

Why We Need A Local CHARITY CHEST

An Editorial

By GROVER C. WHYTE

Suppose you are hurt in an automobile accident. A vital artery is severed and you are bleeding profusely. Unless someone gives you first aid quickly by applying a tourniquet, you will bleed to death before you can reach a hospital for proper treatment to restore you to good health again.

All of which is quite obviously true, you'll admit. Now suppose one of our own Torrance families is suddenly stricken with some misfortune that deprives it of the meagre funds to provide food, clothing and shelter. An infant's life is endangered if fresh milk is not provided at once, older children's health is threatened by lack of shoes and warm clothing, or perhaps the whole family is left homeless without shelter of any kind.

But this can't happen, you say, with all the elaborate and seemingly limitless bounty of public relief. But the answer is that just such pitiable things ARE HAPPENING NEARLY EVERY DAY RIGHT HERE IN TORRANCE, and were it not for the devoted and voluntary services of the loyal women of the Torrance Relief Society such cases of dire distress would go unaided, until such time as the county or other governmental agencies could unwind the red tape that encumbers all public services. Of course, when the emergency is over and it becomes apparent that prolonged assistance will be required, the case is turned over to governmental agencies.

Because these emergencies do exist right here in our own community, as the records of the Torrance Relief Society show, you will be asked to "do your bit" to support this worthy charity by contributing to the Charity Chest of the Torrance Community Service Association. This is the group of civic and industrial leaders who raise and administer the funds to finance the work of the Torrance Relief Society and other worthy but purely local relief and welfare activities, such as paying the rent for the WPA sewing project, supplying baskets of food at Thanksgiving and Christmas to needy families, assisting the Salvation Army, supporting the Mothers Educational Center, etc. But the major portion of the T.C.S.A. funds go to the Torrance Relief Society whose 22 year record of administering charity without one penny of overhead cost is well known.

It is estimated that \$1800 will be required to carry on this work for the coming year, and a drive will be launched next Thursday, September 7. Surely no one who is able to contribute will refuse to support this first line of defense in the war against suffering and want. Charity begins at home and this is our home community's responsibility. Contributions may be brought or mailed to the Torrance Community Service Association at the Chamber of Commerce building, adjoining the Civic Auditorium.

Past Week's Building Permits Boost August Total to \$58,323

Continuing its policy of expanding its refinery plant located on a 1600-acre tract in Torrance, the General Petroleum Corporation took out a permit this week for the construction of three concrete catch basins, two surge pumps and a classifying basin, to the amount of \$275,715. This sum brings the total of permits for the month of August up to quite a respectable figure, \$58,323.00.

Other permits issued recently include two to William A. Drennan for the demolishing of the old glass works on Border avenue, \$200 each; M. J. Beale, 1402 Acacia avenue, re-roofing his dwelling at that address, \$175; Horace L. Harline, 24285 Los Codona, for the erection of a five-room frame house and garage at 24244 Los Codona, \$2700; W. Larson, a four-room frame house at 24280 Nece avenue, \$2500; M. J. Edwards, 2208 Andreo avenue, a wood frame store room, \$50; and Fur Farms, Inc., 2701 West 182nd street, a milk shed, \$600.

Total permits for the eight months ending August 31 amount to \$508,588, as compared with \$2,710,673 for the period a year ago. Erection of oil derricks during the heated period of drilling in the Torrance field accounted for a large percent of that inflated figure.

Permits for the month of August last year totaled \$241,257.

Percy Phoenix Passes Crisis

Percy Phoenix, well known oilfield trucking operator and former local post commander of the American Legion, is reported to be recuperating satisfactorily in the San Luis Obispo sanitarium following a operation last Wednesday for a ruptured appendix. Phoenix was in a coma for three days but recovered sufficiently on Saturday to see Mrs. Phoenix and other members of the family who went to San Luis Obispo. Word received yesterday at Phoenix's Torrance office was that the encouraging news that he had passed the crisis was getting along satisfactorily.

LATE BULLETIN!
Torrance city property owners will pay a total tax rate next year of \$5.04 as compared with \$4.83 last year, it was announced late this afternoon.

Pencil Portraits of Prominent Personalities

Sketched by ELIZABETH LOSEY

Because of his extensive training, Dr. Clifford E. Easley may practice medicine and surgery in any state in the Union without further examinations. He was qualified by the National Board of Medical Examiners in 1935, a year after he graduated from the College of Medical Evangelists at famed Loma Linda sanitarium near Redlands.

Dr. Easley is a native Californian. He was born in Los Angeles in 1907 and after schooling in San Jacinto, he graduated from Whittier College with the Class of 1929.

