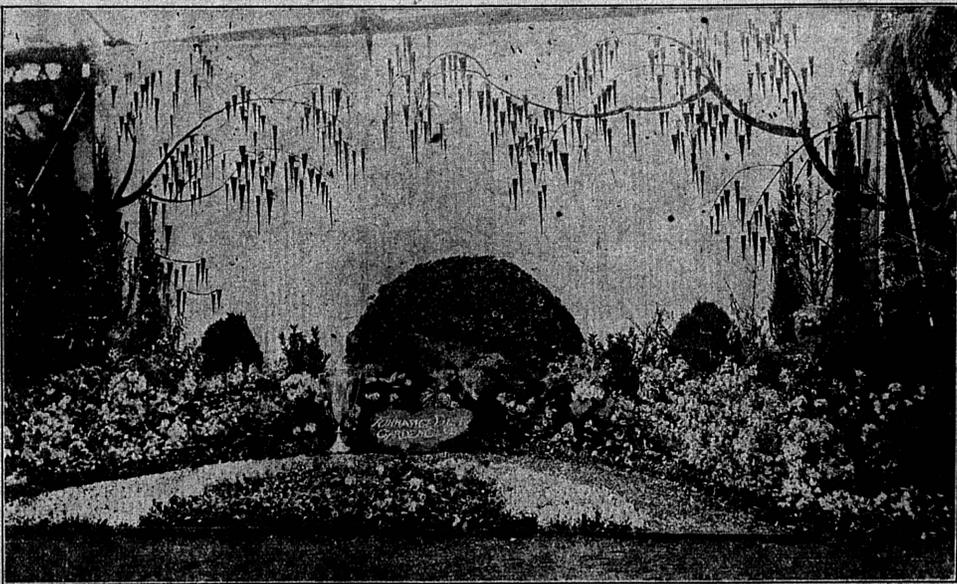
SIXTEENTH YEAR—No. 9

TORRANCE, CALIF., THURSDAY, FEB. 27, 1930

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MOVIE STARS, M'ADOO, LT. GOVERNOR COMING

Torrance, Rising Sun of Southland



Pictured above is the spectacular Torrance display at the National Midwinter Flower Show held last week at Eucalyptus, California, and with which the Torrance District Garden Club carried off first honors for the second consecutive year.

The striking floral sunrise in the center of the Torrance exhibit was the most spectacular scene of the entire show. It was fashioned of bright orange calendulas by Mrs. Haggard in her Poppy Flower Shop in Torrance and with the help of club members and city trucks was taken to Phoenix, Arizona. The sun was six feet in diameter. The background of trees painted on oilcloth was designed and painted by Harry A. Bell of Glendale, brother of Carlotta B. Bell, president of the Torrance club.

Other flowers used effectively in the Torrance exhibit were: snapdragons, carnations, stock and sweet peas. Bedded pansies and shrubs

were used in abundance, the entire display being 10 feet by 20 feet. The display was a credit to Torrance and the Garden Club show committee, consisting of John King, chairman; Roy Berry, Miss Mary Baldrick, and Louis Brown. C. B. Bell, president of the club, also helped materially in preparing the exhibit. If Torrance can win first prize a third time, the Torrance District Garden Club will be awarded permanent possession of the silver trophy.

Six judges awarded the various prizes in the show, and Charles A. Brazeo of Torrance, and an international authority on bulb culture, was honored by being chosen chairman of the judges' committee. Over 25,000 paid admissions were registered at the show, a large share of whom were eastern tourists. About twenty-five Torrance residents visited the show. Funds for the exhibit were contributed by the Torrance Chamber of Commerce, and Mayor Dennis loaned city trucks for transporting the shrubs and flowers to Phoenix.

RANCHMAN SUCCUMBS TO HEART ATTACK

James M. Stewart, Recent
Arrival Here, Passes Away
After Brief Illness

James Milburn Stewart, 71, passed away at the home of his niece, Mrs. K. R. Semenez at 1151 Post avenue, Friday, Feb. 21. Mr. Stewart came here with his family about two months ago, seeking health. While here, he started building a new home on Post avenue and planned to reside there on its completion. Two weeks ago he was stricken with a heart attack that culminated in his passing on Friday.

