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# Torrance Herald

Only Newspaper Published In Torrance Since 1914

Consolidated Edition, Torrance Herald and Lomita News

TWO

SECTIONS

16 PAGES

THIS ISSUE

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SECTION A

TORRANCE, CALIFORNIA, THURSDAY, APRIL 15, 1937.

PER COPY 5c

## HERALD OFFERS \$2,500 CASH TO WAGE-EARNERS

Presenting a large amount of money, undoubtedly the largest in a campaign of this nature in this city, the Torrance Herald today launched a \$2,500 straight wage-earning campaign. Full details concerning this unusual money-earning campaign are presented on pages 4-B and 5-B in this issue of The Herald.

The Herald does not want this campaign misunderstood. It is not a contest. There is nothing to be given away or nothing for anyone to win. It does, however, offer a splendid opportunity to live, ambitious men and women who have some spare time to earn some very good money during the next few weeks.

There will be only a limited number selected for this work. The field will not be over-run with campaign workers. Those selected for this work must be willing workers and sincere in their desire to want to earn money.

**Twice-Week Pay Days**  
Campaign workers will not be permitted to go from house-to-house. Every worker will be supplied with special lists of names, both present subscribers and non-subscribers. From these lists a worker will simply select names of people they are acquainted with and confine their contact to that group.

There will be no full-time workers in the campaign. The people who will participate will be those who have other things to do besides this work, so naturally that will put the campaign on a sparetime basis. No certain amount of time will be required for a person and no certain amount of results will be expected of a worker. All that is asked of the workers is that they spend as much of their spare time as possible; the more time they can put in on the work, the more money they are going to earn.

On Wednesday and Saturday of each week during the campaign, workers will draw twice-a-week pay checks on the following basis: For a one-year new or renewal subscription the worker will receive 40 cents; for a two-year new or renewal, 80 cents; for a three-year new or renewal, \$1.20; for a four-year new or renewal, \$1.60, and for a five-year new or renewal, \$2. It does not make any difference whether you turn in one subscription or 25—you will be paid just the same.

**Early Start Vital**  
Then, there are the Bonus Checks in the amounts of \$500, \$200, \$100, \$50 and \$25 to be paid to five of the workers as is explained elsewhere in the two-page announcement in this issue.

Right here at home you have an opportunity to earn from \$15 to \$25 per week for the next few weeks whether you earn an extra Bonus Check or not, and still you have just as good an

## Fall Industrial Expo Plans Told Council

Promotion of a Torrance Industrial exposition in the Civic Auditorium next September would be of great value to the city, Alden W. Smith, president of the Torrance Retail Merchants' association, told the city council Tuesday night in presenting a rough draft of plans for such an event.

He told the council that the exposition should be worked out by all departments of the community—the council, Chamber of Commerce, merchants and other organizations. Smith presented a floor plan of the Auditorium to show how one-third of the space could be utilized for interesting industrial displays and the remainder for sales and entertainment attractions.

Smith asked the council to consider the tentative plans but made no commitment as to the cost of staging such an event. The proposal will receive serious consideration, Mayor Tolson assured him, and the council will be glad to receive any further details of the event which are to be worked out by the chamber and business men's group.

## Poppy Pageant At Auditorium On April 21

The story of the poppy that grew and flourished in Flanders Field will be told in song and story by the 10th District American Legion Auxiliary in a pageant to be presented in the Civic Auditorium Wednesday evening, April 21, at 8 p. m., when 200 auxiliary members will take part in the program.

The story will depict the life of the average American boy from babyhood through all the stages of life, until war calls and he makes the supreme sacrifice. Glee clubs of the district will sing the musical selections.

Beatrice Trumbull, state poppy chairman; Hazel Forrester, district poppy chairman, and poppy chairmen of each of the 23 units in the district are in charge of the presentation. They are ably assisted by Emma Swain, district music chairman; May Alcock, district president; Lucille Lewellen, district vice-president, and the 23 unit presidents. Torrance auxiliary will be hostess unit and Torrance Glee club, directed by Maxine Smith, will sing the finale.

A special invitation is extended to the public to attend this presentation. There will be no admission fee. At the close of the program, Federal No. 2—Twelve-piece orchestra from Long Beach will furnish music for dancing.

## Project's Delay Laid to State PWA Officials

Indicating that the city council has not given up the long-proposed and oft-delayed project to erect a city administration building with the assistance of the Public Works Administration, a telegram was received here this week from Congressman Charles J. Colden.

"Delay caused by state office," Golden wired City Clerk A. H. Bartlett. "Expect action soon." This confirmed the impression held by local officials that Washington was agreeable to the PWA grant for the new building which would join the civic auditorium on El Prado but that state PWA executives were miffing the project.

Plans for the structure were approved months ago and the council tentatively awarded the contract for its construction to Elser Wickholm who offered to build it for \$19,790 last February.

## WINE BOTTLES FOLLOW SARDINES



Richard Tibby, biologist of the California Fish and Game Commission, shown cleaning some of the 6000 tightly sealed wine bottles now drifting in the ocean currents between San Diego and San Luis Obispo. Each bottle contains a message asking that location of the bottle be forwarded to the commission so they can check up on the movements of eggs and young sardines along the coast.

## Firemen Making Home Survey

Members of the Torrance fire department began the annual inspection of all residential property Monday in the interest of public safety and fire prevention.

