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TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 4, 1937

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New Building in '37 Due to Double '36 Total

CBS to Erect \$300,000 Radio Transmitter Here

Model Plant to be Started on November 15

Construction is to start Nov. 15 on the new \$300,000 transmitter for radio KNX and the Columbia Broadcasting System in the El Nido district, on a 37-acre tract at Hawthorne boulevard and 190th streets, it was announced this week by Donald W. Thornburgh, CBS coast representative.

The announcement indicated that the southwestern corner of the county may be able to boast next summer of having a new horse racing track in operation, development of Los Angeles city's "official" airport under way and the most powerful radio transmitter in the county. The KNX transmitter now is located in San Fernando valley.

Light structural steel will carry the mast to a height of 500 feet, highest yet built in the county. The transmitter will use but the single mast.

South of New Studios mechanical equipment for the transmitter will be housed in a reinforced concrete building 32 feet high, which will be shock-proofed. A standby power plant will be installed for use in case of emergency. Plans also call for installation of short wave apparatus. All equipment may be viewed by visitors from a glassed-in gallery.

Special multiple telephone lines will be installed by the telephone company, the transmitter site being almost due south of the new \$2,000,000 Hollywood studios now under construction at Sunset boulevard and Gower street, near Vine.

Air Movies of S. America to be Shown Rotary

Members of the Torrance Rotary club will "take off" this evening on an imaginary air trip to South America, through the miracle of sound movies provided by the Pan-American Airways. "Flying the Lindbergh Trail" is the title of the interesting airplane picture which takes the audience down one side of South America and back the other coast with visits to many of the South American cities.

The pictures were taken from one of the Pan-American Airways' giant clipper ships. A larger number of Rotarians have invited guests and a large crowd is expected. Dinner will be served promptly at 6:30 p. m. at the Legion clubhouse.

CAR SAID STRIPPED

Two fog lights and two fender guides were stripped from C. R. Hammack's car at 2786 236th street Friday night, the owner reported to police here.

Torrance Chemist Makes Two Speed Records On Trip

Torrance to Denver, Colo., 1,800 auto miles in 26 hours. Denver to Torrance, via Las Vegas, in 22 hours.

Those were the speed records hung up last week by Don Mitchell, son of Mr. and Mrs. P. A. Mitchell of 1451 Post avenue. He explained to friends here that he was "in a hurry" on the business trip.

Mitchell, who was working for a chemical firm occupying space at the Hughes-Mitchell Processes plant on Normandie avenue, is now connected with a chemical company at Me-Kittrick, Calif.

All Kiwanians Participate in Election

BANKER ADDRESSES CLUB MONDAY



POSTMASTER C. EARL CONNER ... gets new job with dawn of new year

With every member present to make the first 100 percent attendance in many a month, the Kiwanis held election of officers Monday night and swept Postmaster Earl Conner into the presidency to succeed Robert Deinhinger on Jan. 3, 1938. Conner was unopposed for the office on the ballots prepared by a nominating committee headed by William Shawger.

Dean Sears, manager of the Torrance branch Bank of America, was elected vice-president over George Probert and the following new directors were selected: Jack Barrington, Howard Daniels, Bill Rojo, Jr., Dr. W. J. Laughon, Michael Strasser, Gaston Aree and Leonard Young.

In addition to the full club membership of 45 present, there were seven visiting Kiwanians and six guests at the dinner-session. City Attorney C. T. Rippey, program chairman, presented Charles E. Berry, vice-president of the Federal Home Loan Bank of Los Angeles, as principal speaker. Berry was instrumental here in 1922 in the formation of the Torrance Mutual Building and Loan association.

Index of Progress

Amounts advanced by the Federal Home Loan Bank of Los Angeles during October to its member savings and building and loan institutions in the Twelfth district, totaled \$1,073,000, Berry pointed out in his (Continued on Page 2-A)

Little Marys Guard Crossings

Have you seen little Mary Torrance?

