

## NOTICES OF MOTOR VEHICLE FEES NOW IN MAIL; MUST BE PAID FOR 1937 PLATES

With the renewal of license plates beginning Jan. 2, California owners of motor vehicles are receiving postal cards in the mail, notifying them of the fees they will have to pay for 1937. Howard E. Deems, state registrar of vehicles, announced early this week.

Post cards will give the registration fee, which is \$3 for pleasure cars, and the amount of the vehicle license fee, which runs from 40 cents up. Commercial vehicles will pay the registration fee, vehicle license fee and an additional fee, depending on weight and tire equipment. The cards will show the name and address of registered owners, 1936 license numbers, make and type of vehicles, and the registration and vehicle license fees.

**Explains Procedure**  
To renew license plates, Deems said, the certificate of registration, known as the "white slip," and the postal card, should be presented at any branch or sub-branch office of the Department of Motor Vehicles. "The postal card is important," he declared, "for if the applicant has this he will receive his plates quickly; otherwise he will have to wait while the fee is being checked. This year's cards have been written with a special ink that prevents alteration, and will be accepted at face value."

"There seems to be some misunderstanding," he continued, "among motorists as to vehicle license fees. They replace the personal property tax on vehicles. Until last year, this was collected by city and county tax collectors, but beginning last year and continuing thru 1937, it is done by the state. If a vehicle was registered in California last year, it is not necessary to see the city or county tax assessor. Tax clearance from city and county tax offices will be necessary where the car was not registered in California last year."

Where the car was purchased on contract or thru mortgage, and the legal owner has been paid, the ownership certificate, or "pink slip," with certificate of registration and postal card must be presented for renewal.

### New County Job Is Created by Supervisors

By unanimous vote, the board of supervisors this week made provision for an assistant in education in fire prevention and conservation, to bring about greater public cooperation in protection of life and property. The position is to be filled by a "civil" service examination to be given shortly and not by a temporary appointment.

Duties of the educational director will be to acquaint the public with the activities of the two departments, and to promote healthful recreational activities in addition to working for public cooperation in protection of life and property. The appointment is to divide his time between the department of forest and fire warden, and the department of recreation camps and playgrounds. He will represent both departments before service clubs and organizations throughout the county.

**ART EXHIBITION OPENS JAN. 3 AT PALOS VERDES**  
An exhibition of paintings and drawings from the Otis Art Institute will be open Jan. 3 at the Palos Verdes art gallery from 1 to 6 p. m., daily except Saturdays, and Wednesday evenings from 7 to 9 p. m. The display will be on view until Jan. 25.

**There's Elbow Room at Rolling Hills**  
(Rancho Palos Verdes)  
Own your own "Dude" Ranch Country life—city conveniences. 2 to 10 acres, moderately priced.  
Drive south on Narbonne through the hills to the Gate House.  
Phone or Write  
**A. E. HANSON CO. DEVELOPERS**  
Redondo 7481

**A. M. GAMBY Mortuary**  
A. M. Gamby, director. Lady assistant.  
25001 Narbonne Phone Lomita 612

SAVE THIS CARD... IT'S IMPORTANT

**STATE OF CALIFORNIA**  
DIVISION OF REGISTRATION  
DEPARTMENT OF MOTOR VEHICLES  
SACRAMENTO

You are hereby notified the following fees must be paid to register and license the vehicle described on the reverse side for 1937:

Registration Fee	\$3.00
Vehicle License Fee	7.50
<b>Total Fees To Be Paid</b>	<b>10.50</b>

Present this card and your 1936 registration card together with total fees specified to any Division of Registration office listed below or to the California Highway Patrol office in your county. Mail applications handled at Sacramento only.

**SACRAMENTO, 17TH AND P STS.**  
LOS ANGELES, 3500 S. HOPE ST.  
SAN FRANCISCO, 1600 MISSION ST.  
PASADENA, 2122 BOND ST.  
SAN DIEGO, 310 CEDAR ST.  
OAKLAND, 14 1/2 ALICE ST.

**LONG BEACH, 808 PACIFIC AVE.**  
SAN BERNARDINO, 257 THIRD ST.  
PALMDALE, 37 S. LAKE AVE.  
HOLLYWOOD, 1448 N. VINE ST.  
STOCKTON, 211 N. SAN JOAQUIN ST.  
SAN JOSE, 758 S. FIRST ST.

CASHIER'S CHECKS, POST OFFICE MONEY ORDERS OR EXPRESS MONEY ORDERS ACCEPTED BY MAIL  
**PERSONAL CHECKS NEVER ACCEPTED**

### Firemen Play Santa

#### Other Attractions Reduce Number of Children at Annual Party

Approximately 1,100 children thronged the civic auditorium with their parents and friends to enjoy the annual Christmas party given by the Torrance fire department last Tuesday evening with the Torrance Recreational Center and Torrance Retail Merchants' Association assisting.

