

It's Not Polite To Point, Scotty!



Here's B. J. Scott showing a photographer how debris came bursting through the roof of his Torrance Electric Shop on Marcellina ave. Nearby shop owners found similar results from fallen bricks and plaster and their window displays suffered from the collapsing plate glass.

AN ACCURATE AND COMPLETE STORY

... in pictures and words of last Friday morning's earthquake is contained in this 22-page issue. To offset the fabulous tales which were broadcast over the radio

and through the metropolitan press, The Herald suggests that you mail a copy to your friends in the East. Extra copies, wrapped for mailing may be obtained at any news stand or The Herald's office at five cents per copy. Postage required is three cents.

Quake Photos
On Pages
2-B and 3-B

TORRANCE HERALD

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City Makes Fast Quake Cleanup

Assessor Ready to Give Heed to Damage Claims

CHECK CHIMNEYS BEFORE USING FIREPLACES

Those who have not made a thorough check of their fireplace flues and chimneys since the Friday morning temblors should do so at once or before they start a fire in their homes.

City Engineer Glenn Jain is stressing this fire protection suggestion. He said that many chimneys, in addition to those whose damage is easily seen, have been thrown out of alignment and are potential fire hazards.

Red Cross Moves in To Aid Pueblo People at Aud

Preparations were made by American Legion Auxiliary and Red Cross workers to feed approximately 100 Mexicans last Friday night at the Civic Auditorium, and then the same number on cots rushed here by the Red Cross late Friday afternoon.

However, only 24 meals were served and only 16 of the estimated 300 who were evacuated from their homes in the Pueblo settlement early Friday morning were bedded in the Auditorium Friday night.

"Those who did take advantage of our emergency service told us that most of their fellow Puebloans had found quarters with relatives or friends in and around Torrance," Mrs. R. R. Smith, chairman of the Torrance Red Cross unit, said.

"Double Hazard at Pueblo

However, it was learned that a number did not learn of the feeding and sleeping facilities placed at their disposal in time and some were reported to have spent the night in their cars.

The Red Cross supplies sent here included an ample number of clean, warm blankets, pillows and camp cots. Uniformed workers set up the improvised "hospitals" in short order on the Auditorium floor and stated they could have accommodated at least 150.

Police reported they had no difficulty in restraining the Pueblo inhabitants from re-entering the settlement once it had been cleared early Friday morning on account of fire hazard from gasoline that was believed seeping into the area from three or four quake-split General Petroleum tanks. The fumes, held close to the ground by the dense fog and remaining there because of no wind, were very powerful, police said, and constituted a serious health menace.

Feed Total of 300

Fifty Pueblo residents had dinner in the Civic Auditorium Saturday night and 45 slept there. They were permitted to return to their homes Sunday morning after being served breakfast and lunch. The Red Cross was equipped to continue feeding and housing the Mexican people as long as the emergency lasted.

A total of approximately 300 were fed in all, according to Mrs. Lucille Lewellen, canteen chairman for the Torrance Red Cross unit.

'Like Factory Frolic,' Sightseer Comments

"Why, it's something like your Factory Frolic of other years," one Torrance visitor said as she watched the throngs walking in the downtown streets and all motor traffic shut off. "You people look like they hadn't a care in the world. It's hard to believe that you have just suffered an earthquake."

Quinn Asks Owners to Write Him

Consideration will be given to the true extent of damage to every building in Torrance, Gardena and adjacent area damaged by last Friday morning's earthquake, County Assessor John Quinn said today. Quinn visited Torrance and Gardena Saturday, and the General Petroleum Company's tank farm where a large oil tank was wrecked. He said he observed first hand many of the damaged buildings.

"Any property owner whose building was damaged, whether business structure or dwelling, should write this office and in that way it will not be overlooked by my deputies," Quinn said. He said his men would begin a building-to-building inspection of the quake-damaged district as soon as the bricks were out of the way.

"It was pretty chaotic there Saturday," Quinn said, "and I'll say this much that they had a good patrol system in operation to keep people out of the area who had no business there."

