



Only Newspaper  
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# Torrance Herald

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## TWO CONCERNS MAY BUILD IN TORRANCE

### tentative Plans of Large National Interests Are Divulged

Torrance is being considered as the site for two nationally known manufacturing concerns which are planning to begin business in Los Angeles county, it was understood today from reliable sources. Negotiations are being made by a large airplane manufacturing plant, a subsidiary of a large national automotive corporation, and another important manufacturing company of the nation, it was made known.

A location in a community adjacent to Los Angeles, not as yet selected, is sought. The company, which is planning to undertake the airplane venture has heretofore almost exclusively confined its activities to automobile manufacture, but now intends to branch into the airplane field.

Year-round flying weather was believed to be the greatest point in favor of selection of a Los Angeles county site for the concern. Employment of several thousand expert mechanics and technicians is assured when arrangements are completed, it was learned.

Completion of all details is expected to be made within the next 30 to 60 days. The federal government's move to force holding companies to make adjustments is the principal reason for delay, was the belief.

It has been known for some time that a national automobile manufacturing corporation holds an option on land in Torrance, but whether this site will be used for either or both of the plants was not disclosed.

Details of the second plant which is considering a Torrance site were not divulged, either regarding the extent of its plans or the type of business in which it is occupied.

## Amphictyonic Group Will Meet This Evening

Meeting of the Amphictyonic Council, organization of leading citizens of the area from Torrance to Redondo, will be held in the Episcopal Guild hall in this city this evening, beginning at 6:30 o'clock, according to Dr. George P. Shidler, president.

Discussion of the planned clean-up of motion pictures and community ethical uplift in the area will hold the major attention of the gathering, following the serving of a 50-cent meal. Ralph William Allen, chairman of the organization committee, will take a leading part in the evening's activities.

## KNOW YOUR LAUNDRY

### Torrance Has Large Plant

"Clean from Torrance," housewives in Los Angeles, Long Beach, San Pedro, Redondo Beach and Gardena, murmur enthusiastically when a Torrance Laundry driver returns a bundle of clean linens and clothes to their door, for not only does this local establishment care for the laundry of Torrance homes and hotels, but also that from these neighboring districts as well.

Under the direction of William Rojo, some 60 persons are employed in the work of marking, sorting, washing, rinsing, drying and ironing the laundry of thousands of families and hostleries throughout Southern California.

An abundance of soft water is one of the reasons for the choice of Torrance as the location for the laundry site. More than 60,000 gallons a day are used at the laundry, so the water softeners, which remove any chemicals to be found in the soft water piped to the laundry, are essential to its maintenance. Obviously, use of pure water means a saving to both the owners of the plant and the patrons, since less soap is necessary to get the clothes clean and the clothes are less apt to fade or wear. From the water softeners, the water is carried to a large tank on the roof, holding 20,000 gallons, from which it is dispensed to the tubs below.

When bundles of clothes are

## Steel-Housing Executive Says Metal-Frame Dwellings Are Practical

That an era of steel housing is now an actuality and that steel interests are now making a determined and intensified effort to educate the American public to this new mode of building, was expressed by J. B. Eberhart, executive of the Columbia Steel corporation.

## BENEFIT BALL TICKETS SELLING FAST

### Sale Is Satisfactory, Says General Chairman of Affair

"Ticket sales for next Friday's Torrance Memorial hospital benefit ball are entirely satisfactory in this town and in the surrounding communities," said Dr. George P. Shidler, general chairman of the affair, at a meeting held at the Palos Verdes, Lomita, and Gardena, remarked Dr. George P. Shidler, general chairman for the Washington's birthday social event which is to be held at the Surf and Sand club in Hermosa Beach, February 22.

With tickets for the affair selling rapidly in all sections, there is no doubt but that the success of the benefit ball is assured, stated the Torrance leader. Complete assistance by committee chairman merely substantiates this belief, in Dr. Shidler's opinion.

Planned to provide funds for the Torrance hospital, which offers its services for the area in which the benefit ball tickets are being sold, the event is expected to attract a large crowd of philanthropic residents. Although the club is extremely large, it is expected to be taxed to its capacity, according to organizers.

Emphasis is being placed upon the fact that the music as furnished by the 11-piece orchestra which has been secured, will be of the very highest with the latest tunes being played. Card tables will be provided for those who prefer such entertainment to dancing, it was made known. Decorations in keeping with the holiday will be used.

One of the features of the event is the unique door prizes which are to be given to three fortunate persons. Free hospital and medical services in an appendix operation, an obstetrical case and for a combined tonsil-adenoid operation are the three awards, which may be transferred or used for medical attention of equal value.

### ATTENDS CLINIC

Dr. R. F. Bishop, dentist, 1625 Cabrillo avenue, attended the dental clinic for three days last week, conducted in Los Angeles by the Alumni Association of the University of Southern California.