He was born in Indianapolis, Indiana, 74 years ago and came west at an early age. He owned the Cross Triangle ranch, located near Prescott, Arizona, and for 50 years was a leading stockman in that country. Stone & Myers shipped the body to Prescott Saturday afternoon. Immediate survivors are Mrs. Estelle Stewart, his wife, and Clarence Stewart, a son of Prescott, Arizona.

INDUSTRIAL PLANTS HERE ARE ENLARGED

Four Torrance Factories Now
Undergoing Construction
Expansions

Expansions are now under construction by four important Torrance industries, which will increase the monthly payroll substantially.

The Pacific Electric Railway is building a \$5000 addition to its shops here to house sand blasting equipment.

The International Derrick & Equipment Company is enlarging its plant and has added a number of employees to the force. It is understood that the expansion of the Ideco plant will total about \$5000.

The D. & M. Machine Works will have completed a \$2000 addition to its plant by March 1. This company has also purchased another acre of ground adjoining its present site to the north on Artesano street for further expansions. This additional ground will give them a factory site, 256 feet on Artesano and 340 feet deep, extending to the Pacific Electric right-of-way. Spur tracks will be laid by the railway company to accommodate carload shipments.

The Coast Insulating Company has just completed major expansions to its plant which will triple its former production capacity.

Torrance Wins Class C Meet Against Banning

Honors at the track meet held at the Torrance high school athletic field Wednesday afternoon were divided between Torrance and Banning. Torrance took the Class C meet 48 to 29, while Banning annexed the Class A meet 83 1/2 to 20 1/2.

Several new track records were established in the Class C meet.

K. C. DINNER
The Knights of Columbus will serve a chicken dinner at their hall on March 17.

P. E. SHOPMEN SADDENED BY FRANK'S DEATH

Beloved Member of Local
Shop Taken Suddenly from
Heart Attack

By CARLETON B. BELL

We all feel saddened by the loss of one who was not only the fellow workman, but a real friend of all of us as "Frank."

Frank died about 8:30 o'clock Monday morning with only a few minutes warning of the nearness of his end. He started to work as usual Monday morning but found that unless he ran he would be late. Evidently the extra exertion of running overtaxed his heart for he returned home almost immediately upon reaching the shops and went to bed. A local physician was called but Frank was beyond the help of any doctor and quickly passed away with his wife and son Carl at his bedside.

Frank had been in the employ of the Pacific Electric Railway for approximately twenty years as an armature winder, having been originally employed by the Los Angeles Railway before the consolidation. During all that time it is doubtful if he made a single enemy among his fellow workmen, but he did make friends of all with whom he came in contact. He won the respect of his foremen and many of the officials of the company for he acted upon the belief that the company's best interest was his best interest also.

Four years ago Frank was elected by his fellow workmen to serve them as their representative upon the P. E. Club committee and we all know that no other ever served us so well or with so fine a spirit of generosity and fairness to all. Whenever help was needed to put over some employe project Frank was called upon and he never failed to do his bit, and more. No one can fill just the place Frank did. It is fitting that his niche be left just as he left it. He will be missed as no other one would be missed.

Funeral services will be held Saturday at 1:30 at the First Christian church, Rev. G. O. Elder in charge.

Interment will be made at Inglewood.

THREE SALES MADE IN DOWN TOWN SECTION

Outside Interests Investing in
Important Business Property
in Torrance

Three important sales of downtown business property were made during the past week, two of which were purchased by Trabure Pittman, representing the Pittman Investment Company, which is an Indiana corporation.

The Burkert block on the northeast corner of Sartori avenue and El Prado was taken over by the Pittman interests, as well as the vacant northeast corner of El Prado and Cravens avenue, adjoining the Torrance Herald building. This corner has 65 feet on Cravens and 130 feet on El Prado and was sold by the Dominguez Land Corporation to Trabure Pittman for \$15,000.