"However, I had business there and it was all that I could do to get past the guard into the tank farm," the assessor said.

Herald Moves, Works Under Difficulties

Forced out of their customary niches in the front office, because of serious structural damage to that portion of the building, The Herald's editorial, business, advertising and circulation staff hastily moved next door at 1324 El Prado last Friday.

Then the hunt began. The pass-word was: "Have you seen? . . . Have you got? . . . Where is it?" as the workers attempted to uncover needed equipment, supplies, records and what-not in the improvised office.

The front door is the back door . . . the telephones remain 444 and 443 but nobody can distinguish between sound of the call bells . . . Sightseers can peer in at the news workers through the door and one remaining plate glass window . . . but customers, patrons and seekers for information must go around to the back and enter through a service door . . . Copy for the mechanical department must be carried around to the side entrance of the backshop in the alleyway . . . There's lots of comfortable lounges, a garden settee and overstuffed chairs in the pre-tem office . . . but nobody has had time to relax in them . . .

The Herald served as a clearing house for information following the quake and its editorial staff gave full cooperation to visiting newsmen, photographers and radio men, in addition to answering hundreds of queries from visitors and those who called by phone.

Hospital Staff is True To Tradition in Quake

Perhaps in no other place in the city was there so fine an example of cool-headed attention to duty than at Torrance Memorial hospital Friday morning.

The result: no panic, no disturbance of any kind, only one patient being reported as suffering from shock.

Damage at the hospital, was limited to plaster cracks and fracture of chimneys, which later were removed as a safety precaution. A large quantity of medical supplies crashed and spilled in various lockers and storerooms.

The new addition to the hospital, soon to be completed, came through the earth shocks without damage of any kind, Miss Esther Z. Maxwell, superintendent, reported after she and the architect and builder had minutely inspected the wing.

Without exception and true to the tradition of their calling, the nurses sped through the halls

Amazing: NOT ONE INJURY

Perhaps the outstanding feature of Friday night's temblors is that:

Despite all of the damage—to homes, industries, business houses—not one single injury was reported of any kind.

At least three roofs caved in—at the former A. & P. store located on Sartori ave., at a barber shop at 1211 El Prado and at the D and M Machine Shop—but no one was trapped or even grazed by falling brick, cement and wood.

At the D and M, 222nd and Artesano sts., Charles Bray had finished his work and was preparing to leave when the top caved in. As the roof crashed he ducked under a large lathe and emerged puffing dust—but unscathed.

Dunham Has Not Lost Faith in City

"Of course we're going to rebuild at once—we've not lost faith in Torrance," declared Charles B. Dunham, whose Dunham Auto Parts shop at 1403 Carson st. was badly hit by the quake. The back wall is down and other brick work dislodged but it won't be long, he said, before "we'll be better than ever."

Building Code Amended to Force Stronger Repairs as Loss Nears \$400,000 Here

By Michael Straszer

With the adoption by the Torrance city council last night of an emergency amendment to the city building code ordaining stronger construction of buildings than heretofore deemed necessary and rigid inspection, the work of repair and reconstruction of last Friday morning's temblor-hit structures swung into high gear today. Although much remains to erase the last signs of the damage, generally estimated between \$300,000 and \$400,000, Torrance has been practically cleared of debris. It is "business as usual" in nearly every mercantile place in the city.

Experts Lend Aid In Drafting New Structural Law

Sitting in special session from 7:30 until midnight, the Torrance city council last night adopted by unanimous vote an emergency ordinance, effective immediately which set forth more rigid regulations governing rehabilitation of earthquake damaged buildings and erection of new structures.

City Engineer Glenn M. Jain first submitted an ordinance modeled after one adopted by the cities of Long Beach and Brawley, following disastrous tremors in those municipalities. After reading of the proposed ordinance by City Clerk Bartlett, Engineer Jain asked for suggestions from the audience, which included a score of prominent architects and structural engineers from Los Angeles.