She's an engaging little trick, bobbed hair, blue eyes and wearing a blue skirt with a white waist. And she has a big smile that won't come off. Mary Torrance made her four appearances this week at the intersections leading to the Torrance Elementary school and her presence is having a controlling effect on motorists passing those crossings.

Holding a sign carrying the warning words "School Zone", Mary is made of enameled sheet iron and she is being tried out for possible replacement of all

Mayor's Group Formed to Aid Jobless Check

Formation of "the Mayor's Committee on Unemployment" to cooperate with the postoffice in obtaining an honest and accurate picture of jobless persons in Torrance during the national census starting Nov. 16 was announced yesterday by L. J. Gilmeister, public relations officer for the city.

Mayor William H. Tolson requested Gilmeister to head such a group and the latter said that Postmaster Earl Conner, Publisher Grover C. Whyte of The Herald, and Red Cross Chairman Mrs. Flora McDonald had consented to serve. The local and Lomita postoffices will begin distribution of questionnaires to those of the nation's 31 million families residing in this district on Nov. 16.

The canvass, to determine accurate statistics covering the number entirely unemployed, partially employed, geographical distribution of unemployment and other allied information, is to be completed on Nov. 20. The Mayor's committee will assist in any way to make the Torrance survey follow the lines set down by the Federal government.

Steel Expansion Work on Schedule

That the rehabilitation and modernization program now being carried out at the Columbia Steel plant here is part of an extensive project on the part of the West Coast subsidiary of the United States Steel Corporation was seen this week in progress reports from other Columbia operation centers.

In each of these reports were the statements that work is progressing on schedule and when completed will afford the Pacific states one of the most modern steel manufacturing concerns in the country. Another mechanized finishing mill with a double compartment pack furnace, similar to the one placed in operation here last month, is scheduled to start rolling at the local plant in the near future. At the present time it is 80 percent complete.

The new three-high roughing mill is proving a distinct success here as is the Landis roll grinder. Cold mills have been relocated as have been bar shears and the Mesta picker. Building runways and new roofing is reported 90 percent complete.

In Los Angeles final plans are being completed for a new office building to house the company's Southern California sales force. Warehousing facilities are being enlarged and improved.

At Provo, Utah, relining and rebuilding of the company's blast furnace is progressing at a rapid rate. Columbia officials announced that the furnace would be blown in and start operation December 1.

The company's coal mine at nearby Columbia has undergone (Continued on Page 2-A)

THS Rally, Dance Tonight 8 to 11

To fire up enthusiasm for the final Marine league game of the abbreviated 1937 season—that with Gardena high school tomorrow afternoon at Gardena—a Torrance high school student rally and dance will be held tonight from 8 to 11 o'clock in the Civic Auditorium. Louis Murray and Richard Miller will be in charge of the affair and Ray Dietrich's band will provide the music.

Coach Ray Cochran will speak and the Tartar yell and song leaders will direct the mass vocalizations. Local student leaders this week expressed their thanks to the 20-30 club for being hosts at the last student dance, held last Friday night.

Heads Merchants Association Planning Yule Events



HARVEL GUTTENFELDER

Association Planning Yule Events

Elected a director last Friday night of the Torrance Retail Merchants' association, Harvel Guttenfelder, well-known operator of a super-service station and representative for Goodrich tires and Willard batteries at Marcelina and Cravens avenue, was chosen president of the business group Monday.

Dean Sears, manager of the local Bank of America, and another new director, was elected secretary-treasurer at the luncheon session of the T.R.M.A. board this week.

Guttenfelder succeeds Alden W. Smith as head of the association. The group is now planning an extensive holiday merchandising season. Smith was instrumental in reviving the group and directing its activities which included a number of feature sales attractions during the past year as well as contributing to the development of the city.

Other new directors chosen by 35 who attended the dinner-meeting last Friday were: Ed Thompson, Chevrolet agent; E. E. Murchison, local manager of the Western Auto Supply Co., and Harry Abramson, owner of the National Home Appliance Co.