J. C. Smith announces the purchase of the Friedman block on El Prado opposite the Torrance Herald building. This is a two-story office building with six stores on the ground floor. The purchase price was given as \$31,500.

Work was begun this week by Sam Levy on a new building adjoining the Torrance Herald building on the north. The structure will have a high front elevation similar to the Herald building. It will be 33 feet wide and 155 feet deep.

Negotiations are also under way for the transfer of a number of other important downtown pieces of property, and it is believed that the proposed expansion of the Columbia mills by the United States Steel Corporation has been largely responsible for the investment of outside capital in Torrance real estate.

Aid Federation In All-Day Meeting

The Ladies Aid Federation of the Methodist church will hold an all day meeting at the church on Friday, March 7. A 40-cent luncheon will be served at noon. Reservations may be made with Mrs. Bishop, 287-W, or Mrs. Kizer, 371-J.

Foreign Oil

Shall American Workers in Petroleum Industry be Forced to Suffer for Lack of Proper Tariff on Imported Oil?

AN EDITORIAL
By GROVER C. WHYTE

Why lay off men working in the oil fields or in the allied oil well equipment factories because of the so-called "over-production" and then allow Venezuela and Mexican oil to come into the country at the rate of 109,000,000 barrels annually? This will be a difficult question for Republican party leaders to answer when it comes time to rally votes for the Hoover administration at the next election. There is little comfort to the man who is out of work or whose pay check has been cut in half in the knowledge that he is "conserving natural resources of the nation."

This so-called "over-production" is in reality "over-supply," and permanent solution of the problem is not likely to come until importations of cheap foreign oil are limited by agreement or tariff to a volume commensurate with market demands. While regulation of the amount of production in the United States to the consumption here undoubtedly is necessary for the best interests of the industry, over-supply can and probably will continue as long as millions of barrels of foreign oil are poured into this country in competition with the home product. Reliable statistics show that the United States is not suffering so much from overproduction of oil as it is from over-supply, due to cheap oil coming in from foreign countries. Barring cheap foreign oil should not result in an increase in the price of gasoline, because the present price is predicated upon the cost of gasoline produced from local oil.

Conservation of the nation's oil resources is all very well, but we do not think that families now living should be deprived of a decent living for the sake of generations still unborn. Let's not produce any more oil than we need here in the United States, but let's not allow cheap South American oil to be imported to the extent that home workers are thrown out of employment. It seems as though the Republican party, long champions of the protective tariff, could do a little tax levying on the oil barges that daily dock at Los Angeles harbor and pour their loads of cheap Venezuelan oil into already crowded storage tanks.

Restrict importations of foreign oil by proper tariff charges, and then if there is an honest overproduction in the United States, workers will accept shorter hours and smaller pay checks with considerable more patience.

Mid-Continent Field, Too

Since the above opinion was written, the following communication from the Independent Petroleum Association of America, Tulsa division, was received, which shows that all interests in the mid-continent fields are thinking along similar lines as we on the Pacific Coast. The letter from Tulsa follows:

Tulsa, Oklahoma, February 21, 1930.

"You do not need to be advised of the dangerous situation which exists in our section of the country on account of the present inadequate price of crude petroleum, brought about by the flooding of the United States during 1929 with about 109,000,000 barrels of Mexican and South American gasoline and crude oil, produced with cheap labor, and transported to this country at a low cost, oil from Venezuela, that country being the most prolific source of such oil, being laid down in Gulf and Atlantic ports at a cost of approximately 75 cents per barrel, whereas the cost of pipe line transportation alone on crude oil from the Mid-Continent Field to the above ports is 75 cents, which makes it impossible for oil from the Mid-Continent field to compete with this imported oil."

