

# OFFICIALS COMPLIMENTED FOR CITY TAX CUT

## City Now Ninth in Homes

### POSTOFFICE ALSO SHOWS CITY'S GAIN

Both building records and postal receipts in Torrance continued to furnish undisputable evidence today that the city is experiencing a record growth in new homes as well as in new business.

The city ranked ninth among the 45 cities of the county in new building last month.

New construction in Torrance last month was more than four times what it was for June, 1947, or \$1,435,000 last month as against only \$317,120 for June of a year ago.

What is even more important, according to John Patrick, city building inspector, is that practically all of this valuation for last month represents residential building.

Residential building so far this year in Torrance aggregates \$3,324,471 in new single-family dwellings, duplexes, and apartments—and most of it is single-family, Patrick said.

For 1948 to date, permits have been issued for a total of \$4,034,896 in new construction, as compared with only \$2,779,471 for the similar period of 1947, records show.

Postal receipts show a gain of nearly \$16,000 for the fiscal year ending June 30 as compared with the previous fiscal year, Postmaster C. Earl Connor disclosed.

Receipts for the year just ended totaled \$126,220, as

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## New Factory's Giant Sign Is Being Installed

Installation of a giant colored sign on the American Radiator Company's plant is under way today, following completion of the terra cotta facade on the front of the central building of the ultra-modern factory.

Letters are of enameled iron and colored red and blue with the company's mark of merit in two colors. The larger letters will be five feet high, all bolted to the front of the building. The word "Standard" is in English Gothic letters, and the entire sign will be brightly illuminated by floodlights at night.

Employment at the plant now has passed the 250 mark and more men are being added daily as production is stepped up, according to Henry Creeger, manager. Ultimately some 500 men and women will be employed.

H. M. Reed, vice president and general manager of manufacturing for American-Standard, has just paid a week's visit to Torrance and Los Angeles.

He left Tuesday for an inspection of the company's new Pittsburgh, Cal. brass plant soon to go into production.

## Gains Expected With Reopening Of Stores Here

Increased business activity in Torrance is expected to result from the reopening of Newberry's and other variety stores in the area effective today, according to Charles V. Jones, president of the Retail Merchants Division of the Chamber of Commerce.

At its meeting this week the division adopted amendments to the mercantile contract with the clerks' union, whereby the employers agree to call first upon the union when hiring new employees. If the union is unable to furnish an employee satisfactory to the employer within 48 hours, the latter may hire any person.

It also provides, among other things, that any dispute not settled in 24 hours shall be submitted to a joint conference board of four employer and four union representatives. The new amendments are to remain in force until next January 31.



'MOITILE THE TOITILE'—That's her name! Anyway, Moitle, who is a native of the Galapagos Islands, won her owner, John Hughes, Jr., 1318 Madrid avenue, a first prize at the pet show in El Prado Park last Friday, because it was the most unusual pet there.—(Herald Photo.)

## Torrance Telephone Facilities Will Be Increased Next Month

Installation work on two additional switchboard positions has been started in the Torrance telephone office Sartori avenue, it was announced today by A. E. Smith, manager of Pacific Telephone and Telegraph Company.

Designed to handle a rising volume of daily calls and to provide more switching facilities for telephones here, the additional switchboard positions will make a total of 26 serving about 4,400 Torrance telephones. The equipment being installed is scheduled to be placed in service sometime next month.

Under the supervision of Mrs. Lavilla R. McMillan, chief operator, 51 operators now are handling almost 17,800 daily calls in the Sartori avenue office.

This is an increase of more than 4,200 daily calls, or 31 per cent, during the last year, and about 7,350 daily calls, or

71 per cent, since the end of the war. 17 switchboard positions have been added to the Torrance office since 1941.

Meanwhile, one outside cable job has been completed in the northeast section of Torrance, while another cable and wire project now is being spliced in the southeast portion of the Sartori avenue office serving area.

Both cables will provide some of the necessary outside connecting facilities for the installation of a limited number of new telephones here.

"The additional switchboard positions being installed in the telephone office, Smith said, "are part of the telephone company's continuing expansion program of equipment and facilities for Torrance. This expansion will be accelerated to increase service and to provide telephones for all waiting applicants at the earliest possible time."

