

Torrance Herald

TORRANCE, CALIFORNIA, THURSDAY, MAY 12, 1932

SECTION A

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BUSINESS GETTING BETTER SAY TORRANCE MERCHANTS

Deposits Up In Both Banks; Many Local Stores Report
Last Week's Trade Best
This Year

"Business is getting better. People are beginning to buy. Last month was our best in over a year. Last Friday and Saturday were just like the good old days,"—these and similar expressions of optimism were to be heard this week from practically every Torrance merchant. Apparently Mr. and Mrs. John Public have come to the conclusion that prices have hit bottom and it is time to "cash in" on the present record values. But let the local merchants tell you about it in their own words:

Frank Buffington, manager of the J. C. Penney Company store, said: "April was our biggest month in dollar volume since 1929, with the exception of Christmas trade in December. This means that last month we sold approximately two and one-half times as much merchandise as we would have to do in 1929 when prices were much higher. Without any sacrifice of quality, we are now able to sell merchandise well within the means of present restricted incomes."

Sam Levy, department store owner said, "Last week was our best this year. Last Saturday we put on a special foot comfort demonstration and we were more than surprised at the results. It was most gratifying."

Leslie L. Prince, manager of the Beacon Drug Company, said, "We had over five hundred cash sales last Saturday at our opening sale, and I estimate that conservatively speaking, at least a thousand people visited the store. It was the biggest day the Beacon Drug Store has had since the day before Christmas, 1930. We dispensed over 20 gallons of ice cream, and enjoyed unusual response to our advertising in the Torrance Herald."

Increasing Weekly
C. E. Noice, manager of the J. J. Newberry Company store, said, "Last week surpassed our Easter week trade, and each week for the past five weeks has shown an increase over the previous week's sales. We anticipate another increase this week and next."

I. Hum, manager of Karl's Shoe Store, said, "Last week was a good week with us. We made more sales than any other week this year."

Harry Dolley, proprietor of the Dolley Drug Company, reported a very good week-end business.

Howard's Jewelry store, that April was the best month this year and Saturday the biggest day in two months.

Ed Schwartz, men's wear store, said, "Our April business showed a 30 per cent increase over January, February and March."

Roland Sanderhoff of Sandy & Scott's men's store, stated that business was "noticeably better recently."

S. S. Worell, hardware man, said, "Friday last week we had the biggest cash sales of any day this year."

C. A. Paxman, hardware store proprietor, stated that he had issued more fishing licenses this year than ever before. "It shows that people have the money to spend if they want to spend it," said Paxman.

Increased Bank Deposits
Deposits in both Torrance banks have increased recently, according to statements made by J. W. Post, president of the First National Bank, and J. W. Leach, branch manager of the Bank of America.

Better conditions are also reported by real estate offices. Sales of property are better and more people are coming into Torrance to live. "Last month was the biggest month for rentals this year," said J. C. Smith of the Torrance Investment Co.

Colden Invites
Local Voters to
Mass Meeting Mon.

Charles J. Colden will announce his candidacy for Congress from the 17th district, of which Torrance and Lomita are a part, at a mass meeting in the San Pedro high school, 12th and Gaffney streets, on Monday, May 16, at 7:30 p. m.

Mr. Colden will discuss the harbor program, prohibition and the depression, and the public is cordially invited to attend. Colden is a progressive Democrat and has a host of friends in this community, many of whom are planning to attend the Monday evening meeting. He is frank, honest, and an able speaker, and it is expected that he will have many constructive ideas to offer to his audience.

Ford Steel To Be Made at Torrance

Half Million Dollars' Worth
of New Equipment to Be
Installed by Columbia

A half-million dollars worth of new equipment is to be installed in the Torrance plant of the Columbia Steel Company for the manufacture of steel to be used in the Long Beach plant of the Ford Motor Company, the Herald learned unofficially today.

It has been known for some time that the Ford Company awarded the contract to the United States Steel Corporation for sheet steel to be used in its pressed steel unit in Long Beach for the manufacture of fenders and splash pans. Ford has announced that operations in the pressed steel unit will begin in June, and it is assumed that the new equipment will be installed in the Columbia plant here before that time, and that a large number of additional men will be employed.

Haig & Haig Greet You!

"Here's to Haig & Haig!" Yes, they've opened up in business right here in Torrance, too. Opposite the Herald office on El Prado.

