

Guide Lists 30 Manufacturers Located in City

New L. A. Chamber Book Being Circulated Thruout U. S.

Torrance boasts 30 firms classified as manufacturers, in the 1936 Manufacturer's Guide published by the county board of supervisors and circulated by the Los Angeles chamber of commerce throughout the United States, according to a copy filed this week with the chief clerk's office at the Hall of Records. Listed alphabetically, the concerns are as follows:

Automatic Printing Company, Barlow Oil Tool Company, California Petroleum Corporation, Coast Insulating Company, Columbia Steel Company, D and M Machine Works, Fritts Manufacturing Company, General Petroleum Corporation, Hughes Mitchell Processes, Inc., International Derrick and Equipment Company, William A. Kirk, Lane Petroleum Company, Lomita Torrance Publishing Company, publishers of the Torrance Herald and Lomita News; National Supply Company of California, Pacific Electric Railway Company, Pacific Perforating Company, Pacific Smelting, Inc., Rubbercraft Corporation, H. E. Reeve, Salm Manufacturing Company, Soule Steel Company, Standard Gasoline Company, Thermo Phase Engine Corporation, Torrance Bakery, Torrance Laundry Company, Torrance Sash and Door Company, Tom Watson, Whitney Bakery and White's Welding Service.

IN SOLONS' HAIR

With defeat of both of the liquor proposals it was evident this controversial question would be in the hair of the legislators right from the beginning of the 1937 session.

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Torrance

Street Lighting Pays In Reduced Traffic Accidents

City Budgets \$12,400 Annually for This Form of Protection to Life and Property

Representing an investment in safety and crime-prevention, the city of Torrance is spending an average of approximately \$365 monthly for street lighting and illumination maintenance—an investment which is showing excellent dividends in reduction of traffic accidents and fatalities and crime loss to the community.

Torrance is not one of those "penny-wise, pound-foolish cities" whose poor street lighting is blamed by R. E. Simpson, illuminating engineer for a nationally-known insurance company, for the majority of fatal and non-fatal accident crashes. His opinion is based on a three-year study of traffic conditions throughout the nation.

Local police declare that the installation of sodium vapor lamps at 190th street and Western avenue have greatly reduced the number of accidents at that one-time hazardous intersection and the same type of illumination on either side of the bridge on Torrance boulevard west of Western has eliminated that "bottle-neck" crossing's dangers in fog-bound nights.

High Night Toll

These orange-colored lights cost the city \$6.25 a month to maintain but, in the opinion of City Engineer Frank Leonard, they are worth twice that sum as safety factors. The overhead intersection lights cost \$1.60 each monthly and, for additional illumination, Torrance has 486 ornamental street lights which are contributing factors toward accident and crime prevention.

City officials here agree with Expert Simpson that every dollar spent for adequate street and highway lighting comes back to the public many-fold in reduced accident costs. They know that at least 25 percent of the 24-hour traffic flow comes during the night, "sudden death" strikes at the rate of 80 percent at night and, too, nearly 50 percent of the non-fatal crashes occur at night.

Consequently whenever there is a demand for more street lighting equipment, the city council and city engineer give those requests the "right of way" and act at once. The most recent demand was received this week for illumination at the bridge at highway 101 and Avenue 1 in the Hollywood Riviera.

Regular inspections Engineer Leonard says that the state highway department does not approve of the general installation of sodium vapor lamps, preferring to have these distinctive beacons placed in extremely hazardous locations as

LIGHTS HALT "MASHERS" ACTIVITIES

A little known but important safeguard created by Torrance's excellent street lighting was revealed this week by Captain John Stroh of the police department when material for the adjoining article was being compiled.

"Before we had such good lights, one of the regular functions of the department at night was to escort unattended women home from the P. E. station when they came in on the late cars," he said. "We had to offer this service because 'mashers' were very active here. We used to receive many reports of men in cars or walking forcing their attentions on local women on the dark streets. Now we haven't had such a complaint in several years."

An indication to motorists that these are to be traversed with caution.

This year's budget for street lighting in Torrance totals \$12,400, providing for a maximum expenditure of \$1033.33 monthly. City Clerk Bartlett points out that the average cost has been but \$865 but from now on thru the remainder of the winter months, this will show an increase as the days are shorter. The last power bill was for \$810.56 while maintenance amounted to about \$50.