## Plans Rushed for Reorientation Of High School Athletic Field

Plans for reorientation of the high school athletic field, involving relocation of the dirt track, installation of a modern night lighting system and construction of a new 3500-seat grandstand and two new bleachers, are being rushed to completion by the school's architects, according to J. Henrich Hull, superintendent.

As soon as the state has given its tentative approval, the plans will be presented to the Torrance Board of Education for approval and then returned to the state for a final okay, Hull said.

Every effort is being made to speed the work so that the football field can be lighted for

the opening of the 1948-49 football season in September, Hull explained. A special meeting of the board may be necessary this week, he indicated.

Call for bids cannot be made, he explained, until final approval from the state, 30 days must be allowed by law before opening the bids.

Tentative plans call for a tunnel leading under the new grandstand it is proposed to erect on 218th street. A new ticket gate would be installed on 218th street and another around the corner on Martina avenue. With the ticket gate on Watson avenue this would make a total of three entrances to the new grandstand.

## Softball Trophy Play-offs Expected To Draw Big Crowd

For almost 100 players in the Industrial League the 1948 season is about over, but for the many fans of the softball loop the fun is just about to begin!

Monday it will be a struggle of rubber against steel as Goodyear and Columbia clash in the first game of a series that should pack the City Park.

The contest will be the first of a two-out-of-three series for possession of the title of Industrial League Champs and the newly inaugurated Torrance Herald Trophy to mark the feat. The trophy will be presented to the league winner on the night they defeat their opponent for the second time.

Two other trophies were announced this week when Charlie Dunham came forth with a laurel for Goodyear for winning the first round and with the donation of a cup by the Plastic Company for the winner of the second round, which at pre-

sent looks like a prize take for Columbia.

Goodyear became challenger for the title by virtue of their six wins and one defeat during the first round. Columbia, during the initial round, was weak in fourth place with four wins and three losses. However, the second round started with the Steelmakers making a strong bid for top honors. So far Columbia is undefeated in the final round. They meet Pacific Electric tonight, but a victory over the Railroaders is a virtual cinch since the P. E. boys as yet have not won a contest.

Monday's tilt, which is scheduled to start at 8:15 p.m.

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## City To Stay Outside New Harbor Area

Opposition to the inclusion of any part of Torrance in the proposed South Bay Harbor District was registered by the Torrance city council at its meeting Tuesday night when it adopted a motion by Councilman George C. Powell setting forth the city's position.

Powell's motion was "that the City council formally oppose the inclusion of any part of the City of Torrance in the South Bay Harbor Assessment District," and was adopted by unanimous vote. Powell made a similar declaration on behalf of the council at the meeting held in Redondo Beach Monday to discuss tentative boundaries.

Opposition to inclusion of major Torrance industries inside the proposed district also was expressed this week by the Industries Tax Committee, of which Robert Plomert is chairman.

Speaking before the meeting at Redondo Beach Monday Plomert said that Torrance, with an assessed valuation of around \$33,500,000, would find itself footing the bill for around 25 per cent of the cost of the proposed inner harbor for yachts and small boats.

Maps on display at the hearing showed one proposed boundary line extending to Western avenue on the east and to Imperial Highway on the north. Another meeting is to be held in Redondo on July 27 and Councilman Powell will again represent the city at that meeting.

## Authorize Bids For Facilities At High School

Estimates on the cost of installing additional facilities for home economics courses at Torrance high school are being obtained by school officials, with the possibility that some modernization work can be done during the summer.

"The school has four stoves of inferior quality, and does not have a laundry unit, which probably should consist of an automatic washer and gas dryer," said J. Henrich Hull, superintendent. "At least four new ranges should also be purchased to bring the laboratory up to date."

The administration also was authorized by the board to obtain bids on two other kinds of school equipment.

Bids will be sought for purchase of office machines and typewriters to a adequately equip the office practice and typing department, so that any student who wants can receive this training.

Additional machine and hand tools also will be placed in the school shops, to meet educational standards, and bids for this equipment are being sought by E. W. Ingram, business manager.

