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This Issue

NINETEENTH YEAR—No. 47 TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 23, 1933 PER COPY 5c

CHAMPIONSHIP RODEO STARTS SAT.

CURLY FLETCHER AND THE STRAWBERRY ROAN AT RODEO

Fiddle-playing, Song-Writing Cowboy Will Act As One of the Judges At Big Western Show Held At Ball Park Saturday and Sunday

The boys are all drifting into town this week, been coming in all along, says Cowboy Joe, who is putting on the big rodeo for the Bert S. Crossland Post, American Legion, which will take place Saturday and Sunday, November 25-26.

Yep, they'll all be here come Friday night. And the girls too. They're moving in now, as I guess you have seen if you've been around town any.

And by the way, this town had better wake up to the fact that there's a rodeo going on here and the people had better get into their cowboy duds for the occasion, because it's going to cost 'em something if anybody appears on the streets without a ten-gallon hat or a striped bandana, or a pair of chaps. Oh, yep, of course they can wear other things, in fact I guess it would be advisable for them to put on something besides a ten-gallon hat because that only covers you down to the ears and I ain't heard that there is any nudist colony around here, have you?

Well, anyway, leaving politics out of it, there is a right smart good few of the boys in town right now waiting for the show to start. Let's see. There's Abe Lyton, he's going to be the master of ceremonies. You know, the fellow that rides around and announces the events, like this "All ready, ladies and gentlemen, Curly Fletcher, the world's champion bronco rider, coming out of chute No. 2 on the Strawberry Roan." Oh, well, a minute I'm getting ahead of my story. I'll tell about that later.

Well, then there's Sammy Garrett and Andy Jauregui, and Curly Fletcher. They're going to be the judges. And Juanita Hackett, she will be the secretary of the association.

And there's Irvie Collins, Johnny Slater, Frankie and Johnnie Snyder, yep Frankie and Johnnie, the Gardner boys from Arizona, Jim Ace and Melvin, and Johnny Judd, and Hollaway Grace and Wayne Johnson, and well, I just can't tell all of their names but there will be plenty and they will be champs all of them, and there will be plenty of champ girl riders, pretty too, don't forget that. You will see some of the best riding and roping, and some of the best steer decorating and calf roping that you'd ever hope to see because all these performers are right up in the money wherever they appear.

Well, now I was going to tell about Curly Fletcher and the Strawberry Roan.

You know that song. You've heard it on the radio and everywhere for a long time. Well, Curly wrote that song. Wrote it back in 1915 and not only that but he wrote a lot of other songs that

Employment At Columbia Greater Than Ever Before

When the 1330 employees of the Columbia Steel Company in Torrance received their semi-monthly pay checks yesterday, a new all-time record in number of employees at the local steel plant was revealed. The total payroll covering the past two weeks was approximately \$70,000.

A total of 1330 employees are now working at the Torrance plant, which exceeds by 300 the maximum corps of workers during the peak years prior to the depression.

With local industries constantly hiring more men, and the federal government's announced purpose of putting 58,000 unemployed in Los Angeles to work before January 1, through the newly created civil works administration, it is anticipated that there will be practically no unemployment among able bodied men in Torrance this winter.

Torrance Motor Safe Robbed of Substantial Sum

Light Fingered Gentry Active In Torrance During Past Few Days

J. S. Hanson, of the Torrance Motor Company, reported to police last Thursday that \$53 had been taken from his safe at the office, 1600 Cabrillo avenue, on the previous Tuesday afternoon some time between 3:30 and 3:50 o'clock.

Charles Steiner, 1670 21st street, lost a number of articles from his car parked on the street, on Tuesday night.

A Ford coupe, registered to H. L. Baker, and sold to L. Pisol, 2315 25th street, was stolen from its parking place in front of the Torrance theatre Saturday night some time between 6:30 and 10:30. It was recovered in Lomita by Lomita constables.

Zacarias Madrid, 110 1/2 North Catalina, Redondo Beach, was arrested this week on a charge of robbery on complaint of Francisco Servin who conducts a restaurant in the Pueblo, Madrid with two companions entered the restaurant and ordered meals about 2:25 a. m. Saturday morning. As the girl waitress handed over the box containing the day's cash receipts to the proprietor, one of the three is alleged to have seized the box containing about \$10 and the trio fled to their car and got away. On information by Servin that one of them lived at the above address in Redondo Beach, police went to the house and arrested Madrid. He appeared for a hearing in the municipal court yesterday.