City Electrical Inspector O. D. Butterfield works three nights a week in addition to his day-time duties, checking over the street illumination. Now in his second year, he has kept the extensive system working in perfect order by his periodic tours to every part of the city.

As traffic increases, other things being equal, opportunities for accidents increase. However, on that basis Expert Simpson says that 75 percent of traffic accidents should occur during the day and 25 percent at night. Actually, he says, and police officers here assert the same thing, the opposite is true.

EXTEND SERVICE

The task of serving legal papers involving the collection of delinquent taxes necessitates employment of an additional deputy sheriff in the civil division of the sheriff's office, the department of budget and research decided this week.

North Torrance Group Formed

Giddings Elected Head of Association

North Torrance residents are proud of their new improvement association and are expecting great accomplishments in their district. Community improvement and social activity are the aims of the association which met at the Perry school Tuesday night and elected permanent officers.

P. W. Giddings of 18200 Arlington avenue, was chosen president; J. W. Shipman, 17701 Redondo avenue, vice president; and Mrs. Lela Gonner, 18002 Prairie avenue, secretary-treasurer. Committees were organized to carry on the various activities of the group. These were:

Meet Again Dec. 4

Alondra Park: John Salm, 1824 West 182nd street; John Kirsch, 18211 Prairie avenue, and J. W. Shipman, Roads and Lights; Forney Gilliam of Redondo Beach boulevard; F. A. Wolf, Hickman drive, and Bert Moore, 3487 Strawberry street.

The next business meeting will be Friday, Dec. 4, at 7:30 p. m. in the Perry school when subjects of importance to the North Torrance district will be discussed. All residents in that area are cordially invited to attend and participate in the session.

Hawthorne Quartet Robbed of \$120 by Trio Early Today

Four Hawthorne men saved \$190 of their winnings on the gambling ship Monte Carlo early this morning when they were held up and robbed by three armed men at Hawthorne and Sepulveda boulevards, because they had hidden that amount of their \$310 roll in their car, according to police reports.

The bandits, riding in a light roadster and carrying a blue steel automatic, snatched \$120 from the homebound quartet, the victims told officers here at 4:20 this morning. They said it was too dark for any description of the hold-up trio. The victims were Walt Abies, 1228 Second street; F. W. Odgers, 502 Carolina street; Jim Blasingame, 803 West Carlton avenue, and Vic Brunner, 13835 Cordway street.

SHOP TALK
By RAY BROOKS

BAPTISM IN A SHOWROOM

Perhaps a bit more streamlined, but showing few fundamental changes, the new automobiles for 1937 have almost all been given their baptism in dealers' showrooms, been praised by ad copy and dealers alike, and received the critical but approving stare of buyers who buy and buyers who just look.

Cheves Get Big Hand

Chevrolet, so far, seem to have received the biggest send-off. It came out when scheduled, and the advertising build-up was tremendous. Ed Thompson, local Cheve dealer, is highly pleased over the reception given his new babies, which by the by, have new radiator line, but otherwise seem to be about like last year. There are some body and mechanical changes, however, but not noticeable to the nekkid eye. Very beautiful they are, though, and Thompson is justified in his great expectations for the coming year.

Fords Due Saturday

Henry Ford, the old maestro, is late as usual this year, with his '37 models due for display this coming Saturday. Schultz & Peckham finally managed to get one car to show on the opening day, as Henry and all the lads have had a bit of trouble getting parts to the coast what with divers and sundry strikes, etc., in the harbor.

The Ford this year will look very similar to the Lincoln Zephyr, but not as pretentious, of course. Fact is, Ford will market two bodies with one motor that is interchangeable... a light model and a heavier one.

Despite staunch supporters of replacing cracks from other makes Ford usually has an ace or two, or three, up his well-pressed sleeve, and is mighty potent in his field. Time was when other manufacturers hung on his words and actions and car buyers would not buy other makes until "they saw what Ford was bringing out."

Willys Done Over

Completely new from stem to stern, and destined to be a find or a fizzle is the 1937 Willys 77. Scrapped entirely were the plans from which they were made in previous years, and in their stead has come a very nifty and super-streamlined buggy, standard-width and having (as it appeared from the pictures) everything the larger cars have plus the selling advantage of a much lower price.

