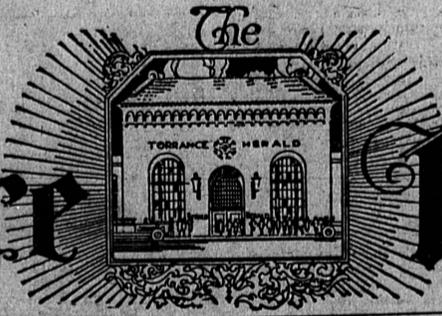


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Two Sections
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TWENTY-SECOND YEAR—No. 55 SECTION A TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 31, 1936 PER COPY 5c

1936 Torrance Building Doubles 1935 Total

Steel Industry's Advance Due to Continue In '37

U. S. Board Chairman Hails Coming New Year With Great Confidence

By MYRON C. TAYLOR
 Chairman of the Board
 U. S. Steel Corporation

During the year 1936 the steel industry has seen its perspective of a year ago fully substantiated by what has transpired in the last 12 months. Productive facilities during the year have been engaged at a higher rate than any time since 1929, and as the old year ends the steel industry is operating at a rate approaching 80 percent of capacity. The most satisfactory feature of this improvement was the steady advancement throughout the year, and it is particularly noteworthy that the political contest exerted no retarding effect on business expansion. This and other significant factors point to a revival predicated upon sound economic principles and actuated by an urgent need for steel.

The year 1936 has seen the beginning of a large program of betterments, involving expenditure of several hundred million dollars. This program contemplates the provision of production facilities necessitated by changes in mechanical appliances and to supply products of a character demanded by the trade, and for general maintenance of larger proportions arising from deterioration and deferment during the depression period. Completion of these rehabilitation plans, entailing financial investments, will bring into being more efficient and economical units of production, when engaged under satisfactory operating conditions. Modernized facilities, to function with a maximum of effectiveness, must of necessity be kept employed at a level approaching full capacity. To the extent that a continuous flow of business in good volume is not assured, it is unreasonable to expect that such facilities can adequately function for the creation of wealth for the public, who are the owners, or to provide the largest measure of employment for those who are engaged in their operation.

Start in Fine Fashion
 General commodity price level.
 (Continued on Page 6-A)

Treasure Hunt Draws Great Crowd to Shopping District

Streets Jammed As 52 of 84 Yule Gifts Claimed

A blanketing fog that all but shut out the cheery colored globes that lined the streets failed to dampen the ardor of the biggest crowd ever to throng the Torrance shopping district last Wednesday night. Fog or no fog, men, women and children—many from out of town—surged from store to store checking numbers that were prize winners. It was the climax of the Herald's first Christmas Treasure Hunt which was launched four weeks ago. All of the 28 merchants participating in the event acclaimed it as the outstanding mercantile attraction of the year. From 6 until 9 o'clock Wednesday night the horde of Treasure hunters jammed the shopping center intent on claiming as many of the 84 prizes as possible.

Earlier in the afternoon the winning numbers had been drawn by little Barbara Lou Kelly, four-year-old daughter of Mr. and Mrs. Guy Kelly, 2317 Sonoma avenue. She plucked ticket stub after ticket stub from a new model Easy washing machine supplied by the Star Department store, for the "master-hopper."

Four Double Winners
 It contained approximately 105,000 stubs and Barbara Lou was a tired girl when she completed the task of drawing the 84 winning stubs. Watching her was her mother, City Clerk A. H. Bartlett, Grover C. Whyte, editor-publisher of The Herald, Ray Brooks, advertising manager, and Lute Fraser, secretary of The Herald.

Then the winning numbers were transferred to special Treasure Hunt placards, they were distributed to the co-operating stores and the Hunt was on! At its conclusion, 52 out of the 84 available valuable gifts had been claimed by holders of winning numbers. Only three merchants, J. Lepkin, tailor; Harvel's Service Station, and the Torrance Tire and Retread.

It Was a Big Job For a Little Girl



—Photo by Haig & Haig.

