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Three  
Sections  
20 Pages  
This Issue

TWENTY-SECOND YEAR—NO. 53 SECTION A TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 17, 1936 PER COPY 5c

# Santa Due at Two Yule Fetes for Children

## Musical Ushers In Yuletide

Near-Capacity Crowd at Auditorium Enjoys Splendid Program

STUDENTS FEATURED

Audience Responds, Sings Carols Following Presentation

Inspired by the splendid performance of the Madrigal Singers of Torrance high school and the Alumni chorus, and deeply moved by the colorful procession of costumed students representing various countries, a near-capacity audience celebrated the advent of Christmas last night at the civic auditorium in singing Yuletide hymns and carols with true holiday spirit.

Staged by the high school music and art department with the cooperation of the Torrance Ministerial Union, the musical program was a truly beautiful civic introduction to the Yuletide festivities. To the rousing round of "The March of the Kings," an old French carol, the Madrigal Singers moved down the central aisle to an improvised platform on one side of the stage.

Then the a capella group, trained and directed by Mrs. Marjorie Elschen who conceived the entire program, began the "Christmas Music of the Nations" that was the feature of the entire service. As the students presented the national Yuletide songs of six nations—France, Italy, England, Russia, Germany and America (the latter being a Negro spiritual)—characteristically costumed students walked from the auditorium entrance to the stage.

Pastors Participate

There, before a colorful cathedral window setting and a Christmas tree, they deposited symbolic gifts and illuminated a Christmas light on the tree. Then they moved, as into a church, back stage. All the while the Madrigal Singers and the Alumni chorus, which served as an echo effect, sang the hymns and carols without accompaniment. The effect was distinctive and unusually beautiful.

To Mrs. Elschen, her splendid singers and the school art department the community should extend its grateful thanks for a musical service of rare charm and color. Although the programs asked "no applause," at the conclusion of the stage and chorus portion of the program, the audience forgot and thundered its appreciation.

The opening prayer was

(Continued on Page 7-A)

## LEVY WINS HERALD TROPHY

Long Beach Judges Praise City's Display

The Torrance business district with its stringers of colored lights and attractive star-and-comet decorations on the ornamental light standards provides one of the most complete city displays in the Harbor district; and

Torrance retail merchants have dressed their windows beautifully, using excellent taste with a distinctive flare for sales-attraction.

These were the opinions of the three representatives of the Long Beach Advertising Club who toured the business district last Thursday night in search of the winner of The Herald's sun-gold trophy. The judges were Sidney S. Conklin, vice president of the Press-Telegram and a former president of the advertising organization; Nola Brooks of the Brooks Portrait Studio,

## Sketch of City on Air Friday

Torrance will be on the air over KGER tomorrow (Friday) afternoon from 1 to 1:15 o'clock when Mayor William H. Stanger and City Judge Robert Lessing will sketch the development of the city in a radio interview.

The officials will be presented by Beldon Gilbert, "Civic Hour" commentator of KGER, whose daily broadcasts from the Hall of Records in Los Angeles are proving a hit with radio listeners. Gilbert is also editor of "Officials on Parade" and field secretary of the California civil service commission.

Mayor Stanger will present a picture of the Torrance police department to KGER's studio staff which is making a collection of similar photos of other Southland cities' police forces. Captain John Stroth will accompany the mayor and Judge Lessing to the broadcast. Torrance residents should tune in and hear this aerial tribute to their city.

## Store Interiors Judged Tonight

A committee of three local residents—Scott R. Ludlow, Mrs. Kathryn Buffington and Rev. F. Murray Clayton—will serve as judges of retail store interiors for decorations tonight for the Torrance Retail Merchants' Association.

Their duty will be to select the outstanding interior display and award the decorator a cash prize of \$7.50. The store owner presenting the next best exhibition of Christmas display will receive \$2.50 from the association.

The judges will begin their tour of the shops and stores throughout the business district at 7:30 o'clock and will announce the winners after their decisions are made following the trip. The awards are offered by the association to interest the businessmen in seasonal decoration and merchandise display for the Yuletide.

**DR. SHIDLER AND SON FREDERICK, BOTH ILL**

Frederick Shidler, son of Dr. and Mrs. George Shidler, is reported to be recovering from a serious streptococcus infection of the throat. He is residing in San Francisco. Dr. Shidler is also confined to his home on Post avenue, due to a threatened breakdown of his nervous system.

## LEWIS WINS HERALD TROPHY

Long Beach Judges Praise City's Display

and Harold C. Freeman, manager of the Associated American Distributors, Inc., Transamerica corporation.