### Three Directors Reelected On Hospital Board

Three members of the board of directors of the Jared Sidney Torrance Memorial hospital were reelected to their posts when the hospital association held its 15th annual business meeting at the nurses' home of the local institution yesterday.

Mrs. J. S. Torrance, widow of the donor of the hospital; Mrs. Willis M. Brooks, and B. W. Lanz, all former members of the board, were reelected for a period of three years. Terms for the other six of the nine directors have not expired. Annual reports of committees were made.

## Chicken Thief Reported

Report of the burglary of 50 Rhode Island Red hens, valued at \$125, was made to Torrance police authorities Monday, February 11, by their owner, Adolph Haase, who resides at 182nd street and Hawthorne boulevard.

Haase states that he first missed the chickens in the morning, despite the fact that he heard no disturbance during the previous night, at which time police believe them to have been stolen.

## CITY COUNCIL PRESENTS WATER PLAN

### City Engineer to Forward Revised Outline to Washington

In response to requests by the Torrance city council, City Engineer Frank R. Leonard today released details of the municipal water district, to be financed by funds from the federal government.

"We expect the request of \$170,000 on the amended setup to be in the hands of governmental authorities in Washington within the next week, and will await confirmation or suggestion from federal authorities before continuing with the project," the city engineer said.

Under the revised plans as suggested by Leonard money will be spent for the following items:

- Elevated tank, capacity 2,500,000 gallons, \$28,000.
- Two wells, \$10,509 each.
- Pumping equipment for wells, \$4,644 each.
- Average flow, capacity 1,800,000 gallons, \$23,000.
- Booster plant, \$8,500.
- Pipes from wells, \$4,617.
- Pipes to distribution point, \$3,600.
- Purification equipment, \$3,000.
- Grading and fencing, \$2,200.
- Distribution pipe lines, \$63,644.
- Miscellaneous and contingent fund, \$4,933.

It was pointed out by the city engineer that bids will first be accepted for the elevated tank and wells, but no action can be taken until approval from Washington is received.

Confirmation of the city's amended application extending the retirement of the \$128,000 in bonds to be sold to the Public Works Administration from 13 to 20 years was read at yesterday's council meeting in a letter from Samuel Taylor, counsel for the administrator at Washington. The balance of the \$170,000 to be received from the government is represented by a \$42,000 grant, or outright gift.

Proceeds from the \$200,000 bond issue sold to private investors is being expended in purchasing the present system of the Torrance Water, Light & Power Company, in acquiring land at the junction of Torrance boulevard and Maradonna avenue, to be used as a well, pumping and storage site, and to defray legal and engineering expenses incurred during the past four years since the original \$400,000 bond issue was voted. There will remain approximately \$40,000 from the \$200,000 issue, which will be held as a contingent fund to finance future expansion of the system. An effort will be made to sell water to a number of large industries who are not now customers of the municipal water district, in which case, the remaining \$40,000 will be needed to finance additional wells and pipe lines, City Engineer Leonard stated. Leonard is also manager of the water department.

No new applications for loans will be received, however, since those now on record are expected by officials to absorb the money and at the disposal of the corporation at present.

## Home Loans Deadline Is Reopened

Thousands of worried home owners will be gladdened by the news that applications for loans under the Home Owners' Loan Corporation, which were suspended on November 15, last year, have been reopened for consideration, according to dispatches from Washington recently received by W. O. Miles, state manager of the corporation. Large numbers of applicants are receiving notification from the state headquarters in the Rowan building in Los Angeles that their cases, sidetracked by the decision of the corporation to temporarily suspend action on some of the less advanced applications, will now be considered.

No new applications for loans will be received, however, since those now on record are expected by officials to absorb the money and at the disposal of the corporation at present.

Few exceptions to the resumption order will be made. Cases which may be disposed of by agreements between the mortgagee and the present mortgagee, or by refinancing through private agencies, will be either rejected or continued in suspense at the discretion of the corporation.

## Settlement Of Sewer Suit Is Possible

Possibility of the Activated Sludge Process suit for a six-year infringement of patent rights against the Metropolitan Sewer district, to which Torrance belongs, being settled out of court, was made known last night by Mayor Scott Ludlow, who represents this city on the district board of directors.

Offering to settle the entire controversy for a \$20,000 payment without court proceedings if all contingent parties agree, including Texas, Houston and Pasadena as well as the Metropolitan district, the Sludge Process representatives made known their desire to cut the amount 50 percent from the \$40,000 as formally demanded. Whether the district will fight the suit will be determined at a special meeting to be called this week, but the fact that such large municipalities as Milwaukee and Chicago have already lost suits to the concern, makes it appear that it would be best to make settlement, according to Mayor Ludlow.