Married in 1931 while he was attending medical school, he continued his studies at the Mayo Clinic, Rochester, Minn., in 1937. Early this year he came to Torrance and is associated with Dr. John W. Brennan, another Loma Linda-trained physician.

His hobby is taking pictures with his Leica camera and he has made a number of interesting studies of his two daughters.



DR. CLIFFORD E. EASLEY
... see candid cameraman

Mary Susan, three, and Cynthia Ann, two, at his home in Hollywood Riviera.

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SECTION A

TORRANCE, CALIFORNIA, THURSDAY, AUGUST 31, 1939

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Steel Chief Sees Expansion Ahead

JANE WITHERS ON LOCATION AT HI SCHOOL

"Quiet!"
"Take!"
"Cut it!"
These were the unfamiliar commands that rang across the Torrance High School campus the past three days, as movie stars and starlets from 20th Century-Fox studios took scenes in a picture soon to be released under the title, "High School!" Jane Withers, who has the stellar role, clad in bright red shorts and silk blouse tried repeatedly to hit the bull's eye in an archery contest. It was a rough spot for the young favorite star as the script called for hitting the bull's eye several times in a row, and Jane's shafts frequently missed the colored target and some of her arrows went high over the hale of straw. This may have been a leading role. Young Joe, by the way, is actor over Jane Withers but his ardent love gets scant encouragement from Jane, who seems more interested in the fact that she learned to shoot the bow and arrow from the Indians.

Many other scenes in the picture were taken in Texas where the lasso girls are featured. "High School" is directed by George Nicholls, Jr. Others in the cast include: Cliff Edwards and his ukulele, Lloyd Corrigan, Lynn Roberts, and Lillian Forster.

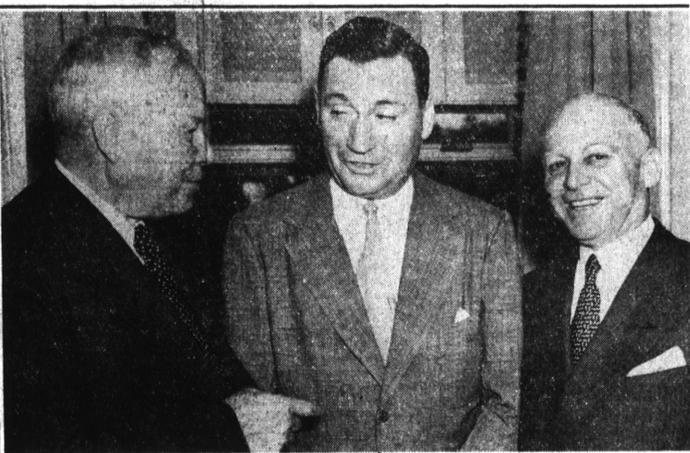
The movie party expects to finish its Torrance shots today.

Gas Company Men Saved by Inhalator Crew

Tragedy narrowly missed four members of a Southern California Gas Company crew Tuesday, when escaping gas rendered all unconscious as they were repairing a leak in a pipe line at 228th street and Western avenue. Prompt action on the part of the Torrance fire department saved the lives of the four, all of whom were given oxygen treatments and were soon little the worse for their experience. The four were Messrs. Morde Buckner, Sewardneton and Kesinger, first names and addresses not obtained by the firemen. Of the four, one it is said, was in a hole underground repairing a regulator which had developed a small leak. In removing the part it was broken and a flood of heavy gas filled the hole. Seeing their comrade unconscious, the other three jumped into the hole to rescue him and all fell victims to the gas. Two others of the crew remained above ground and summoned the fire department. Constable I. E. McMaster and Gordon Worthington answered the call and recovered.

Two Drivers Hurt In Crash

Drivers of two cars which collided at 174th and Prairie avenue Monday morning were given first aid at the Torrance Memorial hospital for injuries suffered in the crash. M. Yamaguchi, 15499 South Western avenue, Gardena, received a laceration in the right forearm, and Rayford Otto Camp, 14417 Avis avenue, Lawndale, suffered a broken right arm and a cut over the right eye. Seigi Yamaguchi, 13, escaped with a few bumps. Both cars were badly damaged.



RECALLS OLD DAYS... Thomas Moses, (left) retired, vice-president of United States Steel Corporation of Delaware, is telling the Corporation's youngest president, Benjamin F. Fairless (center) a yarn of the "good old days in the steel business" as William A. Ross, vice-president and general manager of sales of Columbia Steel Company at San Francisco enjoys the story. The picture was taken at the California Club in Los Angeles last Saturday afternoon during the press conference.

Bids on \$1,500,000 P. V. Housing Project To Be Opened Oct. 5

October 5 has been set by the U. S. Housing Authority of Los Angeles county for opening bids for construction of the new \$1,500,000 Harbor Hills project south of Torrance in the Palos Verdes Hills, it was announced this week by Chairman Isadore B. Dockweiler.