## New Choo-Choo On Madrid Gets Dad Up Early!

Junior wasn't the only one that wanted to see the choo-choo that went through town early and late Tuesday.

Many residents who are accustomed to hearing the slush of steam pumps of conventional locomotives on the Madrid avenue spur of the Santa Fe were attracted by a new noise at the front end of one of the four trains that travel through here daily. It was a new air whistle.

Santa Fe officials stated that they were testing a new type of Diesel engine on the run prior to placing orders for the new engine with the eastern manufacturer of the iron horse.

The officials said the engine was on a trial run only and would not be a regular sight—and noise—on the through-town run.

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WINS HONOR—Merle L. Carte, 19-year-old Torrance youth, who was one of the two successful candidates of a list of 250 young men given the West Point preparatory exam. He enlisted last May 6 in the 82nd Airborne Division and has completed his basic training. He is the son of Mr. and Mrs. Clyde V. Carte, 1720 Cabrillo avenue.

## Dick Brown Takes 20-30 Club's Helm

Dick Brown, market operator, is the new president of the Torrance 20-30 Club, installed at a dinner meeting held at the Blue Room of the Hermosa Biltmore. He succeeds Joe Settling, employee of the National Supply Company, who has held the helm for the last year.

The other newly-installed officers are John Lenton, vice president; Dick Settling, secretary, Harvey "Bud" Fellers, treasurer; and the following directors: Bert Smith, John Schwartz, Howard Foster and George Flowers. All are residents of Torrance.

Dr. Rodney Hilbert, international vice-president, was the installing officer.

One of the principal projects of the local 20-30 Club is the sponsorship of the Torrance float in the annual Pasadena Rose Parade, and the local drive for the Cancer Prevention Society.

## Dick Cloward Joins Cavalry

Richard E. Cloward, 18, of 1347 223rd street, Torrance, enlisted at the Torrance U. S. Army and Air Force Recruiting station for three years in the Army.

Cloward, son of Mr. and Mrs. Verdia Cloward, 1347 223rd st., is a 1948 graduate of Torrance High School. For his first enlistment he chose the First Cavalry Division, now in Japan.

## IMPROVE 244TH STREET

Purchase of \$1400 worth of rock and oil for surfacing 244th street between Newton street and Madison street has been approved by the Torrance city council.

## Torrance Now 'Pricing Point' For Steel Mill

"F.O.B. Torrance," is being read out today by purchasing agents all over the western part of the United States, with the introduction of the new "mill point" pricing system adopted this week by Columbia Steel Company and its parent plant, United States Steel Corporation.

Observers generally predicted that the action would result to the benefit of steel fabricating plants whose plants are near the mills turning out finished steel, and that it could well mean that such plants located some distance from mills would look into the possible advantages of locating in Torrance.

Abandonment of the 50-year-old basing point method of selling steel was prompted by a recent decision of the United States Supreme Court outlawing the same method of pricing cement.

With the posting of prices f.o.b. Torrance this week, it was observed by financial writers that one automobile wheel maker already is considering moving from Detroit to Pittsburgh, Pa.

Fortunately, Torrance has many industrial sites available

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## Plan Institute For Merchants

A Business Planning Institute to be held at El Camino College the latter part of August is being considered by the retail merchants division of the Torrance Chamber of Commerce, according to Charles V. Jones, chairman.

The institute would provide leading experts in their field on such subjects as advertising and display, parking and traffic problems, merchandising control, store modernization, and sales training. Similar institutes now are being held in other cities throughout the county.

## Here on First Visit, Likes It, Buys Business

That "boy meets girl" is not the only combination setting up an innuendo to get together was proven last March when John H. Haas of Detroit visited Torrance for the first time—and decided to locate here permanently.

"The number and variety of industries here impressed me most," Haas explained recently. "I had never seen so many in a small town, although I've traveled from coast to coast. I decided Torrance must be a progressive town with a real future."

Last week Haas, for 12 years an auto agency manager in Detroit, made his dream come true by purchasing the Kaiser-Frazer agency in Torrance from Edward Eppler and moving his family here.



ADVENTUROUS—Muriel Rath, Torrance school teacher, who will leave for China July 31 to teach in Shanghai. She flew with the WASPS during World War II.