THIS PHOTO WAS TAKEN just before little Barbara Lou Kelly began drawing the winning Christmas Treasure Hunt tickets last Wednesday afternoon from an Easy washing machine which the Star Department store offered for the "master-hopper" to thoroughly mix up all of the approximately 105,000 ticket stubs. City Clerk A. H. Bartlett is standing by to supervise the drawing and he pronounced it "according to form" in every respect. Selection of the 84 winning numbers was made in The Herald office.

Jail Empty On Christmas; No Fire Alarms

Christmas Day found no "guests" housed in the city jail and only two arrests for drunkenness were inscribed on the police records for that great holiday.

The fire department likewise enjoyed a restful day as no alarms were received. Both Police Chief G. M. Calder and Fire Chief A. B. Stevenson were delighted with the showing made concerning their respective forces.

Seasonal Rain Total Now 5.45

Beginning Christmas Eve, a rainstorm that approached torrential proportions swept Torrance and vicinity at intervals until Tuesday. The downpour added 1.78 inches to make the season's total 5.45 inches at this date. Last year at this time, Torrance had received 3.03 inches of rain.

Other year-end rainfall figures, as reported by the high school weather observers, have been: 1934—8.65 inches; 1933—1.88; 1932—3.33; 1931—8.16, and 1930—1.66.

Oldster Meets Youngster

Strange Pair Exchange Observations About City

A doddering old man meets a new arrival while the latter is waiting to make his entrance in Torrance and the oldster is preparing to retire—and here's how:

"Humph! So you're going to take my place, are you, young fellow? Well, you don't look big enough to fill my robes... by the way, where are your clothes?"

"I'm new at this business, mister—but I'll learn. Clothes? Oh, I'll get 'em by-and-by—I'm young yet, you know."

"You certainly are, boy. Well... what are you going to do for Torrance? I believe I gave that city a lot of history in my day."

"I may be young, sir, but I believe that Torrance will have to make its own way, accomplish its own destiny—all I can do is to keep track of the time."

"That's true, young man, but every new day holds forth a promise of fulfillment that was completely accomplished in my time. As I look back over my career I think that the two things I am proudest of are that during my reign Torrance witnessed the erection of its splendid civic center and the routing of the depression which my forebearers chronicled."

"Those were 'two fine jobs, mister, but... what's there left for me to do?"

"Plenty, my beribboned friend, plenty. You can see to it that more homes are built for the people who want to own 'em here; you can see Torrance getting a city charter that will permit it to keep step with other progressive California

'Party Burglar' Robs 3 Homes Holding Guests

Bedrooms Entered and Cash Taken While Residents Entertain Friends

A daring "party burglar" raided the homes of three local residents Sunday night, emptying purses of guests in the homes and taking jewelry and money belonging to the hosts, according to reports given police Monday and Tuesday.

In all three cases, entry was made by prying screens off windows to bedrooms while the homes were thronged with people. And in their reports of the thefts, the hosts to the parties said they had no knowledge of the robberies until their guests began calling them up after arriving home and informing the hosts their pocketbooks had been emptied.

First victim to report was James Corbett, who lives at 218th and Arlington avenue. He told police that a small check, two one dollar bills and two 50-cent pieces had been taken from the purse of Mrs. Agnes Slichtin of Los Angeles while he was entertaining a card party. The check was made out to Mary Madison, also of Los Angeles, and was endorsed.

Corbett placed the robbery at about 10:15 p. m.

Son's Story Discounted
 Forty-five minutes later another robbery occurred at the home of E. R. Neely of 1521 Amapola avenue. The losses suffered by his guests are undetermined but Neely himself is missing an Elgin watch and his dresser drawers were ransacked.

"My seven-year-old son, Skipper, came out of the bedroom to the living room where we were playing cards about 11 o'clock and said a man with a flashlight was in the room," Neely told police. "I thought he must have been dreaming—he had a big Christmas Day—so I

(Continued on Page 5)

Library to Get U.S. Publications For Local Use

C. Colden Designates City's Reading Center As Depository

The Torrance public library has been named a depository for United States government publications thru the efforts of Congressman Charles J. Colden of the 17th Congressional district, who, at the request of the county librarian, Miss Helen E. Vogleson, exercised his right to designate such a depository library within his district where, up to this time, none had been so designated.