The announcement was made during ground-breaking ceremonies last Saturday for the Carnation Project in North Long Beach, the Authority's first project. Other projects are to follow.

BUSINESS FIRMS TO CLOSE MONDAY

Practically all business firms in Torrance will close all day Monday, Sept. 4, in tribute to Labor Day. Housewives are reminded to stock up Saturday for provisions they will need Sunday and Monday. The Herald office will be closed all day Monday.

MONEY PROVIDED TO LINK ELENA ST. WITH P. V. DRIVE

It was learned today from Supervisor Oscar Haug that the money in the budget for the extension of Elena street, George W. Jones, County Road Commissioner, in a letter sent today to City Engineer Bundy of Redondo Beach, advised him that the money is now available. The Engineer is requested to proceed with the regrading of deeds by the cities of Redondo Beach and Torrance and to take the necessary steps in vacating streets so that the jurisdiction may be returned to Los Angeles County and authority given them to proceed with the construction.

The money for the Elena street improvement was transferred to the regrading of Narbonne avenue which became an immediate necessity last year due to the fact that the Metropolitan Water District reservoir was being constructed immediately in the path of Narbonne avenue. Elena street dead ends a short distance from the turn to the east of Highway 161. The improvement, when completed, will extend Elena street in a straight line into Palos Verdes Drive in the City of Torrance immediately adjacent to the Hollywood Riviera section of Palos Verdes Hills. The improvement will cost approximately \$17,000.

Supervisor Haug said "It is a pleasure indeed to arrive at a place where the final allocation of this money can be made and I am sure that it will be a great satisfaction to the cities of Redondo Beach and Torrance to see this artery opened from these cities to the very scenic roadway in Palos Verdes Hills."

Coal Miner's Son Heads U. S. Steel

TYPICAL of so many top flight industrial leaders, Benjamin F. Fairless began his life in a home of very modest means. He won his way to his present position as head of the world's largest industrial organization thru cultivation and application of his talents with little outside assistance.

Born at Pigeon Run, Ohio, on May 3, 1890, the 49-year-old president of the United States Steel Corporation is the son of Mr. and Mrs. David D. Williams of Massillon, Ohio. At the time of Ben Fairless' birth his father was a coal miner. He was one of four children.

Lacking school facilities at Pigeon Run, his parents sent him at the age of 5 to the home of his uncle and aunt, Mr. and Mrs. Jacob Fairless, at Justus, Ohio. Later on he was legally adopted by them. Commenting on this recently, Fairless' mother said, "At school everyone called him Ben Fairless. A couple of times as he grew older we tried to change his name back to Ben Williams, but it just didn't stick. Now—well, it doesn't make much difference. What's a name as long as he's our Ben?"

After completing school at Justus, Fairless taught school for two years at Rockyville and Navarre, Ohio, saving money therefrom to enroll in Wooster, Ohio, college. He transferred later to Ohio Northern University, where he graduated with a civil engineering degree. A few years ago this university conferred upon him the honorary degree of Doctor of Engineering.



BENJAMIN F. FAIRLESS
... maker of men of steel.

and vice president in charge of operations. When the United Alloy Steel Corporation and Central merged in September, 1925, Fairless was made vice president and general manager of United Alloy Steel. He occupied this position until April, 1928, when he was made president and general manager.

Two years later, in April, 1930 when his company was one of several united in the formation of the Republic Steel Corporation, Fairless went into the new organization as executive vice president. Through the five difficult depression years that followed, Fairless made an unusual record in the steel industry as a master sales executive as well as a highly successful operations head. His frank, friendly approach, his reasoning, and his reasonable nature, won countless friends, even among his competitors.

When the newly created Carnegie-Illinois Steel Corporation was formed in the autumn of

1933 from the Carnegie Steel Company and the Illinois Steel Company, both subsidiaries of United States Steel, Fairless was offered, and accepted the position of president, completing in just 22 years the transition from a raw young survivor in the field, just out of college, to the chief executive position in the largest steel producing concern in the world.

On October 23, 1937, directors of the United States Steel Corporation announced that Fairless was to succeed William A. Irvin as president of the Corporation on January 1, 1938. On December 8, 1937, Myron C. Taylor, chairman of the board, announced that in order to accomplish a closer operating relationship between the several subsidiary companies it has now been concluded to concentrate the supervision of a considerable number of existing subsidiaries, excluding public service subsidiaries and railroads, within a management corporation to be known as the United States Steel Corporation of Delaware, and that Fairless would be president of this company.