While the new regulations cover every phase of building, from mixture of mortar used in constructing masonry buildings in the business district to rebuilding of fireplaces in houses, principal discussion centered around dimensions of firewalls on store and office buildings. As finally adopted, the ordinance requires a firewall of two-foot minimum height on side and rear walls of business structures with further provision that firewalls may be entirely eliminated on front walls facing streets.

Experts Donate Services

Of special interest to home owners is the provision regarding repair or building of fireplace chimneys. The new regulations call for tearing down damaged chimneys below cracked sections. Above the undamaged portions of chimney, masonry must be re-inforced with steel rods. All new chimneys are required to have full-length steel rods extending from foundation to chimney top.

Full text of the official ordinance No. 331 is printed elsewhere in this issue.

Following two hours of discussion, during which a number of property owners expressed their opinions, the council adjourned for a half an hour while City Engineer Jain and City Attorney John E. McCall went in.

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The most violent earth shock ever to strike this community—a jolt that far surpassed in strength and resultant property loss the 1933 quake—occurred at 12:42 a. m. It was followed by a lesser tremor at 1:35 a. m. At once a 70-hour period of emergency prevailed, with traffic being blocked by various police units and intensive efforts made by local residents to bring order out of the rubble-dotted business area.

By Sunday night the extra policing was ended and Monday morning the first general survey of the damage was completed by City Engineer Glenn M. Jain. He reported to the council that night that the building ordinance should be amended at once in conformity with the laws of various other cities which had earthquake experience. The engineer also advised the council to retain the services of one or two licensed structural engineers to check reconstruction plans.

All Reports Feature No Injuries

Under the rebuilding formula proposed by Jain, owners of business property who suffered loss would be required to have their places analyzed by a structural engineer and his report, together with plans for re-building, be presented to the engineer's office for checking by the city's own experts.

While Los Angeles dailies and news services consistently over-estimated the damage wrought here—their figures ranging as high as \$1,600,000—all news reports after experienced reporters had been on the scene pointed out the one outstanding fact about the shock: Not a single person was injured here or in surrounding communities where the temblor made itself felt.

Hundreds of plate glass windows, crashed, cornices and fronts of buildings fell off or collapsed and the loss in home furnishings, chimneys and fireplaces was large—yet no one required the services of a physician.

Fog Increases Difficulties in Night

One hazard resulting from the quake was quickly eliminated with the evacuation of approximately 300 Mexican men, women and children from the Pueblo which was threatened with fire and fumes from several cracked and split huge gasoline storage tanks on the nearby General Petroleum Corp. "tank farm."

Among the first relief and police agencies to offer service to the city, the American Red Cross housed these Pueblo "refugees" in the Civic Auditorium until Sunday noon, the local volunteer reserve corps providing accommodations for 41 sleepers and serving approximately 300 meals.

A dense fog shrouded the city during and after the temblors, increasing the difficulties encountered by Police Chief John Stroh and Fire Chief J. E. McMaster in rallying their forces to a "disaster set-up." They were assisted in the first trying hours and throughout the entire emergency by local and outside American Legionnaires, Auxiliary members, Sons of the American Legion, V. F. W., and the regular police agencies—sheriff's office, State Highway Patrol, officers from nearby police departments and the Automobile Club.

P. E. Shops Take "Bad Beating"

Blue flashes from stricken transformers shot into the fog-haze as hundreds of residents hurriedly left their homes to huddle in the chill night air following the first stiff jolt. While most of them returned to their houses and to sleep, scores poured in on the downtown district until police began shutting off streets. There was not a single case of looting reported, although many stores had their stocks exposed to view because of shattered windows.

With local industries, a power shut-off, ranging from an hour to nearly six hours, caused delay on national defense orders but otherwise no shut-downs because of damage were reported. A survey showed that the Pacific Electric shops took a "bad beating" to lead the industrial damage total.

One local official, George Evans, plant superintendent, said he would estimate the damage there at \$50,000. He said that he calculated this figure on the basis of "some 30 years' experience in building" but admitted that the engineering department had not completed its survey as yet. The boiler house was the worst hit at the P. E. shops, although hundreds of window panes were knocked out and there was much cracking in plaster. No machinery damage was reported.

