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Only Newspaper
Published In Torrance

Torrance Herald

Consolidated Edition of
Torrance Herald & Lomita News

One
Section
8 Pages
This Issue

TWENTY-FIRST YEAR—NO. 49

TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 28, 1935

PER COPY 5c

"GREATER TORRANCE DAYS" TO OPEN CHRISTMAS SEASON IN TORRANCE

SITES FOR BUILDINGS DISCUSSED

Assured that PWA grants totaling \$54,605 for the construction of the new city hall, library and auditorium have been approved, as officially announced by Secretary Ickes in press dispatches Wednesday and as exclusively reported Tuesday morning in the Torrance Herald, members of the Torrance city council are prepared to go right ahead with the sale of the \$85,000 municipal bond issue and award of construction contracts. On advice of James L. Beebe, bond expert, the council adjourned its regular Tuesday meeting this week until next Tuesday, December 3, at which time it is planned to open and award bids for the sale of the bonds.

A decision, tentatively agreed upon by a majority of city councilmen, has been reached regarding the location of the three buildings. The plan calls for locating the auditorium facing El Prado at the northeast corner of Cravens. This corner measures 130 feet on El Prado and 155 feet on Cravens and is owned by Antonio Huber. It is proposed that only 100 feet of frontage on El Prado be paid for out of building funds, and a contract for the balance, payable after July 1, 1936, be drawn up.

Mr. Huber, through his agent, J. C. Smith, submitted an offer to the council Tuesday night to accept \$6,500 for the 100 feet of property on El Prado by 155 feet on Cravens, and to enter into a contract for the remaining 30 feet on the alley corner for a stipulated price of \$1,500. In case the city decided it did not need this extra 30 feet of frontage, it was pointed out by Councilman Stanger that it could easily be sold for \$1,500. Mr. Stanger stated he knew a number of parties who would buy it at that price.

The library will be erected on El Prado, adjoining the city hall site, under the proposed plan, and an extra lot purchased from Dr. Barlow for \$2,500. By this method the purchase price of the two sites would be kept within the amount allocated for land acquisition in the PWA application, it is pointed out.

Under the proposed plan it would also be possible to build a new jail, although on a less elaborate scale than had been originally planned. A fund of \$1,500 for jail equipment would be provided, but no money for furnishing the auditorium would be available. However, it is proposed that funds for equipping the auditorium be included in next year's city budget. Furnishings and fixtures of the new library building will be financed out of library district funds, it is anticipated.

Elman Talks

At Tuesday evening's council meeting, Charles Elman made a strong plea for the sale of the corner of Marcelina and Cravens, adjoining the present city hall. The two lots with a frontage on Cravens of 95 feet had been previously

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Financial Set Up For New Buildings

As Tentatively Agreed to By City Council

City Hall (including garages and paving).....	\$ 52,000.00
Auditorium	49,300.00
Library	23,267.00

Cost Buildings (total of 3 low bids).....	\$124,567.00
Architecture	6,017.24
Contingencies	2,122.71
Supervision	2,340.00
Auditorium Lot	6,500.00
Library Lot	2,500.00

Total Gross Requirements.....	\$144,046.95
Less Garage and Paving, if eliminated.....	3,510.00

Net Requirements	\$140,536.95
AVAILABLE FUNDS	

Bond Issue	\$ 85,000.00
P. W. A. Grant	54,607.00
Added Tax Margin (from library fund).....	2,900.00

Total Resources	\$142,407.00
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Carl Hyde Gets Important State Post

Key position in the state of California's extensive social security program has been given to Carl L. Hyde, of Torrance, whose appointment as executive secretary of the State Unemployment Reserves Commission and director of the California State Department of Employment was announced this morning. Other commissioners appointed by Governor Merriam to administer the new state social security program include J. L. Matthews, newspaper editor of Covina, chairman; Samuel Leask, leading merchant of Santa Cruz; C. B. Tibbets, president of the Los Angeles Steel Casting Company; John F. Chambers, industrial realtor and labor leader of Oakland; and John H. Horn, labor leader of Los Angeles.

Hyde was chosen executive secretary by other members of the commission and he will begin his duties Monday morning. His office will be at 406 Capitol building, Sacramento.

Mr. Hyde is a former secretary and president of the Torrance Chamber of Commerce and will continue to maintain his residence in this city. He is also a member of the Torrance Rotary Club. A short time ago, Mr. Hyde accepted a position as executive secretary of the Long Beach Chamber of Commerce, which position he is resigning in order to accept the more important post as executive head of the state's social security work. As every employer of eight or more people within the state will be affected by the new social security legislation, the task given Mr. Hyde will bring him into contact with every section of the state.

HARRIETT LEECH opens flower shop TOMORROW

Formal opening of her attractive new florist shop will be observed tomorrow (Saturday) by Mrs. Harriett Leech, widow of the late James W. Leech, former manager of the Torrance branch of Bank of America.

The new shop, which will be known as "Harriett Leech, Flowers," is located in the former post office building at 1413 Marcelina avenue. Extensive alterations have been made in the interior of the building and an entirely new front has been built. Mrs. Leech has given a great deal of study to the art of flower arrangement and will be equipped to render a type of florist service comparable with the finest metropolitan stores. Telephone number of the shop is 12.

A large circle of friends of Mrs. Leech and her late husband join in wishing her success in her new business venture which will be launched with an appropriate reception Saturday.

School Report Delayed Again

In spite of the fact that he has had a large staff of assistants working day and night on the job, City Auditor C. J. Rambo was unable to complete his report on the financial set-up of the school situation in Torrance at Tuesday evening's city council meeting. However, this report is expected at the next meeting of the council on December 3.

