

PARADE, AND BARBECUE TO MARK **GREAT MILL OPENING WEDNESDAY** Started Development of New **Torrance** Residence District G. P. IN FIRST **BANK OF ITALY Torrance to Give** BUILDING WILL

Western Avenue Will Be Improved GO UP AT ONCE **By Home Builders** 

Engineers for Hairy H. Merrick Co. Stort Survey for Streets, Walks and Curbs on Thirty-i Acre Property

DWELLINGS WILL BE ATTRACTIVE IN DESIGN

with Built-Up Sections of Planned City

**Torrance** Quiz

What is the name of the men's furnishing store on

Cabrillo avenue? At what store in Torrance are Hart Schaffner & Marx

what store at Cabrillo and Carson gives S. & H.

What are the names of the dentists practicing in

10-What are the names of the attorneys with offices in Torrance?

Immediaté development of the sew Torrance residential district dong Western avenue was assured oday when engineers for the Harry 1. Morrick Company of Los An-reles and Hollywood went to work a survey preliminary to improv-ar the company's 30 acre tract. The D. C. Prince, who is in charge the company amounced that floor lans for the first group of the ouses have been completed and on as the surveys are completed and contracts can be let. The homes which the company to desting will be started and on as the surveys are completed ouses have been completed and on the surveys are completed ouses have been completed and be dwellings will be started and on as the surveys are completed ouses have been completed and be dwellings will be started and be dwellings in the district that will incompany in the district that will company is developing is unusually will construct are unusually attrac-ve in design and will establish and we in design and will establish and went design and will estab

ke the area

Green Stamps?

Fire Department

gnition all over the The latest indication

**Gives** Torrance

will be sold on easy

ATTRACTIVE IN DESIGN ATTRACTIVE IN DESIGN

plant. Mr. Prince has made arrange-ments for a house in Torrance and will move here shortly with his family.

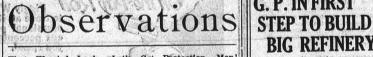
Issue Permit for Attractive Structure at Sartori

and Marcelina

Immediate construction of the new Bank of Italy building at Sar-tori and Mascelina avenues was announced yesterday by James W. Leech, manager of the Torrance branch. A building permit was taken out at the city hall. It set the cost of the jew structure at \$25,000. The bank of the set structure at

**Plan Farewell** 

adles' Aid Society Will Give Function Honoring Pastor



That Worried Look - Let's Get Protection, Men Young John (D.'s Good Sense - More Passenger Planes-'Old' Ty Cobb-A Shameful Example

By W. HAROLD KINGSLEY =

HAVE you noticed a worried look lately on the faces of many of your friends? Very possibly. Very possibly. There are plenty of wrinkle brows in Southern California these days. And it is a safe hazard that he whose visage shows signs of mental uncessiness right now is the owner of certificates while represent part ownership in the Julian Petroleum Corporation. So be sympathetic with your worried-looking friends. They pas through travall.

through travall. LOS ANGELES police are conducting a drive against In the course of three days, 350 male street flirts "masher

<sup>12</sup> In the course of three mays, see many such that about the doll-face what about the female mashers? What about the doll-face young thing whe rolls her eves at every passing shelk? Are the ever put in jall? This street mashing business finds no champion here. But we think these drives ought to be conducted in two directions—towar female as well as toward male. The day has arrived when feminine charmers are as bold, not bolder than the masculine lizards. And the right of a woma weak down the street unmolested and unapproached is no mon

The day has arrived when feminine charmers are as bold, if not bolder than the masculine lisards. And the right of a woman to walk down the street unmolested and unaproached is no more firmly established than the right of a normally right-minded married man to pass along the sidewalks without being tempted by sweet young things who take delight in making a guy nervoits. \*\*\*\*\* SHOW me a man under 40 who has passed along Broadway without being cajded by eye-collings and demure glances and IT show you the homeliest hombre on two legs. What us men have sol to have is protection. And if women, with their could rights, can't get it for us, then by Jingo, we ought to write a letter to the Times. JOHN D. ROCKEFELLER J. has his used tennis balls refilted with alt, instead of buying new ones. Newspapers publishing

where a letter to the Times. We also that the measure of the second se

# **Owner of Fifty Houses Here** Hits Rent-Raising Landlords;

## Savs Boosts Are Unwarranted

That rest raises are positively rentals are boo inwarranted in Terraneo at this provocation. T ime and that rests on his 60 raised without ouses here will remain unchanged or a long heriod was the slater, but it is seed it tent yesterday of Dekab Sparing tals as low a the owner house house the raised without go move elsewhere. It is not only fall but it is good business to keep ren tals as low as possible. Whe rents are raised we have vacancia respective out
Telleve that
ahead fast. But
clicek rather than
The Herald may
put it as strong
the person positively that tals in Torranc absolutely unwa raise rents until materially. "Rentals here with restals in

