

Western Steelmaking Noting Half a Century of Progress

The cold bleakness of a winter morning was warmed 50 years ago at Pittsburg, Calif., for a small group of men who stood and watched proudly as a young steel worker named Otto Kresse tapped the first heat of steel produced on the West Coast. Fifteen tons of the precious metal flowed from the furnace and into the ladle

on that historic morning. "Why, I shot Indians to find limestone and dolomite for the first heat," Kresse joked later, a remark that was given wide-spread publication in steel-making areas.

KRESSE, who now resides at 1443 El Prado, retired in 1952 as superintendent of the Columbia - Geneva Division of U.S. Steel, one of the many plants which have grown up in the West as a result of the historic morning in Pittsburg when he tapped that first furnace of steel.

A native of Milwaukee, Wis., Kresse started in the steel business in his hometown in 1904. He worked in various steel plants in the East and Midwest, finally joining the firm that won the contract to build a steel foundry at Pittsburg. Kresse was the man given the assignment of building the plant.

ALL THAT he found when he got to the site of the projected plant was a sleepy little fishing village, populated mostly by Italian fishermen. For two weeks he slept on the floor of a houseboat.

His first major problem was the sandy terrain, where waters and rains from a nearby slough undermined rail tracks.

Under Kresse's leadership, however, the challenges were met and overcome until that day the signal was given and he was able to tap the first steel made in the West.



PIONEER . . . Otto A. Kresse, now retired as general superintendent of the Torrance Works of Columbia-Geneva Steel, is shown here beside the furnace he helped build and then tapped for the first heat of steel produced in the West. Kresse resides at 1443 El Prado.



STARTING POINT . . . For this seeming unpretentious beginning, the giant steel industry on the West coast got its start. This shows the Pittsburgh Works of Columbia Steel nearly 50 years ago, site of the first steel production in the West.



JOB APPLICANT . . . More than enough applications were received to fill openings at the new J.C. Penny Del Amo store by 10:30 Monday morning after an ad ran in the Torrance HERALD. Pictured interviewing Kay Smith, 1717 Fren Ave., is Jack Miller, assistant manager of the store.

- New Pastel Shades
- Ready-Mixed

NEW
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\$6.70
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"BY THIS time California had won me over and I had no desire to return to the East," he said later. He was offered the job of first smelter fore-

man for the plant, and went right to work.

He was with the firm in 1923 when it bought the Lewellyn Iron Works here, and a few

years later was transferred to Torrance as the open hearth superintendent. The plant then was known as the Columbia Steel Co., like its Pittsburg predecessor.

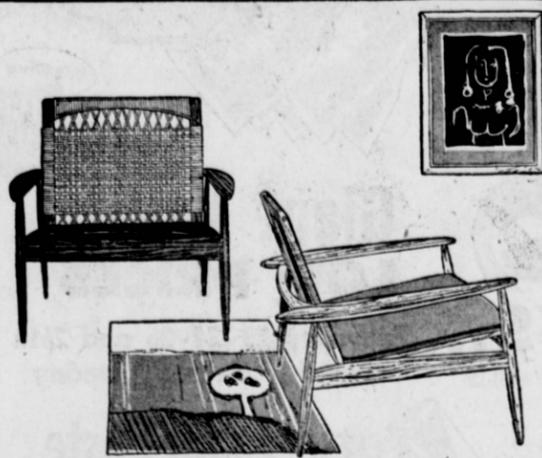
IN 1939 he was named as-

stant general superintendent, and in December, 1940, general superintendent. He held this position until his retirement in 1952.

Today, the Pittsburg Works of the company which Kresse

began to build in the first decade of the century is one of the nation's outstanding steel mills — it boasts the latest in machinery and equipment to produce a wide line of steel products.

the akron



Teak Armchair from Denmark

- those great danes do it again!
- here's vigorous danish styling at its best . . . clean, strong, pure of line . . . an outstanding creation in burmese teak and golden cane!
- from copenhagen's most distinguished workshops . . . hand-rubbed, well-seasoned, uncommonly beautiful teakwood . . . a chair which adapts to a living room, den, terrace, office!
- and we include the marvelously colored foam pillow!

29.99

sorry, no mail orders

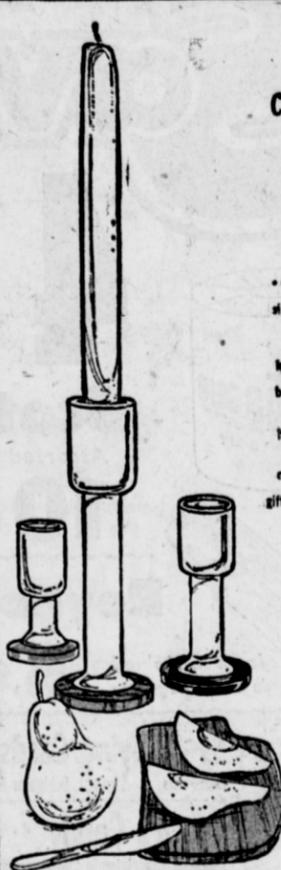


Sale of Striped Madras Cloth

- huge bolts of miracle madras cotton . . . stripes aglow with color, with the native stamina woven in!
- from the looms of the orient . . . madras stripes in lavender-and-wine . . . madras in a sunny rust-and-orange . . . madras with a striking blue-green dominance . . . and 5 other rainbow color combinations!
- magnificently colored sew-it-yourself drapes, bedspreads, skirts, saris, tablecloths . . . all madras and a yard wide!