No, old timer, you're wrong! Haig & Haig are not beverage manufacturers as in the olden days, but on the contrary are two charming young photographers, Mary and Lillian Haig, who, with their father, F. R. Haig, have purchased the Lenney Photograph Studio and have moved to Torrance from Santa Barbara to make their home here.

The Haig family have had photography installed into their lives from the time the elder Haig finished school, 35 years ago, and first began taking pictures. The Haig sisters topped off their home training in photography with a three-year course at the School of Photography and Coloring at Winona Lake, Wisconsin. Here they were privileged to study under some of the country's foremost artists.

"We are prepared to do anything that pertains to photography," said Mr. Haig, "including portrait work, kodak finishing, coloring, copying, enlarging, and commercial photography."

As an introductory offer, the Haig & Haig Studio will give one colored photograph free with every order placed this month.

Gate Receipts to Go For Charity, Says Murphy

Manager Spud Murphy said this week that he wants to make it known to the citizens of Torrance that the ball team sponsored by the American Legion post, now playing in the National League of Southern California Night Baseball, is not a profit-making institution, in spite of the fact that a charge of two-bits is made for entrance to the games.

This charge has to be made under the rules of the association, and also under these rules it was necessary to enclose the grounds and erect new bleachers. All profit that may be derived from the admissions over and above the small necessary league expenses will be donated to the Torrance Relief Association and will go to the relief of the unemployed and needy in the city of Torrance. "For this reason, says Spud, no baseball fan should deprive himself of the pleasure of attending the games, as he will not only enjoy some good contests but he will be aiding in a worthy cause."

Thanks are due, says Spud, to the Tolson Transportation System for the use of their trucks in hauling the lumber and material for bleachers and fence, and to D. & M. Machine Works for donating the paint and the services of a workman to paint the fence which now surrounds the grounds, and also for the services of Myron Hundershult, employed by the D. & M., who cut off the ragged top of the galvanized iron fence with an acetylene torch.

The Torrance Pharmacy fixed up the grounds with water containers and the Torrance Electric Shop donated services to check up and put in shape the lighting apparatus at the grounds. The Legion boys and other generous citizens put in some hours of hard labor to build the bleachers and put the grounds in shape. To all of those who contributed in any way to the success of the project, thanks are due, and the Bert S. Crossland post and Manager Murphy are not sparing of their appreciation and praise.

Civic League Is Launched Friday Eve at Waleria

Residents of Torrance Area
Seek Reduction In Local
Water Rates

More than 100 residents of Waleria attended a meeting held Friday evening at the L. D. S. hall, at the corner of Hawthorne boulevard and Newton street, when a Civic League was organized. L. P. Newman was elected president, G. Bennett, treasurer, and C. L. Palmer, secretary.

The principal business transacted at the meeting was the discussion of the water rates which are now in effect in the community. Waleria gets its water supply from the Quanta Water Company, and is now paying a rate of \$1.50 per 800 feet, which the citizens would like to see reduced to \$1.00 per 1000 feet. A committee was appointed to draw up a complaint which will be presented at the next meeting of the league for action with a view to submitting the proposal to the railroad commission for settlement.

L. P. Newman was elected member for Waleria on the new board of directors of the Torrance Chamber of Commerce.

Mayor William T. Klusman and City Attorney Julius R. Jensen, addressed the assembly. The next meeting of the Civic League will be held at the Waleria school house on Friday evening, May 20.

Five Residents of Torrance Are "Taken For Ride"

Five residents of Torrance, including Principal Herbert S. Wood, of the Torrance high school, Mr. and Mrs. Leonard Austin and their children, were "taken for a ride" Sunday afternoon, but unlike some "rides" that are too freely offered the passengers were returned in safety and declared themselves perfectly satisfied with the journey.

Harold Stevenson, student pilot, was the lad who took them and the trip was made by airplane over the harbor district and even over the ocean. All were enthusiastic over the delightful trip and the magnificent panorama of beaches, cities and sea which spread out beneath them. Stevenson has had considerable experience in the air and will soon have completed the 50 hours of flying necessary to obtain a government license as a commercial pilot.

Reckless Diving Charge Brings Fine

Joe Mickel of the Club Cafe was arrested Saturday night on charges of possession of liquor and reckless driving. On his appearance in the city police court, Mickel was fined \$50 or 25 days in jail on the possession charge and \$150 or 75 days on the reckless driving charge. Half of the sentence was suspended and Mickel paid the balance and was released.

