City To Shoot for 40,000 in Special Census Nov. 3

500 No. American Workers Here In Walkout; Wage Talks Bogged

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FLAG FOR NEW CHURCH . . . Rev. Homer Miller, pastor of the new Hope Evangelical United Brethren Church on 174th St. in North Torrance, accepts a new flag for the church from Bob Faren (center) and Commander Gordon Arnold (right) of the Bert S. Crossland Post of the American Legion. This is the fourth flag which the Legion Post has given to a local organization this year, Arnold said.

Pit Operators Face 'Fiscus' Jury Trial

Owners of the Torrance Sand and Gravel Co. will face a jury trial on Dec. 16 to answer charges that their Pacific Hills operation is in violation of the city's Kathy Fiscus ordinance.

Scheduled to appear in the South Bay Municipal Court are Thomas H. Block and Charles Sheperd who have pled not guilty to three misdemeanor counts filed by Land Use Investigator George Powell. The complaint charges that Sheperd and Block are "maintaining untended and unguarded earthen sumps and holes in the ground liable to produce bodily injury." A second count involves ownership of the property and the third charges that they have allowed the nuisance to exist without a protective barrier at least 6½ feet high.

The owners denied that the pits were ever unguarded.

"We never had any excavations that were unguarded. We had to have guards, not only to guard the pits, but to protect our equipment from the neighborhood vandalism that has occurred since homes went up in the area."

The sand pit owners denied the charges when they appeared Thursday at the South Bay court. They were released without bail.

Block stated he and his partner were closing down its excavations on the hilltop and moving all their work inside a plot approximately 300 feet down the hill He stated he proposes to fence the old site.

He claims that neighborhood vandals had broken several windows in his buildings and in his trucks, punctured a water supply pipe line, and dumped sand into the truck gasoline tanks.

"The vandalism got so bad we had to put on a night patrol guard," he claims.

Negotiations between the Pacific Hills Homeowner's Association and the sand pit operators came to an end and forced the filing of the complaint after Block and Sheperd agreed to meet all but one of a set of conditions proposed by the homeowners. The operators asked that they be allowed to leave a vacant strip of land in the center of the sand operation. The homeowners declined to agree with that exception.

"We'll cooperate with anyone," said Block, "But people can't be so unreasonable as to make it impossible for us to continue operating. Cooperation works both ways."

Aircraft Workers Seek 24.3 Cent Wage Increase

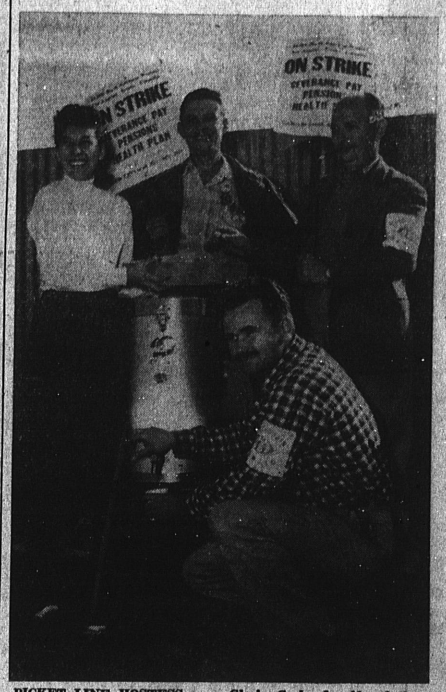
Approximately 500 aircraft workers at the Torrance plant of the North American Aviation Co. left their jobs this week to join the ranks of more than 15,000 other company workers who are on strike for higher wages.

A company spokesman said yesterday that negotiations between the company and members of the United Auto Workers, CIO, Local 887, were "completely stalemated." The last negotiation ended in a deadlock on Oct. 22.

Paul Schrade, president of the local, said the union is asking for a 23.4-cent-an-hour wage increase. The company said that if it granted the wage increase it would cost North American $95,000,000 to meet the union demands. The company has offered a four-per-cent general increase.

At the Torrance plant picketing of the company's gates continued in an orderly fashion. Picketing was on a 24-hour basis with hot coffee and doughnuts available for the men on the picket line. Bob Gerhard, picket captain, said that his men were standing four-hour picket duty.

Meanwhile both company and union representatives are standing by awaiting action by a federal conciliator. A company representative said yesterday they would resume discussions on a new contract whenever the government representative calls the next meeting. They stated, however, that as of Saturday noon they had not been advised of any meeting with the union and that "things are at an absolute standstill."



PICKET LINE HOSTESS . . . Gloria Gerhard, wife of the picket captain at the Uorth American Aviation Co. plant on 220th St. and Abalone Ave., serves a doughnut to Troy Keesee, a union steward (left), and Paul Ness, one of the pickets, while they wait for a cup of hot "joe" being poured by Bob Gerhard who is in charge of the picketing at North American in a strike over higher wages. (Herald Photo)

Special Nose Count To Start Next Week

"Operation Doorbell," the taking of the 1953 Special Census for Torrance is slated to get under way here a week from tomorrow, Nov. 2, it was announced yesterday by City Manager George Stevens.

Vernon L. Miller, special census supervisor, will be in Torrance on that day to start the gigantic task of counting noses in every corner of the city.

First item of business for Miller will be the recruiting of about 65 enumerators, who will receive six cents a name for their census taking.

Stevens said Miller hopes to complete the special census during the first three weeks of November. It is believed by city officials that the present population of Torrance will exceed 40,000.