Winner Displays Award

They were not acquainted with any firms here and thus were in a position to make a fair, impartial survey of the window decorations throughout the business district. For two hours they toured "Silver Star Lane" and adjoining business streets, stopping in front of each business window in the city. Then they went into a huddle and emerged with the name of the trophy winner.

It was Sam Levy, veteran department store owner, whose carefully dressed windows on Sartori avenue have proved their "pulling-power" by attracting all shoppers who pass the colorful display. Shortly after

(Continued on Page 4-A)

## Treasure Hunters!

### 3-Hour Prize Quest Begins Wednesday Night at 6 p. m.

Route your Christmas Treasure Hunt from the complete list of Treasure stores which will be found on page 6-C of today's Herald. Clip that directory now for reference next Wednesday night!

From shoes to chocolates . . . double wool blankets to pottery flower bowls . . . crisp new \$5 bills to a telechron clock . . . there will be gifts galore awaiting lucky claimants next Wednesday evening when the Christmas Treasure Hunt, sponsored by The Herald with the assistance of 28 Torrance merchants, starts at 6 o'clock.

From that time until 9 o'clock, the cooperating stores will welcome Treasure Hunters in search of the all-important numbers. These will be drawn from a master hopper containing all of the stubs deposited in the Treasure Hunt boxes from Saturday morning, Nov. 28, until next Wednesday afternoon at 4 o'clock.

A merchants' committee will draw out the winning 84 numbers which will be posted in the cooperating stores in time for the Treasure Hunt to get underway precisely at 6 o'clock next Wednesday evening.

Numbers on Placards

Those three hours—from 6 p. m. to 9 p. m.—will be the only time holders of Treasure Hunt tickets may learn the winning numbers and claim their gifts. If any awards are unclaimed at 9 o'clock, the merchant still possessing them will return the articles to his or her stock.

You do not have to be present at the actual drawing of the numbers but you must visit each Treasure Hunt store Wednesday night to learn the three winning numbers assigned to each store by the merchants' committee and check your tickets with those prize-winning digits.

The gift numbers will be displayed on a special Christmas Treasure Hunt placard prominently displayed inside the 28 cooperating stores—don't expect to see it in the window because the merchant wants you to gain some idea of his Christmas merchandise displayed within the store while you are Treasure Hunting.

Holders of lucky numbers will be asked to give their names and addresses to the merchant offering the gift so that this information may be published in the following issue of The Herald.

With the Treasure Hunt entering its final five days it behooves every shopper to claim as many of the numbered tickets as possible. One is given with each 50-cent purchase in the Treasure Hunt stores and shops.



## Pupils Yule Tree Cheers Hospital Patients Here

Bringing the kind of Christmas cheer that is more welcome than presents to those confined in Jared Sidney Torrance Memorial hospital, pupils of grade 7-B of the elementary school offered their unique Christmas tree yesterday to "some child in the hospital."

But Miss Esther Z. Maxwell, superintendent, Mrs. Willis M. Brooks and the nurses declared that the tree and its unusual decorations should be seen by all patients in the institution and so it was sent on a tour that resulted in many smiles and delighted exclamations.

The tree bore silver stars for each member of the 7-B class. On each star was written the boy or girl's own resolution for a happier and better New Year of 1937. These good intentions ranged from "I will wash my face and ears once a day for Mother" to "I will earn money to buy my own clothes."

Each star was eagerly read by the hospital patients who found great pleasure in scanning the youngsters' resolutions for the coming year.

## Coma Still Grips Zumwalt Youth

Unconscious 24 Days, His Condition Unchanged

Another week was passing today for Jordon Zumwalt, 14-year-old Torrance high school student, but he was still unconscious at Jared Sidney Torrance Memorial hospital and was giving no signs of emerging from the coma that has gripped him since the morning of Nov. 24 when he was injured.

Altho he is exceedingly restless at times and indicates that he knows when his father, a Los Angeles city fireman who resides at 22227 South Vermont avenue, is in the room, the boy is still unable to speak or respond to questions.

He was struck by a truck 24 days ago while bicycling to school and suffered a multiple skull fracture. Every aid known to medical science is being given him and physicians are hopeful that he will eventually recover. Late last week his condition was feared grave but he rallied and now is holding his own.

## CHARTER IN FINAL TEST; OUT SOON

### U. C. Dean Making Second Survey; Form Being Simplified

Now undergoing its second inspection by Dr. Malcom Campbell, dean of municipal law in the political science department of the University of California, the proposed Torrance city charter is near the point of presentation to the citizens of this city.