Observe Armistice Day That group, together with retiring president Smith and Ray Brooks, Herald advertising manager, considered plans for Christmas street decorations this week and Guttenfelder assigned various duties to members of the association. Further details of the Yuletide program will be worked out in subsequent directors' and general meetings of the association.

Mayor William H. Tolson, in (Continued on Page 2-A)

35 SEEK SERVICE RATINGS

Thirty-five applications to take the municipal civil service examinations for fire and police department ratings were on file here when the entrance deadline was reached last week. The tests will be given Saturday, Nov. 6.

Sixteen of the applicants are seeking a fire department rating, two for captaincies and 14 for engineer. Twelve are trying for a police patrolman's beat, five will vie for sergeantcy and two have captaincy aspirations.

No vacancies exist in either department at present, but the tests are being given to bring local civil service lists up to date. Police department examinations will include a target test on the Torrance Pistol club's range.

General qualifications, including seniority, character, efficiency and conduct will count for 50 percent. The written tests score 40 percent and the physical examinations count 10 percent, according to civil service board rulings.

Cities Get Extra Half-Million From Gas Tax

City officials of Torrance and 43 cities of the county were informed this week by the board of supervisors that there will be an additional \$500,000 in state gasoline tax and motor vehicle license fees to be divided among them for the fiscal year 1937-38, by action of the board Tuesday.

The \$500,000 is to be allotted on the basis of the yardstick adopted some two months ago by the board, 85 percent by population and 15 percent by mileage of the streets.

The \$500,000 was cancelled out of an appropriation set up for relief to direct-assessment improvement districts, after it was learned that the survey to determine the needs of the "sour" districts would not be completed for several months yet. The \$1,500,000 set aside for relief of "sour" ad valorem special assessment districts is not affected by the board's action, taken on motion of Supervisor Gordon McDonough.

Ford Supports Grant Los Angeles city will receive about \$320,000 of the half million dollars, it was estimated. This will give Los Angeles a total of more than \$1,115,000 for street maintenance work this year as the city's share under the new yardstick was given as \$795,264.

Supervisors Leland Ford of Santa Monica, who has Torrance and West Los Angeles in his district, and Supervisor John Anson Ford of Hollywood both supported McDonough's move, as did Supervisor H. C. Legg, whose First district has nearly half of the 44 cities of the county.

Chairman Roger W. Jessup opposed the move contending that the money should be kept in reserve for the purpose for which it was intended.

Hyde Here to Push Sewers

Carl Hyde, well-known former Torrance civic worker, does not let his interest in this city's advancement lag even though he now lives in Sacramento where he is executive secretary of the State Unemployment Reserves commission.

He was here yesterday to urge city and county officials to continue efforts to obtain sewers for the Vista Highlands tract in southwest Torrance. Hyde owns some property in that district and has long been one of the leaders in the movement to get a sewage system there and thus eliminate the necessity of cess-pools. Hyde returned north last night.

Mr. and Mrs. Hyde and their daughter, Laura May, who graduated last spring from Torrance high school, are now nicely settled in the capitol city and Laura May is attending Sacramento Junior College. She was Ephraim, scholastic honor student, while attending Torrance high and also edited The Torch, school yearbook, for 1936-37.

Mayor Offers Clock Tower Idea

Now that the Torrance civic center is a five-building accomplishment—and, incidentally, the envy of many a surrounding community—Mayor William H. Tolson is engaged in a roving quest for future projects.

There are three worthwhile improvements that would enhance the beauty of the city but two of these are already started thru the mill of official and semi-official agencies and the third is becoming the object of civic attention.

The two which may be considered in the process of planning are: curbing and resurfacing of Torrance boulevard leading to a beautification of the unimproved center strip by landscaping and planting; and

Construction to Date Shows Big Gain Over Past Nine Years

New construction here during 1937 is almost certain to double 1936's building total. This "better times" fact became apparent Monday when the city building department tore October off the calendar and added that month's construction total to the figures for the first nine months of the year.