Priority Preference Ratings Extended

Columbia Steel and National Supply continued operations, as did International Derrick and Equipment. Otto Kresse, general superintendent at Columbia Steel, declared Monday morning the plant suffered no damage whatever outside of a "few plaster cracks and a broken water line that caused dismissal of the 12 to 8 a. m. shift in the open hearth." Kresse said all reports of the mill being forced to shut down were erroneous.

The D & M plant was badly wrecked but the debris from falling walls was promptly cleared away and plans made for immediate reconstruction. Meanwhile the D & M lost no time on national defense orders.

Property owners received the "go ahead" signal early Friday from Frank R. McGregor, OPM priorities regional co-ordinator and acting manager for the Los Angeles priorities office. He announced that immediate aid in the form of extending priority rating preference for materials needed for reconstruction of damaged buildings was extended. McGregor also headed one of the many "inspection parties" which toured the city to determine the scope and urgency of the situation.

Legion Clubhouse Virtually Wrecked

The quake is generally agreed to have swayed east and

(Continued on Page 7-A)

Out of the Debris . . . A BETTER CITY TO COME If the British Can Take It So Can We An Editorial

Out of the earthquake has come a re-awakened Torrance. Just as Compton, Long Beach, Inglewood and Santa Barbara emerged from their devastating tremors to become more attractive cities and to enjoy their greatest prosperity, so will Torrance turn its present adversity into opportunity.

There is something about a calamity, such as we have passed through, which knits a community more closely together. Petty differences are swept aside by the stronger impulse to pull together for the common good.

With erection of modern store fronts, more attractive hotels and apartments and modernization of many quake-hit homes, Torrance will present a better picture to the outside world. As a result of these improvements, we can logically expect a more rapid growth, just as Compton, Long Beach and Inglewood have led other Southland communities in development since their out-moded structures were removed by the tremor of 1933.

Expanding Torrance industries, plus other important additions to the industrial group soon to be announced, offer further encouragement. We can well anticipate that present rehabilitating building activity will be but the first step in a continued stride of new building.

Having once seen the benefits of constructive community effort and harmony, we must not allow factional frictions or personal antagonism to blind our vision in the future.

Let us demonstrate our renewed spirit of community helpfulness by patronizing local merchants, who have suffered so greatly by the earthquake, both in loss of trade and damage to stock and buildings. Most of them still have large stocks of holiday goods and, while the storekeepers will be hampered in properly displaying their merchandise because of the damaged store fronts, the gifts you buy will be just as attractive as if purchased from elaborately decorated displays. Furthermore, the recipient of a gift on Christmas morning may be happier in the knowledge that some unfortunate Torrance merchant has been made happy too through the sale of the goods. Let's give our local merchants the break they so well deserve and need.

On behalf of all the business folk of Torrance, The Herald wishes to express its gratitude to the many wholesalers and others from outside sources who have so thoughtfully offered to assist local business firms during these troublesome days. And likewise, we thank those individuals and organizations from neighboring communities who came to our aid during the critical hours following the disaster. We are sincerely grateful. With such wholehearted friends offering to help us we cannot fail. Torrance will come back, better and stronger. It's such trials as we have been through that build character.

There is a motto in the city hall that reads: "I complained about having no shoes, until I saw a man without any feet." After all, our quake was no worse than one night's bombing raid in London and the British still have their chins up. Surely! we can take it for one night if they have endured it for over a year.—G.C.W.

Shock Held Aid in Home Decoration

Several housewives have said that the quake has given them new ideas for home furnishing arrangements. "I learned I could place a davenport along another wall to good effect when we finally lit some candles and saw that the shock had moved it over there for us," one said. Another asserted that her radio now sounds better than ever—after tumbling four feet and skidding clear across a room.



"The Early Bird" GETS THE PICK! There Are Only 30 MORE SHOPPING DAYS UNTIL CHRISTMAS