EXECUTIVE DEPARTMENT STATE OF CALIFORNIA PROCLAMATION

TO THE PEOPLE OF THE STATE OF CALIFORNIA:
In honor and memory of the sacrifices made by the brave men and women who participated in the World War, the American Legion officially has set aside May 28th as annual "Poppy Day."

Proceeds from the sale of these paper flowers are used in aiding those crippled by the wounds and diseases of war.

Last year more than eleven million poppies were sold throughout the United States, Panama and the Hawaiian Islands, all manufactured by disabled veterans under the supervision of the American Legion Auxiliary. Lest we forget those who lie "Over There"; those who have passed to the great beyond in their own country; and those who are now struggling to rehabilitate themselves despite the cruel handicaps placed upon them by War, I hereby proclaim May 28th as "Poppy Day" throughout the State of California and

beg of my fellow citizens throughout this great commonwealth that they give whole-hearted support on that day to the work being done by the American Legion Auxiliary.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Great Seal of the State of California to be affixed this 29th day of February, 1932.

JAMES ROLPH,
Governor of California.

NEW HEAD IS APPOINTED AT STEEL PLANT

Vice-President of Parent
Corporation Assumes Charge
On the Coast June 1

Ambrose N. Diehl, vice president of the United States Steel Corporation, has been appointed president of the Columbia Steel Company and will take charge of affairs in the steel industry on the Pacific Coast about June 1, according to an announcement from New York recently.

Diehl has been associated with the steel industry since 1890 when he entered the Duquesne works of the Carnegie Steel Company as a chemist. In 1925 he was made operating vice-president in charge of the Pittsburgh district of this organization.

Five years later he was elected vice-president of the United States Steel Corporation and moved his offices to New York.

Diehl's capacity for getting results in his field of operations is shown by the fact that twice when he was head of the blast furnace department of the Duquesne works, that department broke the world's record for making pig iron, and that he was placed in charge of the works during the critical post-war years after 1918.

The new Columbia president is not only a steel man of prestige and ability, but he has always been an active worker in civic and club affairs.

He was chairman of the Red Cross chapter of the Red Cross, served on the Pennsylvania fair commission, the Pittsburgh city rivers and harbors planning commission, as president of the University Club of Pittsburgh, and as a director of both the American Institute of Mining and Metallurgical Engineers and the Engineers Society of Western Pennsylvania.

Speedboat Capsizes; N. Hendricks Drowns

Noah Hendricks, age 31, residing at Wilmington, was drowned Sunday night when his speedboat overturned from a small boat which was being towed to the mainland from Catalina Island by the yacht Fun Runner 2. The captain of the yacht, P. E. Paige, had noticed the small boat in distress from the heavy seas and took it in tow. Shortly afterward Hendricks was pitched from the cockpit by an exceptionally heavy sea and was lost from sight. The Fun Runner sent up rockets which attracted the coast guard but the search of the two crews was unsuccessful.

Mr. Hendricks was a brother-in-law of Mrs. J. Scotton, 1438 El Prado, of Busseti Sidebotham of 1743 Arlington, Torrance, and a son-in-law of Mr. and Mrs. Edward Sidebotham of Lomita. Mr. Hendricks is survived by his wife and a young daughter. He was well known in Lomita where he had attended the public schools and spent most of his early life.

Thaxter Junior Gets High Rate At Baby Clinic

Many Torrance Babies Register
High Score at L. A.
Annual Baby Show

Gilbert Thaxter, Junior, 17 1/2 months old, son of Mr. and Mrs. Clinton Thaxter, 2372 Torrance boulevard, was high score boy at the annual inspection held at Los Angeles, Chamber of Commerce recently as an observance of "National Baby Week." His rating was 97 1/2 per cent. Naida Barnes, age six and a half months, daughter of Mr. and Mrs. J. Barnes, 1104 Laura, Thaxter, Julia, Villenave, Dorothy Whiting, Sanford Williams, Dorothy Warning, Anna Willman, Russell Lee Watkins, Shirley Yetta.

A blue ribbon was awarded Jacqueline Wine, age two months. Red ribbons fell to Don Freeman, Virginia Keller, Nina Lee Lach, James Moreland, Jeannette Naomi Edwards, Lawrence Fletcher, Barbara Gilliam, Paul Gilliam, Ann Gallimore, Frances Gallucci, Lawrence Wayne Hinds, Barbara Houch, Wanda Jo Holloman, Earl Hillier, Nell Irene Hoott, June B. Jones, Patricia Joan Jessome, Raymond V. Jones, Janet Lewellen, Arthur Mitchell, Lester Peterson, Frank Paour, Nadine Paour, John Reeve, Joan Sandstrom, George Whiting. Their ratings averaged between 95 and 97.