"To care for even a very selective documents collection and make its contents readily available is a task not thoughtlessly undertaken," Mrs. Dorothy Jamieson, local librarian, said yesterday, "but aided and directed by the central office of the Los Angeles county public library we are eager to tackle this obligation of not only arranging and organizing these documents for quick use but of acquiring increasing knowledge of their nature and content."

Citizens of Torrance as well as all residents of the 17th district will recognize this step as one of great advancement in library facilities for the community. More and more students, business men, and research workers are coming to know and appreciate the range, utility, attractiveness and intrinsic value which mark the best of the scientific, social, historical and technological publications of government agencies and offices.

Vital Mining Papers
 Industrial interests of Torrance and her neighboring communities will be gratified to find so readily available such publications as weekly commerce reports on commercial conditions in foreign countries; domestic commerce series which relate to domestic merchandising problems both wholesale and retail; publications of the National Bureau of Standards dealing with standards of weights and measures, and commercial standards of grade and quality.

Important, also, are the technical papers of the Bureau of (Continued on Page 7-A)

City Definitely on 'Come Back Trail' in Construction

No more graphic figures than building construction totals for this dying year are needed to settle all doubt about Torrance hitting the "come back trail" with a steady pace that gives every indication of continuing the march of progress thru 1937.

Construction Record of Decade Reveals Recovery Trend

The building record in Torrance for the past decade reveals the history of "boom" days followed by depression years and thence upward to the present recovery era. Here are the construction totals for the 10-year period now coming to a close:

| | |
|------|------------|
| 1926 | \$ 151,170 |
| 1927 | 2,119,923 |
| 1928 | 1,666,970 |
| 1929 | 606,428 |
| 1930 | 420,587 |
| 1931 | 107,899 |
| 1932 | 797,810 |
| 1933 | 158,507 |
| 1934 | 204,395 |
| 1935 | 455,975 |

LEGION HALL INTERIOR IS RE-DECORATED

Loyal members of Bert S. Crossland Post, American Legion, presented their clubhouse with a Christmas gift last week end when they gathered there with kalsomine, paint and brushes and redecorated the interior of the building.

The floor was also refinished, the whole improvement costing considerably less than the estimated \$200 expense if the work had been done at regular prices. Because the Legion men gave their own time, equipment, and obtained materials at cost, the work was done at a reduced figure.

A recent addition to the Legion's property is a large restaurant stove which now permits the serving of a larger number of persons with less effort.

Building permits here this year more than doubled the 1935 total, while the December construction was nearly eight times greater than the permit total for the closing month of 1935.

This year's building record stands at \$453,975 as compared to \$204,395 for 1935 and \$138,807 for 1934. The all-time high in construction here was 1927's record of \$2,119,923, according to figures on file in City Engineer Frank R. Leonard's office.

Expansion Swells Total
 This month witnessed permits issued to the amount of \$66,745 as compared with \$5,885 for December, 1935. The unusual amount of building activity for the ordinarily quiet 12th month of the year was created by the Columbia Steel Company's expansion program that is resulting in \$33,225 worth of construction at this time.

The steel concern is completing the erection of five new structures and has roofed the 300 by 100 foot open air No. 3 rolling mill. The total cost of the work, according to the permits issued, is \$33,225. The roofing job was done at an expense of \$25,025 while the other permits were as follows:

For a steel frame corrugated iron production building, \$2,447; for an engineering building of the same type of construction, with kalsomine, paint and same type, \$1,541; sand testing building, same type, \$422; storage building for oxygen and acetylene equipment, \$1,094.

Civic Building Continues
 The final permit of the year was issued to the Capitol Company to remodel the brick hotel building at 1728 Artisan avenue at a cost of \$800.