To Count Everyone

Every home, apartment, trailer, hotel, hospital, and other places of residence, permanent or temporary, will be visited by one of the enumerators during the nose count.

The enumerators, who will be agents of the Federal Government during the time of their employment with the census operation, will carry identification and will request the following information:

1. Name of the householder.
2. Names of all residents, roomers, or patients with information as to age and sex.
3. Relationship to the head of household.

Although the city picks up the bill for conducting the special census, it will be more than repaid through increased allotments of gas tax rebates, City Manager Stevens emphasized.

In addition to the increased

(Continued on Page 9)

Plans for Huge PV Development Told

Officials of the Great Lakes Carbon Corp., which plans to develop the Palos Verdes Peninsula into a fabulous community of 35,000 persons while carrying on a mining operation to remove diatomaceous earth deposits from the area, met with a group of homeowners and civic leaders in the Community Building in Rolling Hills yesterday afternoon to explain the full details of the peninsula development plans.

D. L. Marlett, vice-president of the company which now operates a refining plant in Walteria, said at a three-hour press conference at the Fireside Restaurant late Wednesday afternoon that his company was eager to present to the people the plans of his company.

Actually the mining of the diatomaceous earth, referred to by the engineers as "DE," is only a small part of the plan to develop 6800 acres of the hilly Palos Verdes Peninsula.

Newsmen attending the conference labeled the project which already has cost $50,000 for planning as "fantastic."

Under study for the past two and a half months the plan calls for the development of an area into homes, civic center, shopping areas, schools, and parks, the size of which will be greater than the combined areas of Brentwood, Beverly Hills, Bel Air and Westwood, so states Victor Gruen, nationally known architect who made the preliminary survey.

Although the DE would be processed in the present Walteria plant, Marlett said that the operation at the plant would be curtailed to one third of its present activity.

"We will halt the flow of incoming trucks which is now hauling DE into Walteria from our other mine in Lompoc," Marlett told the newsmen.

Great Lakes intends to spend $9,000,000 for the land alone. Marlett said his company was paying more than $3000 per day to hold its option to buy the property from the Palos Verdes Corporation. The company vice-president said his firm intends to develop the property into a residential area for families in the medium and higher income brackets with the "low" priced homes starting in price at $12,000. Three homes to an acre would be the limit of density of homes in the development.

Marlett said the mining operation would not result in an open pit at Walteria and Lompoc but that his company would use the "borrow" method

(Continued on Page 9)

$34,000 School Project Given Building Permit

Construction of the new lunch patio and auditorium for the Madrona Ave. Elementary School got the green light in the way of a building permit issued Friday by the city to Winter Construction Co., contractors on the job.

The $34,000 combination structure is a pilot model of precast multipurpose school construction in this district and may be the forerunner of several such projects at the city's schools, according to Dr. J. H. Hull, school superintendent.

Other permits issued during the week brought the 1953 construction total to $23,858,334 by the time the city closed its offices Friday evening.

The city's previous record in new permits was established last year at $18,487,232, a record which fell in August of 1953.

City officials who have been keeping a close eye on the pace of new construction here still feel confident that the city's 1953 total will not stop until it nears the $30,000,000 mark.

And 1954 has all the potentiality of another record year, surpassing even the 1953 totals, officials say. On the docket for the new year is a 2200-home subdivision for Milton Kauffman, a fabricating plant for Bethlehem Steel, more units of the huge new Carbon and Carbide Chemicals, and several other housing tracts

HUGE DEVELOPMENT . . . Pictured in the shaded areas above are the sections of Palos Verdes Hills which the Great Lakes Carbon Corp. intends to develop into a community of 11,000 homes ranging in price from $12,000 to $25,000. Darker areas are already commited to special uses. Approximately 6800 acres is involved. Price of the land is $9,000,000. Following is a key to the numbered areas indicated on the map:

1. Fitlorum Corp.
2. Associated Telephone Building
3. Subdivisions in Progress
4. Subdivisions in Progress
5. Subdivisions in Progress
6. Walteria Plant
7. Disposal Site Lease
8. Chadwick School
9. New Borrow Pit
10. Palos Verdes College
11. Fitlorum Corp.
12 Rock Quarry
13 Marymount school
14 Inactive Military Sites
15. Inactive Military Sites
16. Inactive Military Sites
17. Inactive Military Sites
18. Coast Guard
19. Oceanarium
20. Portuguese Bend Club
21 to 25. Isolated Parcels

'Get Acquainted' Week Hailed in 56-Page Herald

Here is your copy of the "Get-Acquainted Week" special edition of the Torrance Herald.

Crammed into today's 56-page issue of the Herald are stories of Torrance—stories of its people, its organizations, its business, and its industry.

An exclusive feature of the Herald's "Get Acquainted Week" edition are the pen and ink portraits of Torrance club leaders, organization presidents, and businessmen and women.

More than 250 of these caricatures of Torrance leaders will be found in the 24-page "Get Acquainted" section of today's Herald.

In addition to these portraits, today's special edition of the Herald contains more than 50 photographs, many of them in the 20-page section featuring Torrance's $250,000,000 industrial empire.

All of this is in today's regular Sunday Torrance Herald—and at no extra cost. Street sales of the paper will be for the regular price of 10 cents a copy, Mrs. Pluma Whyte, Herald publisher, has announced. Additional copies of the issue may be obtained at the Torrance Herald office, 1619 Gramercy Ave.