At the Mothers' Educational Center held at the Woman's clubhouse Friday, May 6, 24 babies were examined and their scores registered. Four new babies were present, Alne Frances Beck, Gordon Cambridge, Junior, Patricia Peterson and Barbara Morgan.

Harbor District Body Meets Tonight

Harbor District Chambers of Commerce are meeting today at North Long Beach. The sessions will begin with a committee meeting at 4 o'clock, followed by a business meeting at 5 o'clock. Dinner and the general meeting will be held at the Masonic temple, 5351 Long Beach boulevard.

Supervisor John R. Quinn will deliver the principal address, on the subject, "The Perplexity of County Government."

GENE IS RECOVERING

Gene DeBra of DeBra Radio Installation Company is recovering from an injury sustained last week when he fell from a roof during an installation.

FIRST GAME IS 3-0 DECISION FOR SANTA ANA

Former Champs Take Local
Team In High Class Con-
test On Home Grounds

Some 300 baseball fans from this city and Santa Ana watched the opening game of the night ball summer season at the baseball park at the corner of Border and Carson street Tuesday night.

The game got under way with appropriate ceremonies. Mayor William T. Klusman made a brief speech dedicating the park to the citizens of Torrance, and pitched the first ball over the plate. His tall hat was no handicap to his honor as the ball sped over the plate for a perfect strike (had there been a batter up) and was caught by Commander L. H. Detmold of the Bert S. Crossland Post with all the grace of a veteran behind the bat. Lou threw to second like a shot in time to retire a runner stealing, had there been a runner or a baseman to take his throw. As it was the game was held up for a few minutes while somebody chased the ball out into center field.

Murphy's boys were on their toes to take the first game of the season and show the magnates of the National League of Southern California Night Ball that the baby of the league was fast growing up, but the Santa Ana outfit lived up to their rep as last season's champs and took the brawl by a score of 3 to 0.

The game was tight all the way. Three hits were all the visitors could pick off Torrance, but the champs played errorless ball. Torrance had three hits and one error, and likewise played a fast, smart game. The breaks were against the home boys and they took their licking with a smile.

Tomorrow night Murphy's boys will go to Olive for the second game of the league season and will be seen here next Tuesday night against Anaheim, the runner-up in last year's championship tilt.

The Torrance line-up against Anaheim will be Wolfe, first base; Storti, shortstop; Leonard, third base; Furney, center field; Wildner, catcher; Brown, pitcher; Watson, second base; Courtney, right field; Smith, left field; Barrett, Kasser, Robertson and Hargis are the reserves.

Council Passes Salary Ordinance At Brief Meeting

At a brief meeting of the city council held at 6 o'clock, Wednesday evening, the council adopted the new salary ordinance reducing the monthly pay of various officials. The ordinance will go into effect May 16. Officials whose salaries are affected by the change are City Police, Judge C. T. Rippey and Chief of Police G. M. Calder.

Former Secretary Chamber of Com. Dies In Illinois

Harry F. Gadeky, former secretary of the Torrance Chamber of Commerce, died Tuesday, May 3, from a heart attack following a period of ill health which had existed for about four years. Mr. Gadeky had been a newspaper man and had been connected with papers in various sections of the United States. He was employed as secretary of the Chamber of Commerce here for about two years, until he resigned on July 31, 1924. Of late he has been employed by the St. Louis Post Dispatch.

He leaves a widow and one daughter. Mrs. Gadeky was formerly Miss Clara Wallis of Los Angeles.

Basich Bros. Are Awarded Contract

A contract for surfacing 7.3 miles of highway between San Mateo and Redwood City has been awarded to Basich Bros. Construction Company, 26550 So. Normandie. Their bid for the job was \$112,910.

