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# The Torrance Herald

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# BUILD HUGE STEEL PLANT HERE

## DERRICK CO. PLANS BIG EXPANSION

### 2 Million Dollar Mill Payroll to Be \$100,000 Month

Columbia Steel Executives Announce Plan for Production of Sheet Steel to Employ 400 Workers, Mostly Highly Skilled

MOST OF NEW LABOR WILL COME FROM EAST

Southern California's First Sheet Plant Locates in Torrance Under Policy of Company for Men to Live Near Job

Plans for immediate construction of six sheet steel rolling mills and a new 50-ton open hearth furnace at the Columbia Steel Corporation's plant in Torrance, as announced exclusively in The Torrance Herald's extra edition of Monday, will add 400 men to the employed personnel and increase the company's payroll by from \$85,000 to \$100,000 a month. Most of the skilled workmen will be imported from the east.

### TORRANCE FIRST COLUMBIA AIM

The Torrance Herald was able to scoop all California on the Columbia Steel Corporation's announcement of Southern California's first sheet steel mill Monday. The scoop was possible because Columbia Steel executives wanted the news made public first in Torrance, where the plant is located.

Knowing that the news would be published in Tuesday morning's Los Angeles papers, the executives, D. H. Botchford, vice-president and general manager, N. A. Becker, general superintendent, and W. L. Booth, Torrance plant manager, released it for publication in Torrance for Monday afternoon. The Herald therefore published an extra, which was on the street half an hour after official release of the news. Three hundred extras sold like hot-cakes in Torrance.

The Herald wishes to express its appreciation for the thoughtfulness of the Columbia executives in giving out the news in Torrance first.

Locate Site  
Mr. Botchford, N. A. Becker, general superintendent, and W. L. Booth, Torrance plant manager, selected the site for the big new mill Monday morning, and grading of the land was started immediately. The new plant will cover 160,000 square feet and will cost about \$2,000,000. It will be in operation about June 1, 1927.

Production at the Columbia now is confined to specialized rods and bars, mostly for building reinforcement. The new plant will produce sheet steel of the plain and cor-

rugated types, blue-annealed, black, and galvanized, in all gauges and up to 60 inches in width.

First in Southland  
The sheet steel mill in Torrance will be the first of its kind ever operated in Southern California. The Columbia operates a sheet mill in Pittsburg, but the market for raw sheet steel in Southern California and Arizona is increasing so rapidly that the Columbia purchased the sheet mill of the Pacific Sheet Metal Company in South San Francisco and is moving it to Torrance.

The product of the Torrance plant will supply the great market of Southern California and Arizona, in which district James M. Fitzhugh of Torrance is sales manager. The new mills will have a capacity of 3500 tons of steel a month. The three open hearth furnaces, two of which are now in operation with one to be built, will have a capacity of 9000 tons of basic steel a month.

The new Torrance plant will provide a larger outlet for the Columbia's pig iron from the Provo, Utah, blast furnaces. The Columbia has pioneered in the development of iron and coal mines in Utah.

Want Men to Live Near  
In announcing the company's big expansion program here both Mr. Botchford and Mr. Booth stressed the desire of the company for its employees to live close to the job. They both emphasized the point that land prices and rentals must be kept within reasonable bounds and commensurate with the incomes of steel workers.

It will be remembered that W. L. Booth recently announced to Columbia's employees that the company desired employees to reside near the plant. This policy will be continued, it is announced.

Many Come From East  
Foremen and executives in the new mill will be recruited from the ranks of the company's Pittsburg personnel. W. L. Booth will be manager of the expanded plant. Steel workers for the most part will be brought to Torrance from the east. With the company operating on a policy of inducing workmen to live near their jobs, with hundreds of new employees coming to the Torrance plant from the east, the opportunity for inducing them to live near the plant presents itself to local agencies in unmistakable terms.

### Taxes Delinquent After Monday, Dec. 6

First payments on this year's taxes will become delinquent on Monday, Dec. 6. Tax payments should be made to the county tax collector, Los Angeles. Payments may be mailed.