It was pointed out by sewer district attorneys that the patent rights of the process concern will expire within a two-year period, and that further payments may not be necessary after that date.

Meanwhile officials of the district prepared to accept bids for \$1,768,000 in bonds to be used for the White Point outfall sewer near San Pedro. A \$840,000 federal grant has been given by the PWA for such purposes.

Plans call for the outfall to extend into the ocean for more than eight miles, discharging sewage from the section of the trunk line will be eight feet in diameter and 34,000 feet in length.

Industrial interests of Torrance are known to be watching with interest the result of this work, as it will give this city a reliable sewage disposal system.

## Incubator Required For Tiny Babe

For a three and one-half pound baby boy, the smallest child ever born in Torrance, officials of the Jared Sidney Torrance Memorial hospital have ordered a new type of incubator in which the infant will spend the next few weeks of his life.

Born on February 7 to Mr. and Mrs. R. W. Schmidt, of 700 South Elvira street, Redondo Beach, the baby is declared by attending physicians to be a perfect, healthy specimen, despite his size. Five days after birth the child's weight had dropped to two pounds and ten ounces. However, gradual small gains in weight are noted from day to day now.

Mrs. Schmidt is reported to be convalescing nicely. Mr. Schmidt is a chemist for the Palos Verdes Estates.

## LIBRARY FUNDS SHOULD BE PROVIDED

Suggestion by Mayor Ludlow and other city officials of Torrance that this city include in its request for work relief funds from the Federal total of \$4,000,000,000 enough for a new library in Torrance, deserves the earnest support of every resident of this community.

For years this city has had its library facilities furnished by the county. Because of the method of taxation, in which assessed valuations are considered as the basis, Torrance is forced to pay an exorbitant charge for the service obtained. At the rate of 6 cents per \$100 assessed valuation, the city is forced to pay close to \$10,800 annually for county library service. At present the amount is slightly less, but the addition of utilities to municipal tax rolls next year will raise the levy to the above figure.

Many believe that a new city-owned library, built on land purchased by the town at the present depressed land valuations, could be profitably financed from funds granted by a federal loan and grant. It will cost far less than the present annual charge for county service, they point out, for the library will not only be owned by the city, but the yearly rate of upkeep will be proportionate to the services required. The additional advantage of being able to provide books which suit the needs of this industrial center, would also be enjoyed.

This is more than just a quiet movement for additional funds, and it is rapidly gaining impetus among Torrance's leaders. Additional requests to the present sum of \$145,515 as previously planned, will prove good investments and will not prove excessive for this town, which is asking far less in proportion to assessed valuation than many another community, with less need for cultural improvement.

## HERALD HAS NEW FACE

### Revised Headline Style Is Used in Torrance Newspaper

Introducing a new headline type face to its readers, the Torrance Herald today attempts an innovation which has proved successful with the metropolitan press of the nation and which is rapidly being accepted by community newspapers of the United States—the use of flush left and "British" headlines.

The new type which is being used for the first time in the Herald today is known to the typographical fraternity as Kabel type. Two varieties, medium and boldface, are being used in sizes varying from 18-point to 36-point.

The flush left headline, which was an great popularity several decades ago, has recently been revived because of speed of writing and the ease of readability. "British" style headlines, distinctive for the use of one word declaratives, were adopted from newspapers in London by the Hearst chain of newspapers last autumn, and created quite a furor in the American press. After the momentary shout of disapproval had subsided, the newspapers of the land accepted the new style and now practically every daily of the United States is feeling the effect of these new headlines in their typographical appearance.

The Torrance Herald hopes that its readers will approve of this progressive move in headline style, and anticipates comment from readers giving their personal opinion of the "old" versus the "new."

## Stabbing Attack Victim Is Recovering

Victim of a stabbing attack last Sunday in which authorities were forced to release the lone suspect for want of sufficient evidence, Harry Mack, 2281 West 247th street, Lomita, lay in the Torrance Memorial hospital today, recovering from the deep slash in his right thigh.

Torrance police officials held C. E. Robertson, 2443 Park street, Waverly, the sector in which the slashing occurred, but were required to release him after he had been confined for some 18 hours. Difficulty at identification because of the pitch-black darkness in which the assault took place, was the reason for the inability to prosecute, according to local authorities.

Hospital authorities say that Mack is doing well but will be confined for several additional days, however.

## P. O. Building Delayed

Construction of the new Torrance postoffice building is being temporarily delayed due to the unearthing by excavation crews of a quantity of soft sea-sand in one corner of the basement. Samples of the sand have been sent to federal engineers and until information is received as to what method the government will recommend for combating the troublesome work of laying the foundation of the building will be held up.