Outstanding construction jobs which stand as real monuments to the city as well as the present national administration are the civic center buildings—city hall, civic auditorium, police station, public library and water

(Continued on Page 4-A)

Save Palos Verdes

CCC Enrollees Accomplishing Great Progress Toward Soil Conservation

Ninety thousand trees planted during the past 12 months... hundreds of tons of soil saved from being washed away... miles of conserving terraces built...

This is part of the accomplishment record of a year's work in soil conservation by Company 4756, Palos Verdes CCCamp, according to a survey of the project by A. L. Darsey of the soil conservation service, Department of Agriculture, who supervises the work of the enrollees.

Darsey gave the CCC youths—most of them from North Dakota—high praise for their year-long efforts in Palos Verdes. He pointed out the stone masonry, worthy of a professional, but done by the sons of farmers who have learned the work in four months.

Stop Erosion
 A tour of Palos Verdes shows where water drainage has practically been stopped by a scientific system of terracing the sloping ground. Where the water is not checked it rushes away in torrents, taking with it the valuable topsoil, the natural restoration of which will require several decades.

One Wild Hour

Former Local Worker Faces Four Charges Following Car Theft

Police and deputy sheriffs are hunting Eugene Cooper, 41, former Columbia Steel warehouse foreman, and when they catch up with him, they may charge him with three felonies and a misdemeanor as result of his hour-long activities Tuesday afternoon.

The accusations may be, in the order of their occurrence: failure to pay a \$5 fine for drunkenness, theft of an automobile, hit-and-run driving, theft of \$90 and a revolver. Cooper fled from the scene of the hit-and-run accident in which a Manhattan Beach motorist was badly injured and has not been seen since the crash at 5 o'clock Tuesday afternoon. He had previously been accused of stealing C. W. Parks' Cadillac sedan from the steel plant where Parks is in charge of the warehouse.

Here's the story of his escapades, as taken from local police and deputy sheriff's reports:

Seen in Parks' Car
 Shortly after midnight Tuesday, Cooper, a 200-pound, five-foot 11-inch husky, was found lying in a local apartment hall intoxicated. He was taken to the city jail by local officers and booked on that charge. Appearing before City Judge Robert Lessing, he was fined \$5 or two days in jail.

He asked for time to get the money and the magistrate gave him until 4 o'clock that afternoon to pay the fine. Then he was released about 11 o'clock. When arrested he said his address was 2091 Golden avenue, Long Beach.

Shortly after 4 o'clock in the afternoon, Parks saw Cooper sitting in his (Parks') Cadillac sedan at the steel parking yard. When Parks finished his day's work he found his car missing and a fellow-worker told him he had seen Cooper driving off in it. Parks reported that he had left a brown leather brief case containing \$90 in cash on the rear seat of the machine and underneath that seat was a .38 calibre Colt revolver and a box of shells.

(Continued on Page 2-A)

VOTERS HERE TOTAL 3,809

Registration Books Cleared of Non-Voters

The new total registration for Torrance is given as 3,809 in new figures announced this week by W. M. Kerr, county registrar of voters.

The new figures for this community show that there are now 2,487 Democrats and 1,145 Republicans, these being the major parties with the exception of decline-to-state classification.

Thruout the county, only 203,461 out of the 1,396,606 registered voters failed to vote at either of the two elections in August and November. Kerr announced. The 203,461 names were stricken from the list as required by the state political code.

The new county total, after cancelling out the names of the non-voters, showed the respective strength of the various parties to be as follows: Democrats 694,362; Republicans, 437,454; Socialist, 2,119; Prohibitionist, 3,860; Commonwealth, 180; Progressive, 1,265; Communist, 582, and decline-to-state, 53,383—total, 1,193,155.

Democratic ranks lost 128,839 in the "weeding out" process, Kerr reported, or more than twice the number the Republicans lost, which was 61,014.

LOMITA SEWER PROJECT TWO MONTHS TO GO

Directors of the Lomita sewer project announced this week that the 270 WPA workers employed on the job will probably have about two months more labor on the project. The eight-inch pipe line is now being laid on Eshelman and Narbonne avenues between Lomita boulevard and West 240th street.