Today, Fairless, son of a coal miner and a one-time youthful school teacher, is a poised, pleasant, mentally alert, maker of steel with a passion for the making of men thru proper organization. His formula for success, modified to suit conditions as he finds them, is in his selection of men to whom to delegate authority. Bright blue eyed, ruddy complexioned, and stocky of build, Fairless at 49 is the youngest man ever to hold the presidency of Big Steel—and he looks ten years younger than his age. He is of Welsh descent.

At the age of 22 Ben Fairless married Miss Blanche Truby. They have a son, Blaine, now 24 years of age, who graduated from the Babson school of business administration at Boston last spring.

Wants to Contribute To Community Growth Says U. S. Steel Head

By GROVER C. WHYTE

"I think the future of Southern California is one of continued expansion. We want to contribute to it and take part in its advancement," Benjamin F. Fairless, president of the United States Steel Corporation told the editor of The Torrance Herald Saturday afternoon shortly after he arrived from the East.

Factory Frolic To Get Another \$250 From C. of C.

Ear-marking of an additional \$250 of the city's promotional fund, — bringing the total to \$500,—to help finance the Factory Frolic, was assured this week following further conference between Frolic committee members and directors of the Torrance Chamber of Commerce. However, the additional \$250 or any portion of it is not to be used unless required to meet expenses. F. L. Parks, general chairman of the Frolic committee explained at the regular Monday evening meeting of a committee chairman, A. check-out of Chamber directors made by Secretary L. J. Gilmeister this week disclosed a majority of chamber officials were favorable to the increased appropriation and it was confidently expected that the City Council will also approve this action.

Reports of Frolic committee members this week indicate increased interest with assurance that a number of industrial firms would put in exhibits in the Civic Auditorium. Plans for street decorations, professional and amateur entertainment, "letterbug" contest, and other features were reported progressing satisfactorily.

Keen interest has also been manifested in the street parade Saturday, September 30, in which will appear a number of well-known bands as well as commercial and comic floats. Harry M. Abramson is in charge of the parade.

In response to the query on what effect a war would have on the steel business, Fairless said that obviously there would be a big demand for steel and munitions for export to foreign countries, but as to when this demand would come, he stated he did not know. However, he was quick to add, "I do not want to see our industry prosper thru war."

"Is that your personal opinion?" he was asked; to which he replied, "That is my personal idea as well as that of the Corporation. In my short career, I have never solved a problem thru strife of any sort."

As for the United States, if war should come to Europe, Fairless was equally emphatic in his stand for neutrality.

"Yes, neutrality for the United States—definitely," he said, "And peace—as far as the world is concerned—that is my wish."

Labor Satisfactory
Fairless, whose concern employs 250,000 workers, said that he found labor conditions in the Southland "very quiet, peaceful, and very satisfactory."

Although the Torrance plant of Columbia Steel has undergone extensive mechanization and modernization, the Big Steel chief remarked that "there are approximately 1200 workers employed at present in the Columbia plant here, or more than there were before the modernization program was undertaken."

From this point the interview (Continued on Page 6-A)

In commenting upon the recent modernization of the Torrance plant of Columbia Steel Company, chief subsidiary of U. S. Steel on the coast, Fairless said that improvements here entailed a substantial outlay of money, and that "other new investments are in prospect."

Fairless, who at 49 is the youngest man ever to head U. S. Steel, is alert, well poised, yet frank and sincere. As he sat in his suite at the California Club talking to two metropolitan newspaper representatives and The Herald publisher, he made no effort to conceal or hold back any facts or opinions—excepting politics, which he said he never discussed. For over an hour and a half he talked freely and with an informality that reflected his Democratic ideas and sincere purposes.

Confused About War
When asked his opinion regarding the probability of a European war, Fairless said he could not guess. "I'm confused. I have no definite opinion. Obviously the situation is very tense and anything can happen."

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Hey Kids! Look! Big Party For You At Grand Theatre

Well, kids, it's time to go back to school again. You'll have to wash your faces and scrub your ears good and put on clean clothes. And what's worse... you'll have to wear shoes again!

But every cloud has a silver lining so don't feel so gloom. The Torrance Herald and the Grand Theatre are throwing a whoppin' big party for you tomorrow afternoon at 2 o'clock at the Grand Theatre. There'll be a big feature picture, cartoons and comedies. There'll also be a big surprise treat for every kid. And what's more... we'll tell you how you can win a dandy Firestone bicycle or any of the other many awards to be given away Saturday night, Sept. 9.

The admission price? Well, money is no good at this party. We won't take it. But to get in every kid will have to bring a bundle of old clothing, an old pair of shoes... or even a piece of old clothing. All this will be donated to the Torrance Relief Society who need the old clothing badly.

So search through all your closets. Ask your mother (or your neighbor) for any old clothing which can be used by the Relief Society. They'll thank you for it. And you'll have a lot of fun at the party.