### MISS GREENLUND ON LEAVE

Mrs. Helma Greenlund has been granted a six-months leave of absence and will go to Riverside, where she will look after the family of her sister, Mrs. U. A. Steffensen, who passed away recently.

Mrs. Honor Jackson will be acting chief operator at the local telephone exchange during Miss Greenlund's absence.

## Will Call Annexation Election About Jan. 20

### FOUND AT LAST! AN HONEST MAN

H. S. Harry of the Torrance office of the Southern California Gas Company lays claim—and just claim—to discovery of the honest man that old Diogenes used to hunt for with a lantern. And the honest gentleman is none other than B. J. Scott, proprietor of the Torrance Electric Company.

Here's the reason:  
Two weeks ago Harry's spare tire dropped off the back of his car while he was driving to Long Beach.

Monday Scott stopped Harry in front of the postoffice. "Did you lose a tire?" said Scotty.

"I certainly did," said Harry. "Well," said Scotty, "you passed me on the road. I caught a glimpse of your face and knew I'd seen you before. Right after you passed me I saw a tire on the pavement. I stopped and picked it up. I was sure it was yours, but while I knew I had seen you I didn't know who you were. Now that I've run into you again, I recognize you. Come and get your tire."

Said Harry later: "If guys like Scotty had been alive in the days of the glory of Greece, old Diogenes wouldn't have needed a lantern."

## Building Permit Records Broken Here Last Month

### Aggregate of \$151,170 Worth of Construction Started in November

Shattering all records for the year and putting Torrance in an enviable position among sixth class cities of Southern California, building permits here for the month of November called for construction with an aggregate value of \$151,170. This amount was \$125,735 greater than the building permit total for November of last year, when construction valued at \$25,435 was recorded at the city hall.

Subtracting the permit for the new high school construction from last month's total, the balance still remains \$135,735 greater than the aggregate for November of 1925. Buildings started in Torrance during November, as shown on the month's permit record, included nine residences, ten garages, four additions to homes, one galvanized iron business building, one business block, and the high school gymnasium and addition.

### December Rush Seen

It is expected that the year will end with a great rush of building activity. It is possible that permits will be recorded for the big construction jobs at the Columbia Steel and the International Derrick and Equipment Company plants during December. In addition, a large number of dwelling houses are scheduled for construction during the next two or three weeks.

## Eastern Star To Install Officers

Mrs. Ida Heath of Carnation Chapter, Redondo Beach, will install the new officers of Torrance Chapter, Eastern Star, at a public ceremony next Thursday evening, Dec. 9.

### EDUCATIONAL CENTER

The Mothers' Educational Center will be held Friday, Dec. 3, from 10 a. m. until 12, at the Women's clubhouse on Engracia avenue. Register early.

## 300 HOMES NEEDED HERE CAUSE DELAY

### Industrial Expansions Present an Urgent Housing Problem in Torrance

### MIDSUMMER NEED SEEN

### C. of C. Starts an Active Campaign to Interest Builders in City

The Chamber of Commerce directors Tuesday night discussed at length the problem confronting the community as a result of the industrial expansion announced this week.

Both the Columbia Steel Corporation and the International Derrick and Equipment Company executives are anxious that their new employees live in Torrance. To make this possible it will be necessary to provide houses both for rent and for sale. The executives at both plants are determined that there be no profiteering on their employees, but will actively cooperate with agencies of the community to induce employees to live in Torrance if prices are reasonable.

### Chamber Studies Problem

The directors of the Chamber of Commerce have inaugurated an active campaign to interest builders in Torrance. It is estimated by industrial executives that 300 new houses can be filled in Torrance if they are available by the middle of next summer. The problem of providing dwellings is regarded by the Chamber of Commerce as the most important before Torrance at present, and Carl L. Hyde will direct most of his energies during the next few months toward its solution.

### Hyde Recites Problem

"It is of the utmost importance to Torrance," said Mr. Hyde, "that we be in a position to assimilate the new workmen at local plants. We have talked for years about getting Torrance workmen to live in Torrance. Within the next few months we will have an opportunity to do something besides talk. No city in Southern California will need houses as urgently as Torrance will need them by the middle of the summer. All persons in the city who can build should do so and should interest others in doing likewise. The difficulty in the situation is that new workmen will prefer to rent homes at first until they feel certain that they will remain here permanently. But despite this fact the history of the Columbia Steel's expansion at Pittsburg, Calif., shows that the majority of the company's employees are home-owners. Building programs of large proportions are going forward in communities where there is no such demand for houses as there is in Torrance. The watchword of this city from this day hence should be 'Build, Build, Build!'"