A few weeks ago when the facts in connection with the need for a tariff on imported oil were first presented to Congress, there was practically no support for the oil tariff bill, some three or four senators being its only support in the senate end of the capitol at Washington. But the able presentation of the bare facts has won over to our way of thinking over one-third of the senators. In fact nearly one-half of them, and it now appears that we have a very good chance of obtaining this tariff. But more strength must be added in favor of the bill, and advantage taken of every opportunity to assist its passage.

This letter to you, to whom the need for an oil tariff is so obvious, would be unnecessary except that we want you to use your influence and induce influential friends and acquaintances in states other than Kansas and Oklahoma to use their influence upon congressmen and senators to obtain their support of this bill. The bill comes up for hearing within a few days, and any work done in favor of the bill must be done AT ONCE.

As additional information, we are enclosing you brief of Wirt Franklin's speech before a committee of senators, and other data which will possibly be of advantage to you.

INDEPENDENT PETROLEUM ASSOCIATION OF AMERICA,
201 Chamber of Commerce Bldg., Tulsa, Oklahoma.

Extracts from Wirt Franklin's Speech Before the Senators in Washington in Support of Tariff on Petroleum and Its Refined Products

"When we ask for a tariff on oil we ask no more than other industries and producers have asked. We are asking no new or untried experiment. Every item we use in the oil industry is protected. Its tools and appliances are all protected. The industry pays the most uniformly high wages of any American industry."

"The oil industry carries the greatest burden of taxation in the country; in some states paying the entire cost of the current state taxes."

"During the war oil products increased less in proportion than any other."

"Gasoline worth \$1.00 in 1913 now costs \$1.18."

"Building materials of \$1.00 valuation in 1913 cost \$1.73 now."

"House furnishings that cost \$1.00 in 1913 cost \$1.61 now."

"Farm products that cost \$1.00 in 1913 cost \$1.42 now."

"The average of all commodities is \$1.51 compared with the above figure of \$1.18, the average price of gasoline now."

"We have been classed as the most characteristic American of all great industries."

"Hon. Charles Curtis, now vice president of the United States, before being elected, said, 'I find that last year (1927) we imported 77,000,000 barrels of oil into this country. I suggest that we

(Continued on Page 4)

M'ADOO, "BUDDY" ROGERS, NANCY CARROLL, CARNAHAN TO BE IN TORRANCE MAR. 4

Notables of Nation and Movie World to Attend Ground-Breaking of Hollywood Riviera Clubhouse

With civic notables and motion picture celebrities, including Wm. Gibbs McAdoo, former secretary of the Treasury; Lieutenant Governor Carnahan, Stephen Barnson, state real estate commissioner; Mayor Dennis of Torrance, and Charles "Buddy" Rogers, Nancy Carroll, Dorothy Jordan and other motion picture stars scheduled to attend the ceremonies, ground will be broken at 2 p. m., Tuesday, March 4, for the \$200,000 clubhouse at Hollywood Riviera, the Clifford F. Reid, Inc., community development in Torrance.

The project, believed to be unique in the annals of western community development, represents a gift of virtually \$1,000,000 by the field organization to property owners of Hollywood Riviera. When completed, the two story structure, surrounded by a three story tower facing 1000 feet of private bathing beach, will be turned over free and clear of encumbrance to home-site owners.

To be completely furnished and to embrace the latest innovations in club construction, including an out-

door plunge exposed to the sun's rays, yet sheltered by a venetian glass enclosure on four sides, those who have viewed the architect's plans declare it to be one of the most modern and well conceived structures of its kind on the Pacific coast.

In announcing details of the club building, Clifford F. Reid, head of the firm that bears his name, urged all property owners in Hollywood Riviera to attend the ground breaking ceremonies in order to sign the by-laws and receive a certificate of ownership. An invitation to the general public to be present at the event was also extended by Mr. Reid.

Upon its completion, scheduled for the height of the summer swimming season, the land, buildings, equipment and furnishings will be deeded to the Hollywood Riviera Community Association, comprising all property owners in the community. The association, it was explained, is a co-operative, non-profit organization authorized to operate the club for the benefit of the property owners on a non-profit basis.