**Rousing Welcome BIG REFINERY** Company Takes Out \$100,000 Permit for Storage Tanks Here

Tanks Here Taking out a permit for the con-struction of storage tanks to cost ito0,000, the General Petroleum Corporation Tuesday took the first step in its ito,000,000 building pro-aram in Torrance. According to the executives of thanks will be followed by other de-velopments in the near future. It is the company's plane gradually to build a huge refinery on its prop-erty here and discontinue use of the big Vernon plant as rapidly as units are completed in Torrance. Construction of storage tanks is the tis pointed out. The tanks which the company will build at once will be located north of the Mexican pueblo. It is expected that building oper-ations on the company's 900 acres in Torrance will be globs forward most of the time during the next these or four years.

oration officials and

### **May Permits Now** Over \$150,000 Mark

Building permits in Torrance so far this month aggregate \$156,400. The permits call for the construc-tion of nine houses, two business blocks and one industry. Recent permits issued are as fol-lows:

Steel. Will Present Flag After the parade a flag will be presented to the Columbia as a symbol-of the eity's appreciation of the new plant. Following a short program everybody present will partake of a free barbecue pro-vided by the Chamber of Commerce. While the program is in progress a number of aviators will do stunts overhead in this city's first flying circus. Recent permits issued are as ... lows: Mrs. Ruth Haggart, 1323 Acacia, 5 room stucco, \$4050; W. J. Mc-Namara, contractor; John F. Mur-ray, 2223 Redondo Blvd., I-story brick store, \$6,000, F. S. Dougherty, contractor; Bank of Italy, 1330 Sar-tori, bank building, \$25,000; General Petroleum Corp., southeast corner of Triget 4, 80,000-barrel steel insta \$20,000.

of Tract 4, anks, \$100,000.

### **Clubs To Give** Dance to Help

Flood Sufferers

stunts overhead in this city's first flying circus. The welcoming event was planned and is being executed by a com-mittee of the Chamber of Com-merce headed by Harry H. Dolley. Another feature of the opening will be a three-day festival of bar-gains by Torrance merchants to demonstrate to the new mill's em-ployes that they can "buy better in Torrance." The bargain days will be Thursday, Friday and Sat-urday. Will Hail Columbia Matching the efforts of the Le-gion poists the country over, the Bert S, Crossland Post of the American Legion will give a dance on the night of May 25 for the benefit of Mississippi flood sui-ferers. All the proceeds of the dance will go toward flood relief. A prize walkz and several other novelties will feature the program. The Legions will be joined in this fairly by the Klwanis Club and the Women's Class- of Torrance.

# **Palos Verdes as Fire Menace**

to Columbia Men Everyone in City Urged to Join Parade to See First Sheet of Steel Run Through \$2,000,000 Mill

EVERYONE IN TORRANCE INVITED TO BARBECUE

## to Present Officials With Flag After All Factory Whistles Blow to Mark 'On Schedule' Open-ing of New Plant eople to

Torrance, the steel center of the months ago will be carried out rreat southwest, will give a rousing to the minute. velcome to Columbia Steel Cor-On January 18 at 11 a.m. D. H. Botchford, vice-president and gen-eral manager of the Columbia, turned the first shoveful of dirt on the site of the mill. At that time he and General Superintendent N. H. Becker and Torrance Manager William L. Booth announced that the first sheet would be run through the mill in four months to the minute. On January 18 at 11 a.m. employes when the company's \$2,000,000 sheet mill starts operations on schedule time at 11 o'clock next Wednesday time at 11 o'clock next Wednesday monning. Headed by a band, wearing well-come tags and carrying banners, citizons of Torrance will parade to the steel plant at 10 a m. to be on hand when the company's new chimesswhistle reverberates its shrill message to the city that the big mill which has gone up in record time is ready to turn out sheet steel. Will Present Flag

Ahead of Schedule The construction of the mill and installation of machinery have run ahead of schedule since the first

ahead of schedule since the first shovel turned earth. This fact is regarded as all the more remarkable in that the ma-chinery now installed at the new mill in Torrance was operading in San Francisco less than three months ago and was dismantled, shipped here, and set up here in record time.

