

BUSINESS, INDUSTRY OFFER SALUTE TO CITY ON ITS 40TH ANNIVERSARY

PUBLISHED EVERY SUNDAY AND THURSDAY MORNING

TORRANCE HERALD

—and 8 Companion Trade Area Newspapers Reach 100,000 Readers

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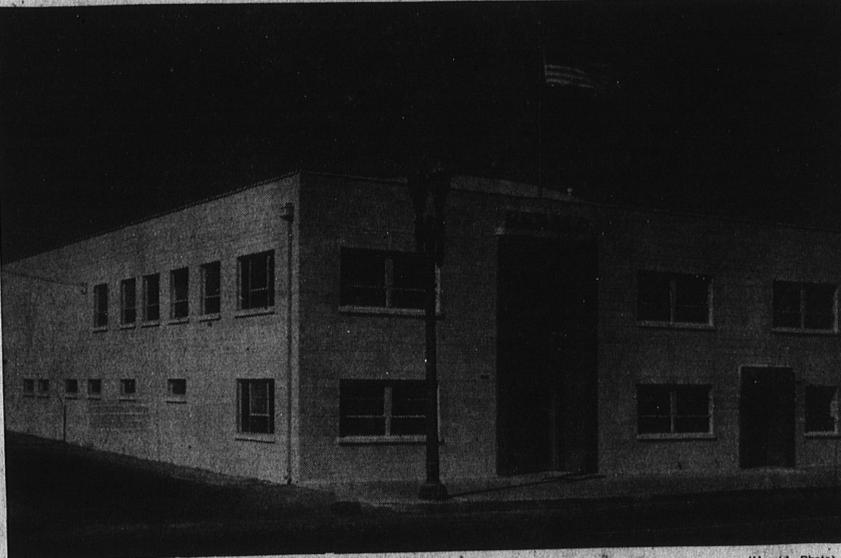
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THE MODERN HOME OF THE TORRANCE HERALD Newspaper Joins in Observance of City's 40th Birthday

(Herald Photo)

Herald Salutes City On 40th Birthday

The Torrance Herald today joins hundreds of other local businesses and industries in saluting the City of Torrance on its 40th Anniversary.

Like many of the other businesses mentioned throughout this anniversary issue, the Torrance Herald is a Torrance pioneer. Issued first by B. M. Knutson on Jan. 1, 1913, the Torrance Herald since that date has been in the foreground of the city's progress and development from a collection of scattered beanfields to a metropolis of more than 40,000 residents. The Herald has grown from a four-page weekly which was distributed to a few hundred subscribers to a newspaper averaging more than 30 pages a week and reaching nearly 9000 paid subscribers. Combined with eight companion papers published by the Herald, the total circulation averaged more than 24,000 copies each Thursday and a combined population of 100,000 readers.

Today, the Torrance Herald is in its fifth home, a modern newspaper plant located at 1619 Gramercy Ave. Prior to occupancy of the new Herald Building in 1948, the Torrance Herald had been located on 1336 El Prado, now occupied by Frank's Furniture, since 1928. When the community's newspaper for nearly 39 years recently vacated by the Beacon Cleaners.

About a year later, Roberts sold his interests to Grover C. Whyte, present publisher of the Herald. The paper then moved to a new building at 1419 Marcella, now the Torrance Cycle and Sports Shop, and in 1928 moved into the El Prado building which it occupied for the following 20 years.

Eight years later, March 24,

1922, Knutson sold the Herald to the late C. P. Roberts of Lomita who was then publishing a newspaper in that community. He moved his Lomita plant to Torrance. Roberts acquired the Herald when the oil boom was at its height in Torrance and the only office space he could find was a small room at 1879 Carson St., a building recently vacated by the Beacon Cleaners.

High points of its campaigns were the 12-year fight for formation of the Torrance Unified School District and withdrawal from the Los Angeles City School District, and the editorial spearheading of a campaign to construct the present civic center buildings—City Hall, Civic Auditorium, and Library.

Today the Torrance Herald employs more than 30 persons full time and has others, including 75 carriers, on an independent contractor basis.

Mechanically, the newspaper is one of the most modern of its kind in the West. Modern printing equipment includes Intertype machines, Ludlow type foundry, and Elrod base equipment, modern page-casting equipment, and two Goss Rotary presses capable of printing 15,000 32-page newspapers an hour.