Friday the 13th Is Bad Day For Old Brown Derby

Just Around Mocher Finds
Out the Low On Why Bol-
shevik Goats Are Dieting

I went into Frank Buffington's store, the J. C. Penney Company, the other day and I says to Frank what's all this I hear about all the goats of this community going Bolshewik and declaring that they ain't going to eat no more tin cans nor briching straps this week but are going strictly on a diet until tomorrow. That's Friday the 13th ain't it? Must be some special holiday or something. And Frank says, Why haven't you heard, you ought to know something about it seeing you are wearing one of these brown derbies which it is strictly against the law to be seen in one after that day. That is a bad day for derbies, says Frank, or any other kind of a hat except a straw hat, and you can see that you are prepared to take care of you in that line and keep you from falling in the clutches of the law. Well, I says, I see you have got a nice line of straw hats but this brown derby of mine has kept a roof over my head for a good many years, and any way I don't see what the Bolshewik goats has got to do with it. Well, Frank says, you go down and see Sam Levy and maybe he can explain it to you. He is good at explaining about brown derbies. So I went down to Sam's and the first thing I seen there was a line of straw hats so I says What about these Bol—You don't need to say no more says Sam because Frank just phoned me that a dumb bunny wearing a brown derby was coming in to ask a fool question. You can see that I am also prepared to do my utmost to uphold the law against brown derbies. So I went down to Sam's and the first thing I seen there was a line of straw hats so I says What about these Bol—You don't need to say no more says Sam because Frank just phoned me that a dumb bunny wearing a brown derby was coming in to ask a fool question.

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Local Rotarians At San Francisco

The Torrance Rotary Club is being represented this week at the Seventeenth Annual Conference of the Second District, Rotary International, in San Francisco, by President-elect R. R. Smith, Secretary and Mrs. Harvel Guttenfelder, Dr. George P. Shidler and George Peckham.

Dr. Shidler is scheduled to give three important addresses at the convention.

SANTA FE EXECUTIVES COMING FROM CHICAGO

A group of high officials of the Santa Fe railroad from the Chicago office are expected to visit the company's property in Torrance next week. The railroad, through its subsidiary, the C. C. M. O., owns an 800-acre industrial tract in this city.

BEACON DRUG MADE AGENTS FOR BUS LINE

The Beacon Drug store in this city has been made agents for the Motor Coach Company, and is prepared to sell bus tickets to all points on the bus lines, and to issue information regarding travel.

DWELLINGS IN TORRANCE ARE FAST FILLING

Many Newcomers Take Up
Residence In the City In
the Past Few Days

That housing conditions are improving in Torrance is made evident this week by the number of rentals and sales reported by the various real estate dealers in the city.

Harry N. Showalter, Columbia Steel man, has purchased the Reeve property at the corner of Post and Arlington avenues, and is moving into the home. Captain G. H. Harrison, in charge of the Anacosta Copper Company's ships at San Pedro, has rented the J. Forbes Anderson house at 1510 Engracia. Lewis R. Rogers, field superintendent of the Superior Oil Company, has rented the Curtiss home at 154 Post avenue. Leonard I. Prince, new co-owner and manager of the Beacon Drug store in Torrance, has moved with his family into the house at 1635 Post avenue. H. G. Ingram is occupying the house at 908 Amapola. William Haines has moved from Long Beach to 1314 Portola, and J. D. Vitter from Los Angeles to 1318 Portola. These last two men, who are employees of the Ford assembly plant at Wilmington.

W. F. Leadbetter, who formerly conducted a sandwich shop in the MacMarr store at 1407 Sartori avenue, has returned to Torrance and is residing at 836 Sartori avenue. Mr. Leadbetter is now connected with the Pacific States Electric Company. John Vario, who is in the trucking business, has moved from Redondo Beach to 2411 Torrance boulevard. George W. Coburn, a new employee of the Mayfair Creamery, is moving from Inglewood to 1902 Plaza del Amo.

Other newcomers to Torrance within the past few days are Walter M. Sharp, at 212 Mayfair apartments, head of the Walter M. Sharp Produce Packing Co., which operates a plant in this city; Mrs. Joseph Shore, 705-B Sartori avenue; John C. Sells, 2104 Arlington avenue; H. L. Mitchell, 915 Amapola avenue; E. L. Coffin, 2117-C Cabrillo avenue.

During the past few weeks the list of newcomers as reported by the social service department of the Chamber of Commerce has been noticeably larger than it has been for some time past.

The Cravens apartments, which was sold recently to Los Angeles parties, has been completely remodeled and is ready for occupancy. Other apartment houses and dwellings in the city have been improved and made attractive to tenants, and the low rents and desirable living conditions in Torrance, which were widely advertised by the Chamber of Commerce recently are apparently doing a great part in drawing new residents to this city.

Now that the summer tourist season is soon to open, the property owners in this city who have prepared to satisfy the requirements of visitors from other inland communities and other states, may see a big demand for their tenant properties. Those who came last season in response to the advertising campaign will no doubt return and perhaps bring others.