### Charitable Organization Is Pleased at Response to Sale Held Here

The Torrance Relief Association bazaar opened yesterday with a splendid display of useful as well as ornamental articles. The stock was slightly depleted, however, by a few eager women who knew the values always presented at these affairs and dropped in Tuesday while the display was being arranged.

Time and space will not permit of a detailed list, but there's just about everything there that one needs; such a wonderful chance to get your Christmas gifts at such reasonable prices. And the articles of second-hand clothing are good—clean and in wearable condition.

And it's not over yet. The sale will continue all day tomorrow, provided the stock holds out, and any leftovers may be purchased Saturday morning while the ladies are packing up and moving out of the salesroom at 1335 El Prado.

Mr. and Mrs. J. A. Bond and Miss Dee Williams spent from Thursday till Sunday in Ventura, now. It will be more urgent next summer than it ever has been in the history of Torrance.

## Observations

### What Basic Steel Industry Means to District—Columbia's Important Announcement—Foreign Steel and Our Prosperity—Congratulations to Derrick Co.

### By W. HAROLD KINGSLEY

STEEL is basic. In modern civilization it is second only to products of the vegetable world as a basic commodity. Wherefore the construction of a sheet mill in Torrance by the powerful Columbia Steel Corporation will turn the attention of all manufacturers of steel products in this direction.

At present the Columbia is specializing in the rolling of steel for building reinforcement. The new mill's product will be sheet steel, which is in constant and universal demand by thousands of manufacturing plants.

STEEL from the mill is raw material. It is basic in manufacturing. Companies which utilize sheet steel will naturally be interested in locating their plants as close as possible to the source of their raw material. For this reason Columbia's announcement takes on added importance.

The location of a new plant to employ 400 men in Torrance by any well-grounded plant would, of course, be welcomed. But when the product of such a new plant is a basic material needed by all sorts of manufacturers, its location here, it may logically be assumed, is but the forerunner of other plant locations seeking proximity to their raw material source.

WITH the Columbia corporation's announcement the Torrance manufacturing district becomes the steel center of the great southwest. Where steel is turned out of the mill, there clusters about the mill hundreds of plants that must have basic steel in the production of finished products. One has only to turn his eyes eastward and consider the histories of Pittsburg, Gary, Youngstown, and the steel districts around the Lake Erie shores, in order to visualize the development that radiates from a steel mill.

Torrance and the people of the Torrance district are three fortunate in having such an institution as the Columbia Steel Corporation forming one of the strong supports in the district's foundation. For while other plants provide payrolls and speed development and give work to hundreds of men, the steel mill's product is basic and will attract to the district many concerns whose receiving departments rely on sheet steel to keep their wheels turning.

### THE decision of the Columbia to expend \$2,000,000 in its expansion program in Torrance is a compliment to the executives of the local plant, particularly to William L. Booth, manager of the Torrance mill. Mr. Booth takes constant interest in the development of Torrance and this district. His capabilities as the head of the plant here and his success in its management and uninterupted production without doubt was considered when the company decided to double his responsibility by placing the big sheet mill under his guidance.

### PROPERTY-OWNERS of the district will do well to heed the words of D. H. Botchford, vice-president and general manager of the corporation, relative to land prices and rentals. Mr. Botchford told the writer in no uncertain terms that it is the desire of the company that their employees live near the job. He added that the company would co-operate actively to this desirable end if rentals and land prices were maintained at a level commensurate with the incomes of workmen.

Torrance wants no boom that will prohibit natural development. Reasonable prices of land and rentals that bring landlords reasonable but not exorbitant returns are essential to growth. This principle holds true in every community in this district. For as Torrance expands as an industrial center the prosperity emanating from flourishing manufacturing plants radiates throughout the entire territory.

