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Council Orders Five-Cent Tax Cut

ACTION SEEN AS IMPETUS TO INDUSTRY

Reduction of five cents in the Torrance city tax rate for general purposes was decided upon by the five members of the City Council Tuesday night, after a final meeting on the new city budget with City Administrator George Stevens.

This makes the third tax rate for 1948-49 to be reduced in Torrance, as requested by the Industrial Tax Committee. Effective as of July 1, the tax rates for interest and retirement of bonds in the two water districts serving Waveria and North Torrance were cut.

Reduction also is being made in the city school tax rates for 1948-49 as announced during the bond campaign, but the exact amount cannot be determined until the figures are available on the new assessed valuation for the city.

Beginning next Tuesday the City Council will hold public hearings on the city budget as now proposed, which has been given considerable "working over" since it was presented in preliminary form by City Clerk A. H. Bartlett. The city's main problem, Stevens explained, has been to provide new equipment for the fire.

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WAY CLEARS FOR LEVER'S SOAP PLANT

Announcement by Lever Brothers of the construction of a major plant in Torrance, estimated to cost about \$15,000,000, is predicted soon by those who have been in close touch with developments. Lever Brothers products cover a wide field, including soaps, washing powders, beauty preparations, shampoos, dentifrices, etc.

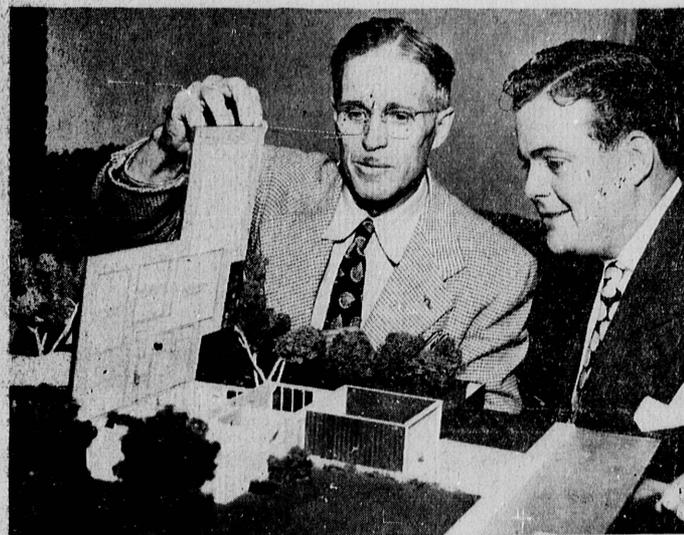
As reported exclusively by the Torrance Herald two weeks ago, officials of the Santa Fe Land & Improvement Company disclosed that negotiations are under way for the sale of 88 acres of Santa Fe land opposite the new American Standard plant on Crenshaw boulevard, upon which Lever Brothers would build a \$10,000,000 plant.

It has been learned since that the contemplated cost of the improvement would probably exceed \$15,000,000.

One of the conditions upon which the decision to use the Torrance site depends, it was reported, is the disposition on the part of the City Administration to lower taxes. This condition was met this week when the City Council announced its intention to lower the present general municipal tax rate from 99 cents to 94 cents per \$100 assessed valuation.

Proximity of the proposed site for Lever Brothers to the General Petroleum Company's huge

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FIRST OF 1800 NEW HOMES—E. E. Yoder of Senness & Yoder, Inc., associate of K Sande Senness in the 1800-unit home development on the historic Weston Ranch, inspects model of the

first home, for which they were issued a permit this week. With him is Robert Burke, son of Mr. Senness, who will be identified with the development, which will be known as Pacific Hills—Herald photo.



SWEEPSTAKES WINNER—Julia Gray straightens the tie of Uncle "Teddy Bear" Sam after she won the Sweepstakes award for the best decorated bicycle in the Bike Parade held on the athletic field of the high school this week. In keeping with the motif of the holidays Julia had her bicycle draped in red, white, and blue crepe paper and bunting. — Herald Photo.

Two New City School Tracts Are Approved

Authority to condemn land for an elementary school site in North Torrance, and authorization to expend \$18,800 for a school site in Seaside Ranchos was voted by the Board of Education Tuesday night.