This was the smallest number of youngsters to claim their gifts of candy, nuts and oranges in recent years, the attendance having been curtailed by three other events that same night.

The extra attractions were the American Legion party for children of members, the C. C. M. O. program and the Pueblo celebration sponsored by the Recreation department. The firemen's fete was held at the civic auditorium. Fire Chief A. D. Stevenson divided the left-over boxes of candy among the local churches for distribution among Sunday school children.

**Major Gifts Awarded**  
Main attraction of the annual party was, of course, the appearance of Santa Claus and distribution of the firemen's treat to all youngsters. However, the program was amplified this year to include music by the municipal band, which also played for a free public dance after the party, carols and hymns by the WALTERIA Women's chorus, a Mother Goose play with nine costumed children in the cast, recitations and an exhibition of baton twirling by Gwen Stith, of San Pedro, and a Long Beach girl whose name was not learned. Sam Levy served as master of ceremonies.

A Little Harbor City Mexican girl won the Shirley Temple doll and Eddie Pega, 20 months old, held the winning number for the Fire Chief tricycle, both gifts being given by the Retail Merchants' Association. George Ryan, Jr., six years old, claimed young Eddie's tricycle for him.

**Tummies Trouble Santas**  
Instead of one Santa there were two—a junior edition who appeared in the Mother Goose play and the "real thing" who made a brief showing during a song by a girl trio. Both Santas had one thing in common, however, and that was a bad attack of falling stomachs, the minuscule Claus having great difficulty in keeping his paunch out of his knees. After a few waves of his mittened hands to the audience, the elder Claus was forced to use his digits to keep his paunch from slipping.

But the audience, young and old, enjoyed not only the abdominal difficulties of the Santas but the entire program. The dance following the entertainment attracted a number of high school students, few adults.

Your rent money will buy a home.

## SHOP TALK

By RAY BROOKS

**CHRISTMAS LEFTOVERS**  
Like the Christmas turkey that suffers the embarrassment of being torn limb from limb until only a few well-picked bone remain, Ye Goode Olde Merchants of Torrance this week looked askance at shelves and windows upset and disheveled by the greatest Yule trade ever experienced in this fair city.

Oldtimers jumped with glee and newcomers saw sales record set which will be hard to live up to in coming years. As far back as Thanksgiving the merchants were experiencing a phenomenon not before seen here. People were ACTUALLY Christmas shopping; the old wheeze about "Shopping Early" was operating.

Perhaps there are several reasons for the successful Christmas trade. Not to be overlooked are the pay increases at the mill and the fact that most of the factory employees in town have been working steadily the past year. Also, to consider is the enterprise and fervor with which the merchants dressed up their windows early (and the Herald's gold trophy had no little to do with THAT) and the much-to-be-admired way in which Alden Smith and the merchant's committee got out, drummed up cash for the street decorations, and... what is very important... GOT EXCEPTIONALLY FINE DECORATIONS! AND GOT THEM UP EARLY!

In passing, we must modestly add that the Herald's Christmas Treasure Hunt lent a very favorable influence. Treasure Hunters really turned out for the search for the prizes and all merchants were of the opinion that it drew the largest crowd in the history of the city.

It is sincerely hoped that the merchants have learned a thing or two or three from this year's successful December and will show the same pep, enthusiasm and cooperation next year and years to come.

### YULETIME PICK-UPS

Roland Blakeman of the RB was a pretty busy feller a few days before Christmas. For two days almost all he had to eat was a handful of crackers fished, my operative tells me, from the home of a guest where Roland had gone after closing.

"No time to eat or drink," said Roland. Though believing the former, we doubt the latter.

Les Prince of the Beacon Drug, has one of the niftiest (that's a nice new word) interior Christmas displays in town and for some reason or other was left out of the judging for the merchant's committee's cash prize.

I have taken it upon myself as a committee of 1 1/2 to investigate and bring to light any oversights, intentional or otherwise.

The night of the Treasure Hunt Harry Abramson's National Home Appliance was so packed with shoppers that Harry's entire family was in a dither selling and wrapping gifts. I couldn't hardly get through the mob so that Harry could wish me a Merry Christmas!... which he did in no uncertain terms.

### AND NOW, ADIEU!

Now we say "Goodbye" to Santa Claus for another twelve months. Within a very few days the little feller known as "1937" will waddle up to the helm and take over the controls. 1936 was a good year and one of improvement, and we hope young "1937" will take a hint from his pappy "1936" and be nice to us.