49c yd.

sorry, no mail orders



Decorator Ceramic Candleholders

- contemporary design in three varied sizes . . . to gracefully and safely hold the candles!
- well-fired ceramic in a delicate eggshell white . . . set in a base which is a circle of color!
- 3 1/2, 5 or 7 1/2 inches tall . . . match them or mix them on a table, shelf, mantelpiece . . . save them for special gifts for special friends
- glowing torches, modern fair . . . white ceramic on bases of black, rust, mustard, lavender, pink, blue and teal
- and we've burned the price at both ends:

79c

sorry, no mail orders



Ceramic Liquor Decanters

- what'll you have!
- whatever it is, stow it in this bright ceramic flask . . . to sip, to serve!
- for scotch, bourbon, rye, vodka, burgundy, vermouth and others which shall be nameless
- 11 inches tall and tapered . . . in eggshell white, rust, mustard, black, lavender, pink, blue!
- \$4 in decorator shops

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Miniature Hibachi

- a small wonder for you . . . the petite koro-san from japan!
- it stands 5 inches tall, has a five-inch grill, and wooden handles and legs
- you actually cook with it . . . wieners, marshmallows, minute steaks, ribs from veal small piglets
- have a personal hibachi . . . how about one for each guest?

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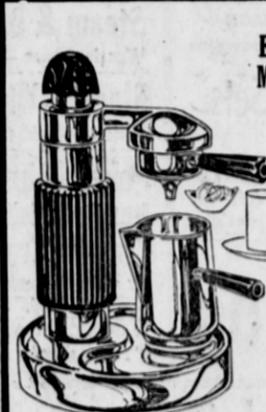


Indian Dinner Gong

- come and get it!
- a gleaming gong, exquisitely engraved, suspended in a shimmering frame . . . and in brass!
- hand-carved with traditional indian symbols . . . in 4 models, 6 inches high
- the mallet's included (it's a hit)
- a gay, interesting decorative accent

99c

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Electric Espresso Maker from Italy

- you'll have steaming cafe espresso in just minutes!
- this european favorite brews 2 to 4 aromatic cupfuls
- all in chromed stainless . . . it works easily, automatically, efficiently, deliciously!
- continental flavor at dinner and after-dinner . . . espresso!
- \$40 in rome

19.99

sorry, no mail orders

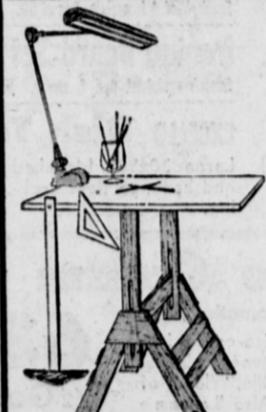


Sale of Men's Ties

- from one of america's leading neckwear houses!
- the neat, narrow look in ties . . . in silk, silk & cotton, silk & worsted
- what colors and patterns! solids, stripes, paisley, foulards, prints . . . mild ones, wild ones, thousands!
- \$2.50 in men's shops

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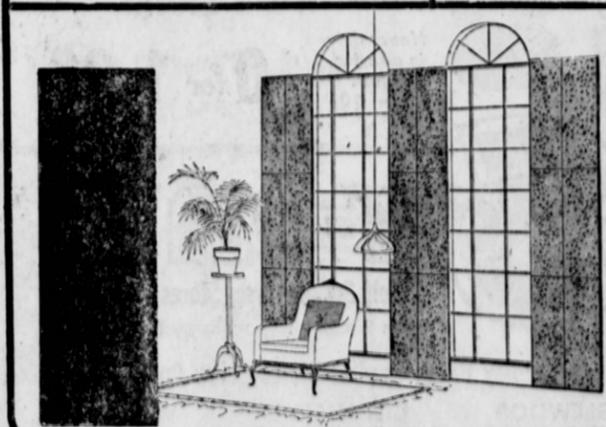
Drafting Table

- professional quality table for draftsmen, artists, architects, serious doodlers!
- a smart addition to a studio, office, den, hobby tower
- 42" x 30" white bass board
- adjusts from 30" to 40" high on a sturdy, steady base

13.99

• drafting table lamp available, too

sorry, no mail orders



3'x1' Portugese Cork Panels

- a corking good idea for do-it-yourselfing . . . panels of natural corkboard from portugal!
- cork for decorating . . . cork for insulating . . . cork to cushion sound . . . cork to bring a new textured look into a room!
- 3'x1' panels, 1 inch thick . . . and you simply nail or glue them to a wall or ceiling (child's play)
- leave them their deep chocolate color . . . or paint them for a bright accenting idea
- try it on one wall to soften a room . . . use it to make the den a den . . . wall a playroom or rumous room . . . it's versatile, functional, good-looking!
- and we uncork this low, low tap:

79c

3'x1' panel, 1 inch thick

sorry, no mail orders



Sale of Firescreens

- standing firescreens in shimmering brass-and-black . . . and some all in brass!
- standard 38 inches wide and 31 inches high
- precision-fitted mesh curtains . . . and automatic pull-chains
- fireside beauty for provincial, traditional or modern hearths
- akron reg. 13.99

8.99

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