The North Torrance school site is adjacent to the Higgins brick yards, and includes four acres in the company's present holdings. An offer has been made for the company, but it declines to sell, Business Manager E. W. Ingram said.

"This is the best site available," Superintendent J. Henrich Hull said. "It contains 10 acres and is square, and the state already has approved it." It is a portion of Lot 69 of the McDonald tract, and adjoins Torrance Manor.

The 13-acre site in Seaside Ranchos which it is proposed to purchase has been offered by Ben Haggott, developer of the tract, for \$18,800, Ingram told the board, or at the rate of \$1,400 an acre.

Approval still remains to be obtained from the State and from the Torrance City Planning Commission, Ingram said. "This does not commit us to the construction of a school there at this time," Hull explained, "but it will be available when needed for future development. Neither does this take the place of the site which is to be acquired in the Riviera section."

Hull's Salary Increased by \$500 Annually

Salary of Superintendent J. Henrich Hull of the Torrance Unified School District was increased \$500 a year, to \$10,500 annually, by action of the Board of Education this week.

Vote of the Board was four to one, with George C. Thatcher voting no. Hull had requested an increase of \$600 a year. He has been receiving a salary of \$10,000 annually for the last year.

"It is the superintendent's duty to make recommendations of all salaries, and his is no exception," Hull said. "The superintendent is a professional man, and professional men are expected to set their fees."

"The superintendent should see to it for the good of the school system that his salary is commensurate with his responsibilities and that it has normal reasonable annual increments."

Julia Gray Is Top Winner in Bicycle Races

Julia Gray, 11, was proclaimed the grand winner in last Friday's bicycle parade staged by the Torrance Recreation Department, as the summer program wheeled off to a successful start with a police patrol car for escort.

David Ruffell, Billy Lohman 6 and Julia all won trophies for winning the most points during the various races at the football field, in which more than 50 cyclists participated.

David took first place in the half-mile bicycle race, and in the boys' skating race. Billy took first place in both the kindergarten-age scooter race and the unlimited scooter race.

Louise Lafferty and George Dovel, both 10, tied for second in points. The trophies were donated by Benny Smith of the Torrance Cycle Shop. Certificate awards were given to the winners of the individual races. Smith, Jack Baldwin and Lloyd Wortham were the judges for the various events.

Quiet Fourth, Chiefs Report

Aside from six minor fires believed started by careless handling of fireworks, Torrance spent an unusually quiet Fourth, according to Fire Chief J. E. McMaster and Police Chief John Stroh.

Only one man was arrested for driving while partaking of the cup of cheer to celebrate the three-day weekend. The door to the "tank" which is usually full during such holiday periods, stood ajar all weekend, the chief said.

Get a Rope on Fido and Show 'em YOUR Pet!

Kitten? Puppy? Turtle? Chicken? How proud are you of your pet? Real Proud? Then why not enter him, her—or it—in the pet show to be staged tomorrow morning at 10 a.m. in El Prado City Park?

Your pet doesn't have to cost a lot of money to win one of the many prizes that are being offered. Maybe your dog has the most spots, maybe your kitten is the cutest, or even your painted turtle may take the top prize for being the most unusual.

Whatever your pet may be, put it on a leash or in a box (unless it is a goldfish then a bowl would be better) and bring it to El Prado Park tomorrow morning.

Water Costs Raised; City Will Up Rate

Boost of approximately 45 percent in the rates for Metropolitan Water District water, used by Torrance industrial plants, will make it necessary to increase the city's industrial rates, according to W. H. Stanger, superintendent of the Torrance Municipal Water Department.

The Water Board will meet next Monday night to consider the steps to be taken to prevent the water department from operating at a loss. The city's "wholesale rate" already has been increased.

Water districts Nos. 1 and 2 both use Metropolitan Water District supply almost exclusively, while about 75 percent of the water used in M.I.D. No. 1 is from the Colorado river, Stanger said.

For filtered and softened water the rate is being increased to \$18 per acre foot from \$15, according to the notice received by the city from Julian Hinds, general manager and chief engineer of the Metropolitan District.