The Herald is a member of the National Editorial Assn., the California Newspaper Publishers Assn., and was adjudicated a legal newspaper of Los Angeles County in March, 1927. It has been the city's official newspaper almost since its inception.

Parcel Post

Q—When should Christmas gift packages be mailed?

A—Out-of-state parcels should be mailed by Dec. 5; those for distant states somewhat earlier.

(Continued on Page 2)

'Kidnaped' Gal Found, Suspect Is Questioned

Reports of a kidnaping from Torrance were not quite accurate, Torrance police indicated Friday.

The kidnaping report apparently was accurate, but the locale of the crime was fixed as the Torrance Bus Lines depot at 11th and Hill, downtown Los Angeles, rather than the depot on Cabrillo Ave. in Torrance.

Police yesterday arrested one man and questioned another when Mrs. Mona Letteney, 26, a resident of Digby, Nova Scotia, was found intoxicated on E. 5th St.

Jack Davis, 32, 1001 E. 7th St., was being questioned on suspicion of kidnaping at Newton St. station. He was picked up in company with Mrs. Letteney.

Her husband, Ernest, told officers the couple had hitchhiked from Nova Scotia and were en route to Bakersfield, where they were to spend the winter because of Mrs. Letteney's ill health.

At the 11th and Hill depot, he said, two men who said they were vice squad officers, took them into their car to go to police "headquarters" for a check.

"Headquarters" turned out to be a building at 17th and San Pedro, where the "officers" Letteney out of the car. His wife was asleep on the back seat.

When he found out the building was not a police station, the man told officers, he turned back to the car. By that time, the car had driven off.

A witness told police he saw the car with the woman struggling inside, and authorities started to trace down the ownership.

The driver of the car, Albert G. Aguirre, 26, 431 E. Maple St., Monrovia, told police Mrs. Letteney accompanied Davis willingly after her husband was let out of the car. He was not held.

U. S. Steel Pours

United States Steel poured its one billionth ton of steel in Homestead, Pa., on the eve of America's traditional Thanksgiving. No other company in history and no other nation on earth has ever equalled this production record, company officials said.

Council Hears Plea For Better Buses

Bus drivers on the Torrance Municipal Bus Lines Tuesday night appealed to the City Council for new and adequate buses to replace what the drivers term as "antiquated and dilapidated equipment now being used."

Sherman Miller, chairman of the driver's committee, wrote the council claiming that the equipment now in use is harmful to both the mental and physical well-being of the drivers. He claimed also that the noxious effects of carbon monoxide in the exhaust is harmful to passengers.

The drivers estimated that a saving of approximately \$80 per day could be effected if the bus department were to purchase two 45-passenger buses for the Los Angeles line; three 37-passenger buses for the Long Beach run; and one 29-passenger bus for the local line.

Miller stated he was basing the saving on figures published by the management of the bus department. "The figures," he stated, "are based upon a comparison of the operational cost of two Diesel buses with other equipment now in use."

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In his letter to the council Miller wrote: "The continual interruption of service, due to breakdowns, is detrimental to revenue of the line. Passengers refuse to ride and use transportation that cannot be depended upon. With good equipment adequate to maintain proper service more passengers would be assured."

"The figures above are based upon a comparison of the operational cost of the two Diesel buses with the other equipment in use. The figures for this were computed and published by the management of the Bus Department."

"Torrance is a growing and progressive city, and as such is progressing in the Educational and Water Systems, but has retrogressed in the Bus System. The equipment now being used is hardly a credit to such a progressive community."

"We ask the Council to take action to accomplish the purchase of adequate equipment, either through an appropriation, or a bond issue."

"We sincerely hope the Council will take cognizance of the necessity and importance of this request, and are able to realize the importance of such a move, to the riding public, the drivers, and the community as a whole."

Miller's letter was held over to the council's next agenda meeting for study and discussion.

Award Contracts For \$10 Million GP Refinery Job

Contracts for the construction of a \$10,000,000 petroleum processing unit at the General Petroleum Refinery have been awarded to the Bachtel Corp. It was learned yesterday. Work on the project is scheduled to get under way shortly after the first of the year.

Known technically as thermal catalytic reformer (TCR) the new reformer to be built at the local refinery is one of three slated for construction next year by Socoxy Vacuum, parent company of General Petroleum.

