

THE STEEL INDUSTRY IN 1936

By WALTER S. TOWER, executive secretary, American Iron and Steel Institute

Improvement in the steel industry during 1936 lifted production to the largest total since 1929, while number of employes and wage rates reached the highest points in the industry's history. Steel company earnings did not increase in proportion to the expansion in activities, the indicated total for the year falling below that for 1930, altho output was larger by a wide margin.

Production of steel ingots for the year is estimated at 47,700,000 tons compared with 33,900,000 tons in 1935. This total made 1936 the third largest year in steel production, being exceeded only in 1928 and 1929. The 1929 peak was 54,900,000 tons.

Steel mill activities steadily advanced throughout the year. The operating rate for the first quarter was close to 55 percent of capacity. During the third quarter, contrary to traditional seasonal tendencies and general expectations, the rate rose to 72 percent, moving up to 78 percent in the final quarter.

Has Record Payroll
Production of lighter steel products, such as sheet and strip steel, continued at a high rate during 1936, reflecting the large volume of automobile production and activity in other lines manufacturing consumer goods. Meanwhile, for the first time since the depression started, there was a notable expansion in demand for heavy products such as shapes, rails, railroad car material and pipe.

Increasing output of these materials brought a better balance in the use of steel-mill capacity. Production of these heavy lines, however, continues both actually and relatively to lag behind the output of lighter material.

At the start of 1936 the number of employes in the industry was 454,000, while the October total had reached 531,000, the highest ever recorded and nearly 15 percent over the number employed in 1929.

The year was marked by improvement in the position and earning power of workers in the industry. Many employers granted vacations with pay to wage earners and also established the general practice of

paying time and a half for work over eight hours a day or six days a week.

Average Prices Decline
In November, wage advances averaging about 10 percent, were put into effect thruout the industry. This represented an addition of approximately \$75,000,000 annually to the payrolls in the industry. As a result the aggregate payroll of the industry is now at the annual rate of \$936,000,000.

The basic rate of wage earners in the industry has been increased nearly 60 percent since 1932. With the latest increase it stands 19 percent above the 1929 level and is the highest ever received by steel workers. The average hourly earnings of wage earners in the industry are about 73 cents, compared with 65.4 cents in 1929.

In order at least partly to offset greatly increased costs resulting from the wage advances, higher priced materials, increased taxes, and other factors, steel producers generally announced price advances ranging from \$2 to \$5 a ton on the various products late in the year, to apply on first quarter business in 1937.

Average prices for steel products sold in 1936 showed a decline of about \$14 a ton from the most recent peak in 1923, and the resulting saving during the year to the consuming public was approximately \$450,000,000. For automobile manufacturers alone the saving was \$96,000,000.

Prepares for Future
For 1936, it is estimated that the steel industry's net earnings will amount to about \$150,000,000, representing a return of three percent on invested capital, compared with 4.5 percent in 1930 and 10.4 percent in 1929. Thus altho output was 87 percent of the 1929 peak, earnings were only 30 percent as much. As the industry crosses the threshold of 1937, its productive facilities stand ready to meet the demands of the many markets for steel.

During the past few years the industry has done more than supply steel for current requirements of its customers. It has, at the same time, been putting its house in order for the future, spending about

Search for Missing Ship



A tense moment in the field office at the Salt Lake City Airport as pilots chart their courses on mercy flights in the hope they will find an airliner missing with seven persons aboard. G. C. Colbert, left; Allan Barrie, Harry Bogen, brother of one of the missing pilots, and W. E. Phelan, of the Department of Commerce.

No Handicap



Howard Fields of Bell, Cal., has no arms but he doesn't consider that a handicap. He operates a fire insurance agency and writes all the required papers—holding the pen in his teeth.

Proposed Sardine Conservation Law Endorsed

Council Learns of Move to Aid Crippled Children
"Will it stop sardines from coming up our barge canal?" queried Mayor W. H. Stanger at Tuesday night's brief meeting of the city council when a resolution recommending the Fish and Game Development Association's efforts to have the state pass certain legislation regarding wild life came up for consideration. The mayor was referring to the proposed waterway from west basin to the local industrial district, a project in which City Attorney C. T. Ripsey is interested.

Treasure Hunt Draws Great Crowd Here

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ing company did not have any of their gifts claimed. A majority of the Treasure Hunt stores reported at least two of their three gifts each had found recipients.
There were four double winners—Mrs. F. E. Kelley, 1313 Acacia; George Pottorff, 1638 220th; Mrs. Tom Bowker, 2064 220th street; and Mrs. S. Shoberg, 2118 Carson. Many of the Treasure Hunters carried especially-made lists of their ticket numbers, some compilations running two feet long. Most of the great throng merely had their tickets arranged in numerical order and they were to be found in every store, thumbing through their ducats checking their numbers with those eligible for prizes.
Creates Good Will
All were in a gay, happy mood and it was a merry crowd that composed the greatest assembly any function ever attracted here. Merchants had an unparalleled opportunity to create good will and display their Christmas stocks at the same time.
All of the cooperating stores entered into the holiday spirit of the surging mass of humanity that walked, skipped and ran through the fog from one store to another—Christmas Hunt tickets clutched in hands and Yuletide greetings sounding from hundreds and hundreds of smiling faces.
Gift Winners Listed
Following is the list of prize-winners as reported from the cooperating Treasure Hunt stores:
National Home Appliance company—Alex McJannett, Norman Arms apartments; Mrs. W. F. Burgener, 1630 Beech; and Mrs. John Armstrong, 703-A Sartori.
Torrance Plumbing company—A. Brenneman, 2044 Lomita blvd.; Lomita; and Mrs. F. E. Kelley, 1313 Acacia.
Torrance Electric Shop—Dick Hale, 1437 220th; and Edith B. Smith, 2260 Torrance blvd.
Harriett Leech, flowers—Jack Tucker, 221 Narbonne; Charles Montague, 1103 Amapola; and Mrs. Emma Miller, 2003 Plaza