This was learned this week from Carleton B. Bell, chairman of the board of freeholders who have drafted the city constitution which would elevate this municipality from a sixth-class city to a chartered corporation.

Bell declared that the freeholders expect to be finished with their charter task early next month and expressed the opinion that the final draft would be presented to the city council for public inspection within four or five weeks. Next Monday night the freeholders will meet again to get over Dr. Campbell's final survey of their work.

Dr. Campbell's first study of the proposed charter caused him to make a number of suggestions for its improvement about a month ago, Chairman Bell said. These were gone over carefully and those believed beneficial to the city were incorporated in the tentative draft.

Then the result was given to Louis J. Bourke, counsel for the League of California Municipalities, for his inspection and suggestions. Following Bourke's survey, the proposed charter was again reviewed by the freeholders and the result sent back to Dr. Campbell for a final report.

Both the university head, an acknowledged authority in the field of municipal law, and the legal advisor for California cities, agreed that a charter to meet any future civic situation should be simplified and made as compact as possible.

Cite Main Issue

This, they informed Chairman Bell and the other freeholders, would facilitate city operations by making possible future amendments without endangering

## Stores are Busy Day and Night

Nearly all retail merchandise stores in the city are remaining open every night until Christmas to serve shoppers who are responding to the attractive array of Yuletide stocks in greater numbers than ever before.

Food stores will remain open as usual Saturday night, Dec. 19, and Christmas Eve, Dec. 24.

Downtown streets are thronged with residents of this vicinity each night and local merchants are joyfully unpacking crates of Christmas merchandise purchased in expectation of the rush that is setting new records for business here.

## Christmas Week Herald Out Tuesday, Dec. 22

The Christmas week edition of The Herald will be issued next Tuesday morning, Dec. 22. This will include all food market advertisements of special bargains for the holiday dinner and announcement of gift suggestions from local stores for "last days" shoppers.

Pastors of local churches are urged to bring their Christmas and Sunday (Dec. 27) announcements to The Herald office no later than Saturday morning, Dec. 19, at 10 o'clock to insure publication in the Dec. 22 edition.

In accordance with its annual custom, The Herald office will be closed Christmas Day and Saturday, Dec. 26, to allow the staff a complete holiday.

## Columbia Workers' Party Ready; Firemen Hosts Tuesday Night

### STEEL WORKERS' PARTY FOR CHILDREN SATURDAY

Entertainment In Plant Yard to Precede Arrival of Santa Bringing Gifts for 1,200 Little Guests

More than 1,200 children with their parents and friends are expected to throng the Columbia Steel's courtyard in front of the changing house Saturday night for the first Christmas celebration ever held at the great industrial plant by employees for their youngsters.

Preceding the arrival of Santa Claus, who has assured the committee in charge of the event that he will be present in person to distribute gifts to all good boys and girls of steel workers, there will be an elaborate musical program opened by a short talk from E. M. Barber, general superintendent.

Members of the Christmas committee are Joe Greaves, chairman; Frank Steers, Rufus Cline, Frank Smith and Bill Allen. They have set up a large decorated tree and have erected a 12-foot bonfire which will be ignited with the arrival of Santa Claus and his sleigh.

Farfare for Santa

The program opens with music by Flin's Mexican band, followed by tap dances by the Misses Margaret Hedricks and Relda Bridge, a baritone solo by George Schmidt, accompanied by Joe Fortin on the piano; and a special arrangement of "Silent Night, Holy Night" sung by the Methodist choir under the direction of Dick Hogue.

Miss Audrey McNeill will play an accordion solo and a male quartet, composed of Dick Hogue, Kenneth Fasnacht, Fred Leeming and Gene Dotson, will sing carols. Orleno Leeder is to play a violin solo, accompanied by Mrs. Leeder; Miss Dona Berry, accompanied by Miss Ann Dougherty, both from radio station KGER, will present a popular song number, followed by an Indian club exhibition by Donald Lowe. A Spanish number is to be given by Mrs. Olive Arias, accompanied by Joe Arias and Carlos Davelos, and a trumpet duet by Eric Chaplin and Eugene Shaff will end with a fanfare to announce the arrival of Santa and his gifts for the youngsters present.

## Rain Slows Up Demonstration Home Building

Like every other construction job in the city, rain delayed the erection of The Herald's Demonstration Home at Beech and Sierra avenues this week. Clearing weather has enabled the contractor on the five-room Californian-Cape Cod residence to go ahead now with the foundation laying and next week, skies permitting, the framework should be up.

The garage framework was erected before the rain halted the work. Built with a Federal Housing Administration insured mortgage, the Demonstration Home will be opened for public inspection when it is complete and furnished by local stores late next month.