FREE EXPRESS DELIVERY WILL BE INAUGURATED IN TORRANCE

Railway Express Agency Will Put Service In Operation On December 1 In Time For Christmas Deliveries

Effective December 1, the Railway Express Agency will establish free pickup and delivery service in Torrance. According to Mr. W. H. Bratton, local agent, the delivery limits will include the industrial and business district and practically all of the residential section of Torrance. A telephone call will now bring a pickup express vehicle to your door without additional cost.

The installation of this service is timely, as it seems assured, in the opinion of Mr. Bratton, that the Christmas holiday business, this year, will be the biggest and best since 1929.

Anticipating exceptionally heavy holiday traffic from now until the end of the year, the nationwide express organization is being primed for fast movement and quick delivery of all gift shipments and commercial business of the season.

In fact, express shipments will be delivered on Christmas Day, so that no home will be disappointed, although they may not arrive until the 25th. But to ease the work of over 50,000 express employees, as well as those in stores and shops from

LOCAL STORES CO-OPERATE IN BIG SALE DAYS

FLASH! FLASH! FLASH!

Ladies and Gentlemen! Prepare for some great news... news that will SAVE YOU MONEY... news that will make your Christmas Shopping infinitely easier, quicker, more comfortable, and more agreeable.

Christmas Savings Checks Are Mailed

More than 600 people in Torrance are looking forward to Christmas with a little more than ordinary satisfaction just now, since they received their Christmas Savings checks, sent out this week by the Bank of America and the Torrance National Bank.

Approximately \$28,000 will flow out of the banks into the purses of these thrifty customers, and from that source to go into the channels of trade between now and December 24.

This annual custom of the banks, providing an easy, painless way of financing the Christmas shopping, has been in use for a number of years, and each year gets more popular.

More people realize that the dollar put away weekly will bring them great returns of freedom from worry as to where the Christmas money is coming from.

According to D. L. Sears, manager of the Bank of America, deposits in Christmas Savings accounts increased more than 53 percent this year over the total for 1934. Increase in the number of individual accounts in this department likewise totaled slightly over 50 percent.

In a letter to the Herald Mr. Sears says, "At this time we are prompted to state the fine progress shown in our Christmas Club for the year 1935 very definitely points out the fact that there is more buying power existent today than there was at this time a year ago. There is a growing tendency on the part of the public to take advantage of this cash method of acquiring a surplus prior to the Christmas holidays. With this thought in mind we feel sure that our city can look forward to a very satisfactory climax of this year's business and can anticipate a prosperous new year."

Licenses Issued Once Each Month

Beginning December 2, driver's licenses will be issued at the city police station only on the first Monday in each month, from 10 a. m. to 4 p. m. Herebefore the licenses have been issued each Monday afternoon. Torrance residents only will be supplied at the local station. All others, residing in the territory adjacent to this city, must apply at Long Beach or Los Angeles headquarters. Licenses may be renewed or new ones obtained at this time, the first Monday in each month.

Favorable Action

On Improvement of Cabrillo Avenue Is Reported From Los Angeles Office

Word has been received from WPA officials in Los Angeles that the project of improving Cabrillo avenue between Plaza del Amo and Sepulveda boulevard has been approved there. The papers will now go to the San Francisco headquarters and from there to Washington, D. C., for further action.

This improvement will consist of widening the street and putting down a six-inch rock and oil pavement 30 feet wide. The city will pay 20 percent of the cost of labor, materials and supervision, the balance to be met out of WPA funds.

According to City Engineer Frank R. Leonard, funds from the gasoline tax for the im-

provement of Cabrillo avenue between El Prado and Plaza del Amo will not be available until February 15. As a number of weeks will probably elapse before final action is taken on the WPA project south of Plaza del Amo, it is likely that the work on both sections of the highway will start at about the

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PROCLAMATION

Mayor Scott R. Ludlow today issued his annual proclamation calling upon the citizens of Torrance to give generous support to the Christmas Seal.

Whereas—tuberculosis still claims the greatest number of lives from any between the ages of 15 and 45 years.

—This disease is the most expensive of any that in the end must be paid for by the taxpayers of this county and community.

—The protection of our children and fireside against tuberculosis has become as much of a civic duty as that of sanitation, fire and police protection.

—Science has given us the means of detecting tuberculosis in time to readily affect its cure. And whereas—the Christmas Seals which come to us in our Thanksgiving mail help to finance physical examinations with tuberculin skin tests, chest X-rays and follow-up nutrition supervision for school children in our own community.

I, as Mayor of Torrance, earnestly hope that every letter and package mailed during the holiday season bears the cheery Christmas Seal with the crimson double-barred cross which for 29 years has been the medium of raising funds for the prevention of tuberculosis.

SCOTT R. LUDLOW.

Herald Scoops World On Story

When a weekly newspaper 3,000 miles from the nation's capital scoops the major wire services on a story that originated in Washington, it's something to crow about—and so we're crowing.

Tuesday morning the Torrance Herald carried an exclusive story announcing the fact that President Roosevelt had signed the PWA grant for the three new buildings in Torrance. It was not until 24 hours later that metropolitan newspapers with all their Associated Press, United Press, and other wire services, published the announcement. How we did it—that's our secret!

But it's such good news that we're printing it again today, as officially announced by Secretary Ickes. Outright grants of \$22,087 for the auditorium, \$12,691 for the library, and \$19,827 for the city hall have been approved by the Public Works Administration.