So we'll see you all next year, and to everyone this so-called column wishes a healthful, a happy, a prosperous... 1937!

### Council Invited To Pistol Club's Dinner-Gathering

It was indicated at last Tuesday night's city council session that the municipal board would probably hold an adjourned meeting Tuesday afternoon, Jan. 5, in order to attend the dinner given by the Torrance Revolver Club that evening at the Hollywood Riviera clubhouse.

World champion pistol teams are to be present, according to the communication inviting the council to attend. This was sent by Capt. John H. Stroh, president of the club.

## Record Yule Season Ends With Party

Star Department Store Workers Feted by Koch Christmas Eve



THE CARES AND WORRIES of an arduous pre-holiday record-breaking sales period forgotten, this group of 22 of the Star Department store's 24 employees gathered around on the mezzanine floor Christmas Eve to be entertained by Proprietor J. G. Koch.

Reading from left to right, rear row, they are: Douglas York, John Schmidt, Merton Gilbert, Marion Sears, Jack Schwimmer, Steve Schmidt, Mrs. J. G. Koch, Host Koch, Ed Bowman, Frank Higgins, Morris G. Koch, T. H. Higgins, Saul G. Koch and Stanley Gilbert.

Seated, left to right, are: J. A. Robinson, manager; Edith Riley, Mrs. J. A. Robinson, Ann O'Neal, Mrs. Lily Davis, Florence Perovich, Ruth Steffensen and Otto Koch.

Only two members of the Star Department store's personnel were unable to attend the "after closing hour" Christmas Eve party given by J. G. Koch to celebrate the morrow's holiday and a smashing Christmas business. During the serving of refreshments to the tired workers, Proprietor Koch distributed the store's annual Yuletide bonuses and the employees exchanged gifts.

Manager J. A. Robinson gave a personal gift to each employee and he and Koch received pen and pencil sets from the staff. With the money left over from their gift contributions, the Star's workers filled a large box of groceries which was taken to the home of a needy Torrance family later that night.

**Steel Industry's Advance Due to Continue in '37**

(Continued from Page 1)

els have shown an unmistakable upward trend recently. Resultant increased material costs, heavier tax levels and an average 10 percent increase in steel wage rates recently granted have substantially added to production costs. As a consequence it has been necessary to announce moderate price advances in some lines of steel products to become effective on first quarter business for 1937. It is to be observed, however, that these price increases do not apply on all lines of steel manufactures and will not fully offset the increased costs resulting from higher wages, cost of materials and taxes.

The steel industry enters upon the new year with greater confidence than it has in any year since 1930 and with every indication that it will be a better year than 1936 has been. New business booked by steel mills in the last quarter of 1936 has been in most encouraging volume and is sufficient to enable us to start 1937 in fine fashion. Especially gratifying at the moment are the increasing evidences from the field of railroad transportation that the long pent-up requirements in that field are in substantial measure about to be satisfied.

**Two Significant Points**  
We have emerged from the long and difficult battle with adversity during the past six years with our courage, strength of character and resources intact, and we may take a pardonable satisfaction in having weathered the storm with our colors flying. The steel industry cooperated wholeheartedly during those trying years in every sound effort to re-establish the pace of prosperity and to develop and maintain a fair and sympathetic relationship with its workers. As evidence of its sincerity in carrying out this policy, it is to be observed that the steel industry today is giving employment to more men than at any time in its history and its basic rate of pay is at a higher level than ever paid before.

If we will bring into full play our greatest effort and skill, our vast resources and our constructive ingenuity, submerging self-interest to the interest of the whole nation, we have it within our means to establish an economic and social balance of enduring quality.

### PLAN MARBLE TOURNAMENT

The Recreation department will hold a marble tournament at the city ball diamond, Jan. 9, beginning at 10:30 a. m. Participants should register at the ball park office at once.

### Townsend Printed



Dr. Francis E. Townsend, founder of the old-age pension plan, as he was fingerprinted in United States Marshal Clark's office at Los Angeles. Townsend posted bond insuring his appearance in Washington to face contempt of court proceedings.

### Tourist Gain Noted

All-Year Club Issues Statement Showing Increase Over 1935

### U. S. Steel

**Shipments Highest for Six Years**

NEW YORK, Dec. 30. (U.P.)—United States Steel Corporation in 1936 experienced its best year since 1930. It shipped approximately 10,700,000 tons of finished steel, against 7,347,549 tons in 1935, and 3,974,062 in the depth of the depression in 1932.

October set the year's peak at 1,007,417 tons. November shipments declined but were the best for the month since 1929. The smallest month was February, when shipments were 676,315 tons.