Complete Prize List Ready in Yard and Garden Contest; Entries Close on Saturday

Just two more days are left in which to enter in the Yard and Garden Contest now being conducted by the Torrance District Garden Club, and sponsored by organizations all over the city.

Are you planning to add a few shrubs to your landscape this summer? Don't you think you would be much better pleased with your own back yard if it were a thing of beauty instead of a "catch all"? Many entrants in the contest are planning to make an outdoor living room of their grounds. Others are busy making a study of order to give their home a finished look. Whatever you may do, at least you are planning on making some improvement on your grounds during the Spring months, and the Yard and Garden contest provides an opportunity to get back all the money expended in improvements.

Applications for entrance to the contest will be received not later than March 1. The contest will close July 1 and one hundred and fifteen dollars (\$115.00) in cash and merchandise will be awarded the winners.

Cash and merchandise prizes will

be awarded to winners in Class 1, Divisions 1, 2 and 3. Class 1, Divisions 1, 2 and 3 must do all of their own work in the beautification.

Winners in Classes 2 and 3 will be awarded certificates of merit for their efforts.

Prizes for Class 1 only are as follows:

DIVISION 1—ENTIRE YARD
First prize, \$25 cash—Mrs. Jared Sidney Torrance.

Second prize, \$15 cash—Torrance Chamber of Commerce.

Third prize, \$10 cash—Torrance Chamber of Commerce.

DIVISION 2—BACK YARD
First prize, \$15—(Ten dollars cash by the Kiwanis club and \$5 bale of peat moss).

Second prize, \$10—(Five dollars cash by the American Legion and \$5 merchandise order from Torrance High school nursery).

Third prize, \$7.50—(\$2.50 from the Rotary Aids and \$5 merchandise order from Torrance High school nursery).

DIVISION 3—FRONT YARD
First prize, \$15; second prize, \$10; third prize, \$5; merchandise orders from Howard and Smith in Los Angeles.

El Nido to Vote on Annexing to Redondo Beach

REDONDO—Proceedings were initiated in the Redondo city council Monday evening for the holding of an election for the annexation of El Nido on April 2. The petition was checked by City Clerk Nangold and found to contain the necessary 25 percent of qualified voters in the district.

According to observers, there is a wide diversity of opinion on the advisability of annexing to Redondo. Opponents of the annexation state that the petition containing 25 per cent of the voters represents practically all those in favor of the annexation; and predict a large majority vote against the proposition on April 2.

Cigarettes, Candy Wanted for Veterans

At the meeting of the American Legion Auxiliary, next Tuesday evening, each member is requested to bring with them a package of cigarettes for the boys at Sawtelle. The ladies of the Auxiliary are endeavoring to obtain as many cigarettes as possible to take for their monthly trip on Tuesday, March 11. Fruit and candy is acceptable, and those who can be asked to supply these to take to the boys.

OIL WORKERS HURT AS CAR ROUNDS CURVE

High School Corner at Carson,
Scene of Bad Accident
—One May Die

Grady Vanhooser, 1411 East 57th St., Long Beach, was seriously injured last Thursday afternoon when he was thrown headlong from the rear of a truck rounding the high school curves. Vanhooser and a companion, Bill Patton of Bellflower, were riding on a heavy tool box on the driver of a truck owned by the McMillan Petroleum Corporation and driven by T. J. Lyons, 235 East Seventh street, Long Beach. The floor of the truck was covered with oil and formed a greased runway for the heavy tool box when the truck swung around the curve. Both men were catapulted from the truck and struck head down on the burning.

They were rushed to the Jared Slaton Torrance Memorial hospital, where it was found that Vanhooser had sustained a skull fracture with concussion of the brain. Patton was temporarily irrational for a period following the accident, but sustained only minor injuries. He had several teeth loosened by the blow, cuts and scratches about the face and head.

**BILL THE BARBER
SAYS**

The only way to really please a woman is to lie nobly about her charm and beauty.