The boost is due to the increased cost of chemicals used

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Mother Pulls Girl, 12, Out of Deep Sump

Ruth Lawson, 12 years old, today is fully recovered from her harrowing experience of falling into an oil sump death-trap, but her parents won't forget it for a while.

Ruth, daughter of Mr. and Mrs. Oscar Lawson, 2380 Sepulveda boulevard, was rescued by her frail mother after the girl had become mired up to her waist. Taken to Torrance Memorial Hospital, attendants had to cut the clothes off the girl.

Enroute back to the hospital with clean clothing, the car Ruth's father was driving was struck by another car at Sepulveda and Hawthorne boulevards and overturned. Her mother suffered shock and her father's heart condition was not helped by the experience, doctors found during a check-up.

Population of City Exceeds 17,000-Mark

Population of Torrance today is above the 17,000-mark, according to estimates from two sources—the county and the local Chamber of Commerce. The County Regional Planning Commission, using dwelling figures of 30 days ago, gives the city 16,977, while the Chamber, using later figures, estimates 17,153 live here.

In its compilation, the Commission divides the city into two sections—Torrance North, for which it shows 2033 persons, and Torrance South, for which it shows 14,944. The total is based on the commission's own method of computing the total, based on the number of dwelling units within the city.

The county as a whole will reach a grand total population of 4,699,326 this month, the Commission concluded in estimating the overall population

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Herald Offices Close Saturdays During Summer

Effective this week, offices of the Torrance Herald will be closed on Saturdays for the summer months of July and August, as in previous summers.

News items may be dropped in the front door at 1336 El Prado, or may be mailed to the Herald and directed to the attention of the news editor, the editor of social activities or to the sports editor.

Roy Sullivan Resigns Post

Stating that he was resigning his post as patrolman on the Torrance Police Department to accept another position, Roy Sullivan, a patrolman for the last two years, handed his resignation to Chief John Stroh early this week.

Effective date of the resignation was July 8.

Display Model of 1800-Unit Homes Project

A building permit for the first model home in the new 1800-unit residential project on the old Weston Ranch was issued this week to K. Sande Senness by City Building Inspector John Patrick. The houses are designed by Wurdeman and Becket, nationally-known architects, and associated with them is Burnett C. Turner.

The model of the multi-million-dollar subdivision was placed on exhibition in the lobby of the Torrance Chamber of Commerce this week, following a 10-day display at the Home Show in Los Angeles, where it attracted more attention than any other exhibit.

Senness also disclosed yesterday that the name of the new residential project will be "Pacific Hills."

Using modern type of architecture, the architects have designed the homes with the living room on the patio side, bedrooms in front, and with a complete wall of windows overlooking the rear yard.

Whirling Prop Cuts Girl, 16

Slashed by a whirling propeller when she stepped out of a private plane in which she had been riding, a 16-year-old girl, Lillian Mishko, of Wilmington, was taken to Harbor General Hospital late yesterday afternoon with a broken clavicle, a possible fractured arm and severe lacerations of the head.

E. Y. Tarlington, manager of the Torrance Municipal Airport where the accident occurred, told Torrance police that Miss Mishko was a passenger in a plane said to have been flown to the local flight strip by Robert Lewis Hoffman, a student pilot.

Funeral Pends for Actress

Funeral arrangements were pending last night for Anne Nelson, 37, actress and movie stand-in who died at her home in Torrance Tuesday following a long illness. She had been a stand-in for Rita Hayworth and the late Carole Lombard.

NEWBERRY'S TO RE-OPEN IMMEDIATELY

Immediate re-opening of the J. J. Newberry Company store in Torrance, and the assurance that a new legal contract will be signed with retail stores, was revealed today in statements by representatives of the Retail Merchants' Division of the Torrance Chamber of Commerce, the San Pedro Business Men, Associated, Inc., Walter Hooke, representing Newberry, Kress and Woolworth, and Haskell Tidwell, financial secretary of the San Pedro Retail Clerks Union No. 600.

The settlement of the long-standing dispute covers Torrance, San Pedro and Wilmington. It brings to an end a long period of strife which has harassed the harbor area shopping areas since 1945, and caused the withdrawal of major chain stores.