L. James Jenkins, local dealer, is marking time until around the 21st of this month when the new and greater Willys will be shown.

Pontiac Dealer Here

A newcomer to Torrance is the Pontiac agency, 1538 Cravens. Earl H. Forbes, agent. Pontiac this year is a rather unknown quantity, but its sleek lines have beauty and style. Forbes is enthusiastic about his autos and expects to sell many in this district.

Buick, with the ad slogan "It's Buick Again" presents a really beautiful masterpiece, and Buick can always be depended upon to have quality inside the hood as well as out. Lewis Motor Sales report exceptionally fine response and almost sold their month's quota the first week.

Oldsmobile, an up and coming make, are out now at Mullin's with a six and an eight. Oldsmobile last year showed remarkable gains in sales and the '37 models, more beautiful than ever, are destined to make an even more impressive record.

Dodge, Plymouth out Walter G. Lynch, Dodge and Plymouth dealer of Redondo Beach, reports having sold more new buggies in the first two weeks than he expected to sell the first two months. Orders cannot be filled fast enough, and the new cars, changed some from last year, are due for another big season.

APRON SALE

Job's Daughters will have an apron sale next Saturday, all day, in the building at El Prado and Sartori formerly occupied by the Torrance Mutual Building & Loan Association.

VISITS PARENTS HERE

Mrs. Mary Day visited her parents, Mr. and Mrs. Harry W. Roberts, Monday and Tuesday. She lives in Ekeator.

Power Sales by S. C. Edison Set All Time High This Year

Sales of electricity by the Southern California Edison Company Ltd. for the first ten months of this year reached an all time high with the total of 2,419,841,885 kilowatt hours, according to the announcement yesterday by Harry J. Bauer, president. Records of the company show the increase in sales has been continuous since June, 1935, with each succeeding month's sales showing a gain over the corresponding month of the previous year. Total sales for the first ten months of 1936 were 2,076,323,702 kilowatt hours.

According to C. C. Bartlett, manager for the Torrance district, power consumption in this area shows an 18 percent increase over the figures for a year ago.

Coincidentally, Southern California Edison Company territory continues to lead the nation in use of electricity per capita, Bauer said. Kilowatt hour consumption by domestic consumers in Edison territory has increased from 723 to 791 kilowatt hours per consumer per year during the past 12 months. The national average now is 712 kilowatt hours, whereas a year ago the national figure was 662 kilowatt hours.

"Due to the severance from the Edison system of the whole sale loads of the cities of Los Angeles, Pasadena, Glendale and Burbank thru their taking power from Boulder dam, the gross output in kilowatt hours from the Edison system will shortly be reduced by ten to 12 percent below that of a year ago," Bauer said. "However, since 1930 the plans of the company have included provision for this increased supply of Boulder power. Present revenue is greater without the wholesale revenue from the municipalities than it was in 1935 with this revenue included."

Aged Mother of F. C. Morgan Dies

The home of F. C. Morgan, proprietor of the Torrance Auto Electric Service, was saddened last week when word was received of the death of Mr. Morgan's mother, aged 87, at Nanticoke, Pa. In spite of her advanced age, the elderly lady has enjoyed good health until a short time before her passing on Nov. 3.

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OLD RAGS... OLD BOTTLES... OLD STOVES

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Yes, it's TIME, ALL RIGHT. Your old stove served right well all these years... and it probably could get by a year or two more... but what's the use... it will cost more than it's worth.

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In Edison territory alone, 250 homes are changing to electric cookery every week... homes just like yours.

AN ELECTRIC RANGE IS THE
Saved Step
TO YOUR ALL-ELECTRIC KITCHEN

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Thanksgiving NEEDS

Of course you have your Thanksgiving dinner planned, but there are ways and means of getting just the results you want, yet saving time and work, by adding some new kitchen tools to your kit. At National Home Appliance we have just the things you'll need.

Dog Tax Protest Is Fruitless

A woman resident of North Torrance for the past 14 years who did not give her name made a vigorous and lengthy plea before the city council this week to remove the dog tax on families in that area.

"We have never asked the city of Torrance for anything before but we feel that a dog tax on our only means of immediate protection is unfair," she said. Mayor Stanger informed her that the canine levy was general throughout the county and city and that no discrimination can be shown.

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