Gal L. Adams, vice-president of GP and director of manufacturing, said early this year that the TCR unit employs new process which is a continuous method of upgrading low quality gasoline which, with the addition of tetraethyl lead, will have an octane rating of 100 or more.

Operation of this unit will help meet the demand for high octane aviation gasolines and will maintain quality of automotive gasoline for general use, Adams said.

Realty Board Hears Talk On Homesteads

The largest turn-out to attend a meeting of the Torrance-Lomita Realty Board this year heard Jim Hesley, attorney for the Title Insurance and Trust Co. of Los Angeles, speak on the subject of "Homesteads," in the City Hall Friday evening.

The meeting, presided over by outgoing president C. J. "Paddy" Ryan, was highlighted by the election of a board of directors and nomination of two candidates to succeed Ryan as president.

Named to serve as directors were H. V. Peterson, W. E. Bowen, Harry Bowker, Edith Smith, and Jack Pettit. Nominated for the office of president were Perry L. Connett and Howard Ferry.

The story of the founding of the city as told by the late Jared S. Torrance, the man after whom the city was named. Much of the credit for the Torrance of today must go to such pioneer merchants as Sam Levy, who has been here for more than 30 years, and to Charles Ver Jones, a Torrance businessman for much of the city's life. The vision of these men and many other like them has made Torrance.

The Torrance of tomorrow has been described as a city of 145,000 persons. School officials—whose business it is to anticipate such things—predict such a population within the next 10 years, proving that the development of the first 40 years is merely the foundation for a modern industrial city of tomorrow. Included also in this issue is row.



(Herald Photo by Reid Bundy)

SANTA'S HELPER... Harbinger of the coming Christmas season are the plans of the Torrance Area Youth Band to open their annual Christmas candy sales throughout the area. Here Miss Torrance, petite Shirley White, shows what a can of the candy might look like. Proceeds of the annual sale go to defray expenses of the community-wide program.

Seven Minor Wrecks Plague Local Police

Seven minor traffic accidents plagued the Torrance Police Department from Monday through Friday, but in only two of them was anyone hurt.

Wilma R. Stiles, 16, 23007 Narbonne, suffered a cut mouth when the car in which she was riding, driven by Jim W. Harris, 21, 1424 Cesma Court, San Pedro, piled up Friday at the corner of 237th and Narbonne.

Four persons suffered minor injuries Thanksgiving night in a two-car collision at the corner of Western and Sepulveda. Taken to Harbor General Hospital by Jacobs Ambulance, treated and released were Mrs. E. L. DeBord, 1519 S. Manhattan Pl., Los Angeles; Miram A. Soderberg, same address; Annette Ellingsworth, 1066 W. 25th St., and Shirley Purcell, 1026 W. 256th St.

Others were: Wednesday, 8:04 p.m.—Cars driven by Paul G. Wells Jr., 31, 821 Felbar, and John E. Jones, 69, 1605 Hickory, collided at the corner of Maple and Torrance Blvd.

Wednesday, 5:40 p.m.—Two cars collided at the corner of Dalemead and Winklock. Involved were drivers Darrel E. Inskip, 623 1/2 Redwood St., San Francisco, and Mrs. Lloyd Crowther, 2443 Hawthorne.

Wednesday, 5:25 p.m.—Arnie Sullivan, 37, 1121 Atlantic Blvd., Culver City, and Kenneth C. Austin, 30, 3322 Brimm Way, were involved in a mishap at 101 Highway and Paseo de la Delicias.

Tuesday, 5:05 p.m.—The A&P parking lot was the scene of a collision between cars driven out by George A. Lab, 2011 1/2 An-

New Chamber Directors Named

Elected to serve on the Torrance Chamber of Commerce Board of Directors by membership balloting last week were Dean Sears, manager of the local Bank of America; Darwin Parrish, proprietor of Parrish Stationers; Don Armstrong, attorney; and William Zoeller, certified public accountant.

A fifth new director will be chosen by the board in the near future, according to Dale Isenberg, executive secretary of the Chamber.

The new directors join with holdover members Otto A. Kresse, Robert I. Plomert Jr., Reed H. Parkin, Grover C. Whyte, J. H. Paget, Henry W. Cresser, Dr. Gerald M. Eastham, Paul LeVanger, Bob L. Haggard, and Fay L. Parks. All of the newly elected directors except Armstrong were incumbents.