The variety, or "five-and-dime," store clerks Tuesday evening ratified the agreement at a special meeting. Members of the Torrance merchants negotiating committee who have authority to act for their members, are expected to sign the settlement as soon as the committee chairman returns to the city next Monday.

The re-opening of the stores will provide jobs for from 80 to 100 clerks in the three harbor communities. Workmen were busy today cleaning, stocking and preparing the stores for opening.

Heading the local group which has endeavored for months to settle the prolonged strike was Charles V. Jones, chairman of the retail merchants division of the Torrance Chamber of Commerce. Other members of the negotiating committee are Paul Diamond and Edwin B. Brown.

No commitment had been received up to last evening from J. C. Penney's stores. Hooke, who for a time represented the Penney Company in negotiations, said the question of whether or not Penney re-opens rests with officials in Penney's New York office. Harry Carr announced his intention of renewing a concerted drive on the part of the public to reopen the Penney stores.

Statements came from four sources last night. The San Pedro Business Men Associated, Inc., said:

J. Stuart Neary, our attorney, reports to us today

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Price of Steel Will Be Quoted From Columbia

Steel-producing subsidiaries of United States Steel Company will in the near future adopt the method of announcing prices for steel products at the mill or shipping point, it was announced late yesterday by President B. F. Fairless.

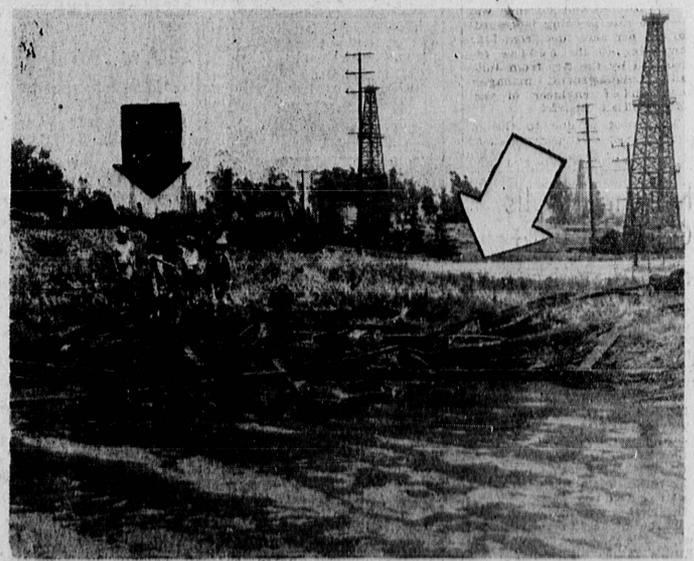
If the customer so desires, prices will be quoted at delivered prices which reflect full transportation charges from shipping point to destination. Fairless added, Columbia Steel Company is one of the company's subsidiaries.

"The abandonment by these subsidiaries of the basing-point method of selling steel—a merchandising practice not resulting from collusion but one which has developed naturally by evolution in the steel industry over the past 50 years to the mutual advantage of both steel producers and consumers—is made necessary by the recent decision of the Supreme Court of the United States in the proceeding brought by the Federal Trade Commission against members of the cement industry," Fairless said.

"We have no recourse other than to comply with the law of the land as determined by the Supreme Court regardless of the hardships, and dislocation to American industry which may result," he concluded.

Franchise Sold to Union Oil

Union Oil Company was granted a 35-year franchise for pipe lines in Torrance by the City Council at an adjourned meeting held last Tuesday night. The franchise was granted on a bid of \$100.



WHERE GIRL WAS RESCUED FROM SUMP—Ruth Lawson, 12, indicated by arrow at left, points to the oil sump death-trap near Sepulveda and Hawthorne boulevards adjacent to where she became mired up to her waist in the inky black mess. Standing beside her are her sister, Mina

Ruth, her father, Oscar Lawson, and her aunt, Mrs. Ruby Thaymes, 2201 Ocean avenue, Torrance. Arrow at right points to street intersection where her parents' car overturned in a crash shortly afterward. (Herald Photo.)