At the hearing the charge was reduced to petty theft to which Madrid pled guilty and was given a sentence of \$100 fine or 30 days in jail, half of which was suspended for two years on condition that he repay the \$10 stolen from Servin.

LOOKING FOR FIRST MONEY



—Photo by Hag & Hair.
Mayor C. Earl Conner and Commander Percy Phoenix, of the Bert S. Crossland Post, American Legion, all dressed up in cowboy regalia for the grand wild west rodeo to be pulled off at the municipal ball park Saturday and Sunday, November 25-26.

YEAR-ROUND PLAYGROUND AND RECREATION PROGRAM SOUGHT

Torrance Officials Plan to Participate In Federal Offer to Supply Paid Workers For Organized Play

In an effort to keep young children from playing on the streets and to decrease delinquencies among older boys and girls in this community by providing a year-round program of leisure time recreational, vocational and educational activities for all ages, a number of city officials and representatives of civic organizations met with representatives of the Los Angeles county department of recreation and playgrounds Tuesday evening this week at the Torrance Chamber of Commerce.

The plan, as discussed, calls for tying in with the federal program as fostered by President Roosevelt. Men and women who are especially qualified to conduct and supervise playground and vocational activities will be employed and paid out of R. F. C. funds. These paid workers are to be employed on a permanent full-time basis, working 30 hours a week, five hours a day, and will receive from 15 cents to \$1.10 an hour, according to the type of work performed, it was explained by Merrill Webster, assistant director of the county recreational department.

Council to Act

However, before the plan can be put into effect in Torrance, it is required that the city council, appoint a local man, preferably one who is experienced in recreational work, to serve as executive. His duties will consist of planning local recreational and vocational activities and in supervising the R. F. C. workers. He need not devote his entire time to the work.

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Christmas Club Checks Will Be Mailed Dec. 1st

Bank of America to Disburse \$6000 In Torrance For Yule Buying

Approximately 26000 in Christmas savings club funds will be mailed December 1 to local depositors of the Torrance branch of the Bank of America, J. W. Leach, manager, stated today. This flow of cash, coupled with the increased payrolls of local industries, and the wages paid to a much larger number of men employed under the government's new civil works administration, will undoubtedly stimulate Yuletide buying to a great extent in the Torrance trading area.

A staggering total of \$250,000,000 in Christmas saving funds will be released by banks throughout the United States. Mr. Leach states, and in California alone, the funds will exceed \$13,000,000.

Police Called to Keep Order at Co. Welfare

Minor Disturbance at Cabrillo Avenue Headquarters Tuesday

City police were called to the office of the county welfare employment bureau, at Carson and Cabrillo avenue, shortly before 5 o'clock Tuesday afternoon to disperse a gathering of about 20 persons who were attempting to place the grievances of one or two of their number before the heads of the department.

On the asserted refusal of those in charge to deal with the question on a "collective bargaining" basis, the group prepared to hold their ground until such time as they would be heard.

Officers from the city police station were called, who advised that the matter be reported to the sheriff's sub-station No. 3 which office sent two cars of deputies to the scene.

No violence resulted, the crowd being peacefully persuaded to leave the premises of the welfare bureau.

As a precaution against disorder Constable Charles R. Taber and Deputy Constable Hamlin were on duty at the unemployment headquarters yesterday while the park doors were being given out but no disturbances arose.

FEDERAL GOVERNMENT TAKES OVER COUNTY UNEMPLOYMENT

All County Work Orders Automatically Cancelled Tomorrow Night; Unemployed to Get Work Beginning Next Week On Public Works Projects

Starting tomorrow night the federal government steps in to take over the unemployment problem in Los Angeles county, with the proposal to put 40,000 men to work on practically full time beginning next Monday at the rate of 10,000 per day for the first four days of the week.