Discarded Ducat Discourses on Death in Ditch

By No. 53,795
Treasured for weeks, my green face scanned and number checked again and again, I was finally flocked in the gutter last Wednesday night when I failed to win a prize for my young mistress in that big Christmas Treasure Hunt started by The Herald.
But I lived life during those weeks and I don't regret lying here with so many of my fellow-tickets. Those in my gutter likewise were tossed away after having their numbers read again and again during that hectic evening and when they too were found "no good" were discarded.
Plenty of Company
I came from the mountain slopes of Canada, my earliest days being part of a pulp-wood tree. Then I was made into paper and my green tint added with dye. It's a long way from Canada to Torrance and having my face printed at The Herald plant. Then I went to a store and was given to a young lady who bought a pair of stockings. She wanted to win a prize last Wednesday night and I wanted to help her but that good fortune fell to No. 98,004—and was he stuck up! Well, it was a great life while it lasted and soon I'll be pulp once more. My only regret is that I didn't win one of those 84 gifts given by Torrance merchants. But I've got plenty of company here in the gutter so I'm not curling up in rage.

Locked In Christmas Eve

Local Residents' Son Has Long Stay in Strange Riverside Drug Store

How not to spend Christmas Eve—locked in a drug store in a strange town—is Warren McMillan's contribution to the best Christmas stories of the season. He is the son of Mr. and Mrs. J. W. McMillan of 1527 Post avenue. Here's his tale:

Having received a sizable order in Riverside county for the firm he represents as salesman, McMillan, who lives in Westwood, hastened Christmas Eve to a public phone, there to send in the data for early delivery. He found a drug store that was open late in Riverside and was urged to speed his call as the owner, a woman, was about to close up and go home for the holiday.

McMillan entered the phone booth and put thru his call to Los Angeles. The transaction lasted longer than he expected and he was astounded to find all the lights in the store were out when he emerged from his cubicle. What's more there was no response to his shouts. A rush to the door halted when he found it was locked.

Lost In Store

Not desiring to be mistaken for a burglar, he traversed the store on his hands and knees until he found a light switch. Turning on all the illumination in the place, McMillan began searching for some means of exit.

The rear door was securely padlocked and no windows could be opened. . . . what to do? what to do? . . . He decided to call the police. But, after explaining his predicament, he was unable to tell where he was. Riverside was strange to him, he had no idea where "his" drug store was located. Neither could he inform the officer on the other end of the wire—who was convinced that his caller was "just another Christmas drunk tryin' to get fresh with the cops"—of the name of the drug store itself. The signs were all outside the building.

Finally, Trapped Salesman McMillan began describing what the stores across the street looked like and giving the now greatly amused police officer a verbal survey of all he could see from the outside. This gave the man at headquarters an idea as to where McMillan was and he promised to send aid.

Reads All Magazines

It was getting late and no one on the street so McMillan made himself comfortable and began catching up on his reading by scanning the store's sup-

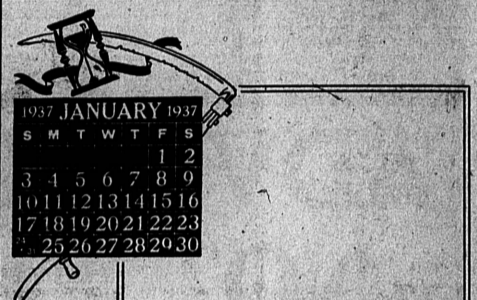
P.O. WORKERS CLEAR MAIL

All Yule Packages Out Christmas Day

With some intensive effort, Postmaster Earl Conner and his regular and extra postal workers were able to clear the Torrance postoffice of all incoming mail Christmas Eve for the first time on record here. When Christmas morning dawned, the postal workers were ready to deliver all mail that arrived that day and kept their Yuletide record spotless.

Late packages continued to arrive this week at the post-office and these were being dispatched to receivers with the regular staff—none of the extra workers except two regular substitutes being employed after Dec. 25.

Early in December, Postmaster Conner and his assistant, Lou Deiningger, made plans to expedite the transmission of incoming Christmas mail. They determined to clear the post-office of all packages when the great day came and their plans worked out to perfection.



• In sincere appreciation of their invaluable patronage through the year 1936, we extend to all our new and old customers and friends a Very Prosperous and Healthful New Year.

We are happy to have been of service and in 1937, as in many years to come, our policy of "Friendly Credit" and customer satisfaction will remain unchanged.

NATIONAL HOME APPLIANCE COMPANY

Harry M. Abramson - - - "Friendly Credit"
1318 Sartori Torrance Phone 78



A New Year dawns, bright with promise, and we look ahead with confidence to a glorious NEW year.

We deeply appreciate the patronage and loyalty of so many sincere friends during the past. So it is with much joy and enthusiasm . . . kindled by the promise of continued business improvement. . . . that we wish you All . . .

"A Happy New Year"
★ ★
Torrance National Bank
"Your Community Bank"

We're Ushering in the New Year with a Complete New Line of . . .
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Prices \$139.50 up
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DEPARTMENT STORE
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