## OVER \$1,500 VOTED BY COUNCIL

### Numerous Appropriations Are Approved By Local Civic Body

Appropriations to the extent of more than \$1,500 were voted last night at the regular weekly meeting of the Torrance city council, held on Wednesday rather than Tuesday, because of the conflict with Lincoln's birthday.

Outstanding was the appropriation of \$675 for the purchase of a used 10-ton road roller, while votes on a \$234.75 sewer cleaner, for protection of the property of Torrance merchants, and \$236.32 for three dry-wells in the Lomita boulevard area for storm drain purposes were other major items.

Upon recommendation of Superintendent of Streets William Cascoigne, two other measures were approved, one for the purchase of 60 shrubs for use as a wind break near the band stand at the Palos Verdes, and the other was an appropriation not to exceed \$250, to seed the outfield of the municipal ball park.

In keeping with the federal plan, it was voted by the council to accept the lowest bid of \$144 by E. N. Tompkins to paint the interior of the fire station. A sum of \$100 was also approved for use in renovating the office of the city clerk.

Action to raise the contract with the Torrance Memorial hospital for first aid relief for indigents from \$85 to \$90 was unanimously approved by the council, all five members of which were present. The new plan of care as built by the police department was financed to the extent of \$150. All work is now completed on the project, it was reported.

The council voted to adjourn until Tuesday, February 19, at 7:45 p. m., when final action will be taken on an ordinance authorizing the issuance and sale of \$128,000 in water bonds to the federal Public Works Administration.

## Rotary Club to Hear S. C. Journalism Prof.

With Marc N. Goodnow, field representative of the School of Journalism of the University of Southern California, speaking on "Your Newspaper," the regular weekly meeting of the Rotary Club was held at the Legion clubhouse this noon.

From his broad background of journalistic experience, Goodnow spoke upon the necessity and value of a newspaper in a community of the nature of Torrance. He was the guest of Grover C. Whyte, publisher of the Torrance Herald, at the meeting.

## PAGING ROBERT RIPLEY!

### Mushroom Expert Speaks

By MARGARET KING

Did you know?  
That certain varieties of raw mushrooms are good to eat?  
That there are 78 species of mushrooms in California?  
That few or no kinds of so-called toadstools are

poisonous, with the exception of the "Devil's Snuff Box," which, although it may make the eater ill, is rarely fatally poisonous?

That it is probably tiny worms and bugs, infesting wild mushrooms, that poison the consumer?  
That "toothsome" mushrooms, properly protected and cared for, are not exposed to these small insects and are therefore always safely edible?

That J. J. Millard, Torrance resident who lives on Sepulveda boulevard, owns one of the three mushroom farms which supply Southern California with these delicacies?  
That Millard, after much experimentation, has succeeded in crossing the French Brown and White Queen varieties to produce a hybrid mushroom of superior size and quality which is sought after by both public and private consumers because of its flavor, food value, and keeping properties?

That Torrance was chosen as the site for the mushroom plant because of the ideal climate, which is both sufficiently moderate in temperature and sufficiently humid for the growth of mushrooms?  
These and other interesting facts about the wholesale production of mushrooms were learned when Mr. and Mrs. Millard were interviewed this week.  
Starting his mushroom ranch with one shed, accommodating about 2000 square feet, when he came here from Houston, Texas, two years ago, Millard has enlarged his plant until now during the 90-day production life of his semi-annual crops he picks and sells as many as 14,000 pounds of mushrooms for the Los Angeles market. At present he is constructing a new shed which will house 7,800 square feet of beds.  
"The demand for good mushrooms is so great in Southern California that I could sell a ton a day, if I could raise them that fast," Millard explained. Eventually he hopes to be able to meet

## Herald Goes 'Collegiate'

### S. C. Scribes Hold Reins

The Torrance Herald takes on a collegiate touch in today's issue with a full staff from the University of Southern California School of Journalism having complete editorial supervision of Torrance's weekly newspaper.

Regular workers for the Herald sat back and watched the college "upstarts" roll up their sleeves and go to work last Monday, and today's issue is the result of their "labors."

With unusual latitude being allowed them by the publisher, the staff from S. C. have procured, written and edited all news material in this issue. Headlines were also handled by the invading staff.

Dick Nash acted as editor-of-the-week, while he was assisted in filling the columns of the Herald by Myra Haynes, Margaret King and Ted Gross, all of whom have had newspaper experience on the Daily Trojan, student publication at the University of Southern California.

The project is one of five in which leading community weekly newspapers of the Southland are being edited by student journalists from S. C. Marc N. Goodnow, field representative, and Mrs. Louise Denny, assistant of the School of Journalism, are supervising the activities of the Trojan scribes.

TURN TO STORY ONE  
(Continued on Page 1, Section B)

TURN TO STORY 3  
Page 2