In the meantime, the Better Housing Program branch office in the Chamber of Commerce is receiving a number of visitors seeking information on FHA insured loans and other data on building homes in Torrance. This office is open daily from 9 to 5 p. m., and to 1 p. m. Saturdays.

## OIL ACTIVITY CONTINUING

Deep-Sand Drills Going Full Blast Here

Declared by veteran oil men to be the most extensive drilling campaign in years, the present activity centering in the Harbor district and most notable in the district surrounding the Sepulveda boulevard is attracting great interest in the black gold industry.

Launched several weeks ago by P. V. Collier, well-known oil operator, with the Flint No. 1 drilled by the Dearborn Oil Company, the exploration of deeper sands has been continued by a number of oil concerns until today there are four deep-sand units at work and two new jobs are reported to start next week.

"We thought Flint No. 1 would be about a 100-barrel well," Collier said yesterday. "So we put in small, light connections. Now production has gone up to 375 barrels a day. That job sure fooled us. However, we may bail her out and put in larger connections."

To "Turn It Loose"

Mississippi-born Collier may have been fooled on Flint No. 1 but he is taking no chances on the Hunt Oil Company exploration right at the Sepulveda-Hawthorne junction. Now in upper sand at 3,490 feet with pipe in good condition, this well will permit its operators to "turn it loose" when it comes in.

The Hunt No. 1 is another re-drilled hole. Collier, who is president of that company and a fourth-owner in the Dearborn concern, expects the Hunt to be sunk to about 5,600 feet.

The Killingsworth No. 2 re-drill job in the same vicinity was spudded in yesterday. Full

## BUILDING-LOAN CUTS MELON

Torrance Association Is FHA Mortgagee

Two announcements of interest to the financial life of the community were made this week by the Torrance Mutual Building and Loan Association. They were:

A declaration of dividend credits on the basis of four percent would be applied on membership shares as of Dec. 31 and that the association now has a certificate of approval as a mortgagee under Title 2 of the Federal Housing Administration.

The dividend credits, first since the national Moratorium Act of 1932, amount to a "melon cut" of between \$5,000 and \$8,000, it was stated by officers of the association. These are to be credited to share accounts.

Subject to Regulation

New forms of non-definite rate returns are now being exchanged for old membership shares and certificates in conformity to the new state law. In regard to future dividends the association points out that it cannot guarantee any specific rate of return because under the new legal requirements, all dividend rates on all forms of contracts are subject to federal act regulation.

The Torrance Mutual Building and Loan has received its certificate of approval as a Title FHA mortgagee and is now working in cooperation with the Better Housing Program instituted here last week by The Herald with its Demonstration Home, now under construction at Beech and Sierra streets.

Extend Loan Service

Officers of the association are attention to the fact that concern has been paying interest on its certificates since

(Continued on Page 5-A)

Next Monday night members of the Torrance fire department will gather at central station to play volunteer aides to Santa Claus in preparation for that genial old fellow's annual appearance at their Christmas party for all Torrance children. This event will be staged at the civic auditorium next Tuesday night, Dec. 22, beginning at 7:30 o'clock.

Firemen will tackle the job of filling several thousand gayly colored boxes with 700 pounds of Christmas candy, 1,600 oranges, several boxes of apples and 200 pounds of walnuts. Fire Chief A. B. Stevenson and his department personnel announced today they have been assured that Santa will make his yearly call without fail.

The Christmas party is open to all children of the city. Parents of the younger youngsters are also invited to attend but the best seats for the event, those right down in front of the auditorium stage, will be reserved for the boys and girls.

Two Major Gifts

The Recreation department is completing rehearsals for a gala vaudeville show and the Torrance municipal band, under the direction of John T. Watson, will give a concert in front of the auditorium before the party begins, during the program and afterwards play for a free public dance to be held there.

As the children enter the large hall they will be given numbered tickets. Some fortunate boy and girl will win the two major gifts, awarded by the Torrance Retail Merchants' Association, in the drawing that will be part of the program. These gifts will be a large Shirley Temple doll and a Fire Chief automobile.

Adults Bid to Dance

Distribution of the Firemen's Christmas boxes, made possible thru the assistance of the city council, will start at the close of the entertainment program as the children file out of the auditorium.

Adults are invited to attend the free Christmas dance music by the municipal band immediately following the children's festivities.

NEW ARRIVAL

A son, their first child, was born yesterday noon to Mr. and Mrs. Herbert Morin, 1408 Craven avenue, at Jared Sidney Torrance Memorial hospital. Morin is a Columbia Steel worker.