TO OPEN BIDS FOR P. O. SITE DECEMBER 18

Postal Officials Expected to Review a Number of Sites in Downtown Area Soon

Bids for the purchase of a site for the new federal post office in Torrance will be opened December 18, it was learned this week. Stipulation was made in the announcement that sites must be conveniently located, include 13,000 square feet with a 90-foot frontage, and not cost more than \$15,000. Postmaster Alfred Gourdier added that both corner and interior lots would be considered, but that property with two alleys, one at either side and the rear, would be favored.

Several sites have been suggested since the announcement two weeks ago that the government had allocated \$65,500 for the construction of a new post office in Torrance. Postmaster Gourdier stated that he expected a visit soon from a postal inspector to review local sites. All locations will be considered and the list forwarded to Washington with the recommendation of the postmaster, Mr. Gourdier stated.

It is expected that construction will begin in a few months, due to the policy of the administration to rush work on public buildings in order to provide work for the unemployed. The lease on the present post office quarters in the First National Bank building on Marcellina avenue, expires December 1, 1934, but a stipulation in the lease permits the government to cancel it at any time.

Redondo Beach Bldg.

Bids on post office sites in Redondo Beach will be opened December 11, according to word from Washington this week. Specifications call for 15,000 square feet of space with a 95-foot frontage, and a cost not to exceed \$15,000. Allotment of \$73,700 was made for the Redondo building at the same time as the Torrance project was approved.

N. R. A. Speaker At Rotary Club

Franklin Lowrey, director of the N. R. A. speakers' bureau in Los Angeles, addressed the Torrance Rotary Club this noon. Mr. Lowrey is an able speaker and presented many interesting facts and figures regarding the national recovery administration.

At a recent meeting of Rotary Club directors, Sherwood McIntyre was appointed a director to replace L. B. Kelsey, resigned.

Gas Bill Rebate to Unemployed to Take Effect Today

Manager H. W. Beach of the Veterans Co-operative Relief Association left today for Porterville on a commission from the state food administrator to bring back a quantity of citrus fruits for distribution to units in this section.

According to Mr. Beach the new deal on the gas situation will go into effect today, whereby families registered with the unemployment units receive a rebate in their gas bills amounting to about 75 per cent from the gas distributing companies in this district.

Further advantages to be obtained which have not yet been completely lined up are to be announced next week, and these will be of great importance to the unemployed in this and other districts.

Ministers' Assn. Elects Officers

At the November meeting of the Torrance Ministerial Association, held at the manse of the Evangelical church, Rev. O. D. Winder, pastor of the Evangelical church, was selected president of the association for the year of 1933-34. Rev. George Miller, pastor of the Christian church, was made secretary-treasurer. The local pastors look forward to a good year under Rev. Winder's leadership.

TWO ISSUES NEXT WEEK!

Two issues of the Torrance Herald will be published during Thanksgiving week—the first issue to be distributed early Tuesday morning and the second at noon Friday. Food stores and other advertisers are planning attractive pre-Thanksgiving values for the Tuesday morning issue and the Friday issue will contain week-end offerings. The complete newspaper and shopper circulation will be given both issues. Watch for them before breakfast Tuesday morning and shortly after lunch Friday. The Herald office will be closed all day Thursday, Thanksgiving Day.

Program of Rodeo

November 25 and 26, 1933

Show Starts at 1:30 P. M.

- Event No. 1—Grand Entry of All Contestants Taking Part in Rodeo.
- Event No. 2—Kids' Calf Riding.
- Event No. 3—Indian War Dance by Iron Eyes, White Fawn and Bertha Dark.
- Event No. 4—Steer Decorating.
- Event No. 5—Fancy Roping Exhibition by Sam Garret, World's Champion Trick and Fancy Roper.
- Event No. 6—Cowboys' Brahma Steer Riding.
- Event No. 7—Juvenile Trained Horse Act.
- Event No. 8—Cowboys' Calf Roping and Tying.
- Event No. 9—Cowgirls' Saddle Horse Race.
- Event No. 10—Cowboys' Broncho Busting Contest.
- Event No. 11—Fancy Riding by Juanita Hackett, Sam Garret, Eddy Guelio, Buster Guelio and Alice Van.
- Event No. 12—Cowboys' Saddle Horse Race.
- Event No. 13—Cowgirls' Wild Steer Riding.