snipped nere, and set up here in record time. At the celebration next Wednes-day morning, many directors of the Columbia corporation will be on-hand, and the Chamber of Com-merce committee is urging every person in Torrance to join the parade and attend the celebration so that these officialis may vis-ualize the community's appreciation. of the new mill. Order Big Whistle The company last week sont a rush order to New York for a big chimes whistle to blow when the whistle, costing several hundred follars, is being speed to forranse

whistle, costing several hundred lollars, is being sped to Torranee by express so that it will be ready o sound off at 11 a.m. next

to sound off at 11 a.m. next Wednesday. The full crew of the new mill will not be on hand Wednesday, but will be reporting during the next two weeks for duty. Sis hun-dred men will be employed at the mill, most of them highly skilled. Warren Johnston is chairman of the parade committee. The program sittendant on the opening of the mill is in charge of Carl L. Hyde and W. Harold Kingsley. Joe Stone is chairman of the bar-

Joe Stone is chairman of the bar

dee state secue committee. George Peckham and M. J. Fix are arranging for decorations in the business district and along the barade line of march. Fred Palmer is making ments for the airplanes.

### Women's Club To Elect on May 18

The annual election of the Wom-n's Club will be held on Wednes-lay, May 18: A good program has also been granged for the afternoon. Mrs

Harnebrink as

"Do you use by Chief Hanne-of a telegram

and activity has received recactivity has recently. all over the country. est indication of the wide given to Torrance be-the fire department was while

**Present** Cantata Wide Publicity showing made by The people of Torrance are cor-dially invited to attend this affair which promises to be well-worth

Choral Chub Will



Dr. and Mrs. N. A. Leake spend Saturday with Mr. and J. H. Mallows of Claremont.

as traveling by automobile. \* \* \* \* THE people of the United States are good sports. American f were about ready to attempt the near-stop flight from New Yor (Continued on Lase Pare)

Warn Petting Parties Banned in

Due to heavy damages to crops by fires in the Palos Verdes Hills arring previous dry seasons, a de-erimined effort to prevent a sepe-filtion of such losses will be made by the county fire warden and his lopaties. The "no smoking" law, effective n other sections of Los Angeles County, will be rigidly enforced in he Palos Verdes Hills, according basers on these rosten at Section 384 o Assistant Fire Warden George Faylor. Violators of Section 384 have been added to the force.

in other sections County, will be rig the Palos Verdes to Assistant Fire Taylor Violators



Ald Society will serve a dinner at the church parlors on June 7, which will be open to members and friends of the church. Farewell to Rev. A. Lyall, the pastor, will be the occasion of the gathering. How Much Do You Know About Your City?—Play This New Question and Answer Game in The Herald—Enjoy and Learn Rev. Lyall is leaving Torrance to risit his family abroad during the summer, and will return to the United States in the fall to enter What is the name of the man who conducted the first store in Torrance, and what business is he in now?
What store in Torrance which sells Nyall drug prod-ucts recently completed arrangements for the sending of candy by telegraph?
Where are the two meat markets operated by Lovelle Ott located?
Where company in Torrange is accent for the sending ale. The Yale. Those who have charge of the arrangements for the dinner, re-quest that those who plan to at-tend will make reservations not later than June 5. Telephone 71-R, or, after 5 o'clock, 120-W.

Methodist Church

Off located? What company in Torrance is agent for the Wolverine automobile, the new companion car to Reo? What is the name of the firm in Torrance that sells

# Mrs. Jean Morgan

Dies at Age of 24

Dies at Age of 24 Mrs. Jean. Morgan, 24, died at her home at de55 216th street May 7, 1927. Death was caused by a chronic beard disorder. Born in Milwaukée, Wis., Mrs. Morgan had lived in California for five years, and in Torrance for one month. She was a member of the Order of the Eastern Star. Survivors are the husband, Wal-ter D. Morgani. a son, Walter, 3 years old; parents. Mr. and Mrs. Years old; parents. Mr. and Mrs. William Barr Jr., of Wilmingston; three sisters, Mrs. Richard Crank William Barr, Dr., of Wilmingston, there, Charles A. Barr and Wil-iam F Barr, both of Wilmington. Mrs. Saage and Mrs. Hayes ar-rived from Texas to attend funeral services, which were held Tuesday