Just what the tourist industry means to Southern California was revealed today in the annual statement of the All-Year Club, which showed that tourists during 1936 spent \$188,891,139 in the ten southern counties of the state.

This total represents a clear gain of \$33,127,737 over last year, when travellers poured \$155,763,402 into Southern California coffers, according to Don Thomas, managing director of the club, which is a non-profit tourist bureau, operated for the benefit of Southern California.

Indicating immensity of the year's tourist money, it was shown to be sufficient to build 32 city halls, such as the one in Los Angeles, construction of which cost \$5,800,225.

**Drawn By Advertisements**  
Thomas said, "Eventually the dollar spent by the tourist filters into every walk of life. It goes from one channel to another, keeping thousands of persons employed, and hundreds of business concerns in operation."

More tourists arrive here now in summer than in winter, the report set forth. These "high caliber spenders" totalled 988,729 in summer and 529,135 in winter, thus making 1,517,864 visitors for the year.

Much of the gain in summer tourist traffic was attributed to advertisements of the All-Year Club. Starting 15 years ago, when scarcely any summer tourists were present, the club's advertising campaign continuously has stressed the cool nights of Southern California, experienced at periods when the east and middle-west were sweltering in the heat.

**ATTEND BALL IN PASADENA**  
Seen at the Tournament of Roses coronation ball in the Civic auditorium in Pasadena, Tuesday evening were Judge and Mrs. Robert F. Lessing, Dr. and Mrs. R. A. Bingham, Mr. and Mrs. Harvel Guttenfelder, Misses Marion Sears, Aggie Lou Rippey, Mary Peckham, Messrs. Bob Sleeth Jr., Bob Holmes and Max Schumaker.

Your rent money will buy a home.

## Torrance Pair Wed in Nevada

Parks-Montague Nuptials on Christmas Eve

Adelaide Wittenberg Montague, formerly of Tonopah, and Fay L. Parks, Torrance, Calif., were united in matrimony at an impressive wedding ceremony performed on Christmas Eve at the home of Dr. and Mrs. R. H. Burdick. The ceremony performed by Rev. George Proctor, took place in the presence of immediate relatives and a few close friends.

The bride was attended by her niece, Miss Gladys Wittenberg and her sisters, Mrs. R. H. Burdick and Mrs. M. D. Butler and was given in marriage by her brother, C. F. Wittenberg.

The groom was attended by Mrs. Montague's son, Parke and a second son, Ralph, was also included in the bridal party. Miss Florence Butler rendered Mendelsohn's wedding march.

The bride was charmingly attired in an evening ensemble of coral lace with a corsage of orchids. Miss Wittenberg wore an evening gown of blue with a corsage of pink carnations while Mrs. Burdick's gown was of lavender lace and chiffon with a corsage of white gardenias. Mrs. Butler wore a gown of royal blue with a white gardenia corsage. The groom was attired in conventional black.

Mr. and Mrs. Parks have a host of friends who are extending congratulations to the happy couple. After visiting in Tonopah for several days, they will make their home in Torrance where Parks is the proprietor of the Torrance Plumbing company.—Tonopah Daily Times.

### TORRANCE HIGH SENDS 18 TO COMPTON J. C.

Torrance high school is well represented at Compton Junior college with 18 former graduates enrolled at the institution. Seven members of last year's Torrance graduating class are enrolled at Compton. Martin Lane studies mechanical drawing and is on the tennis team, and Melvin Smith is taking a dentistry course. George Isbell studies engineering. Donald Haynes majors in journalism. Bob Elder takes a general course, Douglas York studies radio, and Betty Yost majors in home economics.

Five 1935 Torrance graduates are enrolled. Jane Traller is secretary of Alpha Gamma Sigma, treasurer of Alpha Tau, and a member of Rho Delta Epsilon. Mary Ann Taylor is librarian of Beta Chi and chaplain of Delta Psi Epsilon, while Carl Paxman, president of Alpha Sigma Chi, is recognized as one of the best baseball pitchers in Southern California. Margaret Condon and Mary Pukbow study costume designing.

Of the 1934 class, Dorothy Jensen belongs to Delta Psi Epsilon and the business women's organization, Kenneth Fess is a member of Chi Delta Chi and Phi Gamma Chi, and Joe DiSario takes an engineering course. Myron Nightingale, 1933 Torrance graduate, prepares to be a laboratory technician. Marion Stevens majors in home economics, and Richard Stevens takes a social science course.

**BUICK**

Wishes Everyone a Happy New Year

M. D. Bardwell  
Manager

**LEWIS MOTOR SALES**  
1629 CABRILLO