### SPEAKING of steel—now that Torrance becomes the center of the steel industry in the Southland—one should be interested in the movements in Europe to compete in the steel markets of the world with American industry. Not long ago the great steel companies of Germany and France joined hands in a gigantic trust. The company thus formed is larger than any individual steel corporation in America, not excluding that giant of American industry, the United States Steel Corporation.

How far-reaching the results of this European amalgamation has already become may be gleaned from the testimony of a buyer of steel in the city of Torrance.

The company for which this buyer purchases is a large user of steel. Said he: "Recently we have had many calls from representatives of foreign steel concerns. They have offered us steel at figures lower than any American company—possibly could quote. They will cut down to almost any price in order to land an American order. But we will not buy from them. I know of only one company on the coast that buys foreign steel. And this company is actually, a foreign concern itself. American buyers of steel are buying American steel only, regardless of price."

THIS is an interesting sidelight on patriotism. And in the final analysis the determination of steel buyers in this country to confine their purchases to American steel is good business. The prosperity of the steel industry in this country is essential to prosperity in all other lines.

If steel buyers in this country should take the bulk of their business away from American firms they would bring about a period of depression and unemployment in basic industries that would be disastrous and reflect itself in all other lines. Wages would come down. Buying power would be seriously curtailed. And in the end, in order to protect American industry the government would slap a high protective tariff on steel that would increase the price even of the domestic product. Then may seem the unsound economics, but experience proves it is sound theory.

By sticking to the American product, buyers of steel are actually protecting themselves. Their present practice of turning deaf ears to attractive low prices from Europe is the best sort of protective tariff imaginable and much more potent than any decree emanating from Washington.

ALONG with the Columbia Steel Corporation's important announcement comes another from the International Derrick and Equipment Company, not the least of the Torrance district's manufacturing concerns. Since this company located in Torrance it has (Continued on next to last page)

## 3 HUNDRED MEN FOR PAYROLL

### International To Build Steel Fabricating Plant on Carson Street

### BUY LAND OF SANTA FE

### Work on \$150,000 Program Will Be Started Without Delay

Plans for the immediate expansion of the Torrance plant of the International Derrick and Equipment Company of California, as announced Tuesday, include a complete steel fabrication unit and a galvanizing shop, which when added to the company's present plant will provide employment for 300 men.

The company's program calls for an expenditure of \$150,000 in buildings and new equipment. Machinery for the new plant is en route from the coast via the Panama canal. A new building, extending across the company's Carson street property, will be erected at once. Crane equipment for handling steel will be constructed. To make room for the expansion the company has purchased an acre and a half of land from the Santa Fe Railroad Company to the south of the company's original site.

### Plan More Products

Production at the International's Torrance plant so far has been confined to oil well derricks, but when the new building and machinery are installed, it is understood, the company will make a strong bid for business in the steel tower and steel building market. In the east the International is well known as a manufacturer of all types of light structural steel equipment, such as that used for power transmission, in railroad construction and steel buildings.

For the past year International has been rushing with orders. The present expansion plans were necessitated by the strong demand for the company's product. When the new building and equipment are installed the Torrance plant will be a complete and independent manufacturing unit, performing all functions from the raw material to the finished product.

At present the company fabricates no steel in Torrance, but confines operations to assembly. Sales of International's derricks are in the hands of the National Supply Company, but the company's other products for tower equipment et cetera will be sold by the company itself. A number of experienced salesmen for this department will come to Torrance from the east, it is reported.

The announcement by the company of the construction of a fabrication plant in Torrance, coming as it does with the important announcement of the Columbia Steel Corporation, places Torrance in a still brighter limelight as the steel center of Southern California.

### President on Coast

Harry M. Runkel, president of the company, was in Torrance this week, completing plans for the expansion program.

William Tobin is vice-president and general manager of the International of California, which is a corporation independent of the eastern company. Ray Young, who has become strongly identified with Torrance affairs, is associated with Mr. Tobin in the management of the Torrance unit.

Sargent Hardware and Euboe Paint, Consolidated Lumber Co.—Adv.

### BILL THE BARBER SAYS

A WORD TO THE WISE IS RARELY SUFFICIENT