Dog-Poisoner Destroys Toy Collie Here

A victim of one of the world's "meanest persons"—a dog poisoner—Queenie, three-year-old toy collie that H. K. Reynolds had raised from puppyhood, died in agony of convulsions recently. There could be no doubt about the cause of the valuable dog's death—it was strychnine masked in some food that had been thrown into the Reynold yard at 1956 Plaza del Amo.

"We know Queenie was deliberately poisoned," the owner, whose affection for his dog was of that rare quality only to be found existing between a good dog and a kindly master, said this week. "She was never out of our yard."

Reynolds is advertising in today's classified section a reward of \$25 for information that will lead to the arrest and conviction of the individual who sent a friendly little dog to an untimely, horrible death.

WAREHOUSE LEASED HERE

Salmon's warehouse at 213th street which became the "old beanyer place" became another center of industry this week as the Cooperative Relief association took a year's lease on the structure and began converting it into a bonded warehouse to store canned goods. The lease was negotiated thru J. C. Smith of the Torrance Investment company.

The Relief association has been storing some 30,000 cases of canned fruits and vegetables in the old airplane factory building on El Prado below the Pacific Electric station. This huge stock is being moved into the 213th street structure and other supplies added.

Western Avenue Extension Due For Approval

Approval of the Los Angeles city engineer was expected to be given this week to a report of the city real estate agent relative to the improvement of Western avenue between 26th and 281st streets, cost of the work to be borne by the county. The county proposed the new alignment, which also must be approved by the city engineers.

COUNCIL MEETS NOV. 9

The next regular meeting of the city council will be held Tuesday night, 7:45 o'clock, Nov. 9.

With two more months to go, 1937 has seen \$1,035,107 in building permits issued in Torrance as compared to \$251,924 for the same period last year. In 1935 the total year's building was \$453,978.

Monthly Totals Given October's construction amounted to \$17,626, smallest since last June, as compared to \$30,590 for the same month in 1936.

Announcement that the Columbia Broadcasting System plans to erect a \$300,000 transmitter station at Hawthorne avenue and 190th street starting this month (see story in first column on this page) gave every indication that 1937 will be a banner building year in this community.

Monthly building totals here so far this year were:

January	\$ 41,030
February	11,845
March	24,165
April	21,690
May	204,615
June	16,555
July	634,950
August	41,175
September	21,436
October	17,626
Total	\$1,035,107

Construction totals for the first 10 months of the past nine years and annual totals were:

Year	Ten Months	Full Year
1936	\$351,924	\$ 453,978
1935	187,545	204,895
1934	136,432	138,807
1933	631,811	637,811
1932	335,749	789,899
1931	80,540	102,880
1930	396,879	420,387
1929	550,243	606,428
1928	23,025	45,765
1927	51,500	2,119,233

Recent Permits Issued Among the recent building permits issued by the city building department were:

To John Austin, who is adding two rooms at 24065 Hawthorne boulevard, \$600; to W. E. Gainsley, who is building two chicken houses, 20- by 200 feet and 20 by 160 feet in size at 3049 Redondo-Wilmington road, \$1,871.

To Mr. McLain, who is having the roof on 927 Arlington avenue composition shingled for \$200; to Josephine Gocham, who is composition shingling the roof on 1015 Cota avenue for \$150; to Richard Pullman, who is erecting a five-room stucco home and double garage at 1225 Cota avenue, \$3,000, and to Al Dobrick, who is reconstructing a three-car garage at 2275 Carson street, \$125.

Tax Refund Claims Begin Flooding L. A.

Claims for refunds on 1935-36 taxes varying from seven cents to \$156,000 have been filed with the county board of supervisors, with expectations that thousands of blanks will begin this week to pour into the county auditor's office.

The seven-cent claim was made on a tax bill of approximately \$25, on behalf of the Security Investment company. The \$156,000 claim was filed by a mortgage company, on an assessed valuation of items amounting to some \$5,000,000. A claim for a refund of \$40,000 was filed on a valuation of some \$1,800,000.

All of the claims prior to Nov. 1 were filed through a so-called tax expert, who is asking commissions of 33 percent from large taxpayers who are under contract to him, according to county attorneys.

(Continued on Page 2-A)