## Teacher Seeks an Objective View of U.S.

A Torrance teacher who wants to get an objective view of her country will leave for China on July 31 to become an instructor in a non-sectarian school in Shanghai.

She has never been to China, she knows no one in Shanghai, but she isn't afraid. She wants to see how the United States looks from the outside looking in.

The young woman who is seeking this constructive advice is Miss Muriel Rath, 2375 W. Carson street, who has been teaching at the Malaga Cove elementary school in Palos Verdes Estates.

Miss Rath has adventured before, however, during World War II. She enlisted in the WASPS, took the complete course of training and was graduated in seven months as a pilot.

Stationed at an Army Air base in Alabama, she was a service pilot flying officers to other air bases, piloting planes to overhaul centers and doing all the work of a service pilot until the WASPS were disbanded.

Miss Rath now is attending summer school at UCLA and will spend the next three weeks finishing her courses, taking examinations, arranging her personal affairs and packing her bags for departure from San Francisco on the last day of the month.

Another Californian, Dr. Arthur Owen of Monrovia, will sail on the same boat bound for the same school where Miss Rath will teach physical education. Dr. Owen spent 20 years in North China and has been in the United States on leave following the war.

Miss Rath is the daughter of Mr. and Mrs. Frank Rath, of the West Carson street address.

## JACKSON ALTERNATE

Councilman A. L. Jackson has been designated by the Torrance city council to represent the city as alternate at meetings of the Los Angeles County Sanitation District.

## FACTORY TAX GROUP HAILS RATE SLASH

Torrance city officials, complimented by the Industries Tax Committee for effecting a five-cent slash in the new city budget, were given unofficial assurance today that the tax cut will be reflected on next December's tax bills.

Unofficial figures from County Assessor John Quinn gave the city's new assessed valuation at \$36,554,630, which would be a gain of some \$3,000,000 over last year's figure. These figures are before equalization, which means that minor changes will be made after hearings of the County Board of Equalization are officially closed and adjustments made in the roll as ordered.

"We compliment you on a fine budget," said Robert Plomert, chairman of the Industries Tax Committee, speaking at Tuesday night's initial hearing on the new budget. "We note large increases in your fire and police departments,

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## City Will Don Gay Attire for Factory Frolic

You won't recognize Torrance during the middle of September.

At that time, September 15-19 inclusive, a revival of the Factory Frolic will be taking place with a miniature "County Fair" atmosphere complete with all the frills. There will be exhibits of art work, canning, baking and needlework to catch the interest of the homemaker, while more than 100 booths will display the latest in products manufactured and sold locally.

For five days and nights Torrance will salute the industries, the factories and the workers during a gay and spirited light-studded celebration.

Extending from El Prado to Torrance boulevard on the parking lots and other vacant areas between Chavens avenue and the rear of the stores on Sartori avenue, a colorful midway will draw crowds from all over the South Bay area to ride on the thrill-producing machines and concessions. A gigantic "Big Top" will house the many exhibits of industrial products, retail merchandise and distributor's wares. Free vaudeville shows will augment the other entertainment features.

## Walteria Will Get Library, Park Building

Purchase of two war surplus buildings from the Navy for conversion into a larger library facility and recreation room at Walteria, was authorized Tuesday by the Torrance City Council.

Both buildings will be moved in from the old San Pedro service separation center, are in good condition and will be thoroughly renovated, according to George Stevens, city administrator.

The building for the library will cost \$575 and the money will come from library funds. The recreation building will cost \$550 and will be placed in Walteria Park just off highway 101.

## Authorize New License Set-Up

Permanent provision for a license and sales tax collector for the city was authorized by the Torrance City Council this week as the result of the successful experience with a temporary arrangement.

City Administrator George Stevens said indications are that the collector will bring in his salary many times over during a trial period. The city civil service board was authorized to prepare a classification for the position and to hold an examination.



READY FOR TODAY'S RE-OPENING—All week are Elene Simonson left, and Violet Clemons, long Manager J. H. Paget of Newberry's store. More news about the re-opening of Torrance in Torrance has been busy preparing for today's stores will be found in other sections of today's big re-opening. Helping him arrange stock here Herald. — Torrance Herald Photo