Chief A. D. Stevenson said that the survey will continue each afternoon from 1 to 5 p. m., until all homes in the city are checked against possible loss of life or property. He expressed the hope that residents would welcome the fire-inspectors and allow them access to all parts of homes and grounds. "We are looking for hazards of all description and are not going to cause anyone any trouble," he said. "The inspection is merely a public service that should result in diminished fire losses if the danger spots are eliminated."

In addition to checking fuses, location of combustible material close to dwellings and general fire-prevention safeguards, the city firemen will look for breeding places of black widow spiders, note any illegal storage of gasoline in private garages and give suggestions on how to improve safety conditions about the home.

## Shoplifting Wave Hits Many Firms

The outbreak of shoplifting which aroused managers and workers in local food markets last week because of its increasing losses switched from those stores here this week to other shops with the result that nearly all stores in the city are being vigilantly watched by their owners.

Monday afternoon two women snatched a \$14 portable radio from the Miller Furniture store after shopping about the place for nearly an hour. Gaston J. Arce, manager of the store, and Mrs. John Miller also discovered that the shoplifters had taken a cream pitcher belonging to a chromium-plated set.

Saturday a valuable old Derringer double-barreled pistol was stolen from Worrell's hardware store but evidently the thief's conscience pricked him or else he decided the gun was worthless. It was found by S. S. Worrell lying beside the front door when he opened up the store Monday morning.

**"UNUSUAL" SNOW**  
Big Pines camp received a total of 18 1/2 inches of snow last season, which is unusually heavy.

## Resident Going to Coronation in London

Torrance will have a representative without portfolio at the coronation of King George VI and Queen Elizabeth on May 12 in London.

He will be A. J. Ritchie, well-known dental technician who resides at 2108 Arlington avenue, a former Canadian subject of His Late Majesty King George V, and World war veteran.

Ritchie plans to leave here next Tuesday for Toronto, Canada, where he will join a brother to sail from New York on May 1 for a three-months' trip that will take him to his former home in Aberdeen, Scotland, the glamorous coronation pageant and the Paris Exposition in France.

At Aberdeen he will visit with his parents and other brothers and sisters whom, with the exception of his father, he has not seen since 1918. His father visited Ritchie here five years ago. However, the high-point of his journey across the sea is not this reunion, nor is it the stirring scenes surrounding King George's accession to the throne abdicated by King Edward.

The best part of the trip will be his meeting with a daughter, Annie Ritchie, whom he has not seen since she was five years old. The Torrance professional man will attend Miss Annie's graduation from a nursing school in London. She is now 23 and is engaged. Ritchie says that the wedding date has not been set as yet and that it probably won't take place during his visit home.

It will be a very different A. J. Ritchie who sees Britain in a few weeks from the wounded Canadian veteran of four years' service in France who watched the white cliffs of Dover fade into the mist as he sailed back to Canada after the war. He was hobnobbing about on crutches then. In 1922 he came to the States and became a citizen. He is a member of the Ingwood Post of the Canadian Legion.

## LIBRARY MEETS DEMAND HALLIBURTON BOOKS

The public library will feature extra copies of Richard Halliburton's books and magazine articles beginning the last of this week, it was announced today by Mrs. Dorothy Jamieson, librarian. She reports a great demand for that author's works because of his coming appearance under the auspices of The Herald.

## WATER REPORT OFFERS LITTLE ON LOWER RATE

In a six-page typewritten report accompanied by seven detailed financial and service tabulations, City Engineer Frank R. Leonard presented the city council Tuesday night with a statement of his stewardship as manager of the municipal water department from Jan. 8, 1935, to March 1, 1937, when W. H. Stanger resigned as mayor to accept that office at a salary of \$250 per month.

## Salvage Sales Offset Water System Costs

As result of careful planning on the part of W. H. Stanger, manager of the municipal water system, the automatic chlorinator will be overhauled to provide better service and 176 meter boxes will be built of redwood at a cost of only about \$3.54 to the city.

Councilman R. J. Deininger told his fellow-board members how this was to be done last Tuesday night. He conveyed Manager Stanger's recommendation that an old Chevrolet auto, owned by the water department, be sold for \$15, the disposal of the old pump house on Madrid avenue for \$50 and the sale of some old-type water meters for \$340. The offers of purchase were accepted.

Then Deininger said that the automatic chlorinator needs a complete overhauling because it is "impregnating our water just a little too much." This work will cost \$100. The cost of building the meter boxes from milled material will be \$308.54. Those expenses, subtracted from the \$405 gained by the city from the sale of the auto, pump house and old meters, leave \$3.54 to be paid by the city.

However, Manager Stanger even bettered that transaction when he reported, thru Deininger as chairman of the water committee, that sale of salvage material, netted some \$1050.

## Adman to Tell City's History and Future

"Torrance, Its Beginnings and Its Future" will be the subject of an interesting address by Clarence A. Lyman, chief of the advertising department of the Security First National bank of Los Angeles for nearly 30 years, at the quarterly meeting of Chamber of Commerce members here next Tuesday evening, April 20, at 7:30 o'clock.

Lyman was in charge of advertising for Thomas D. Campbell and company in the early development of this city when that organization was selling agent for Torrance property. He has been a farmer, newspaperman, and is well-informed as to local business and industrial development.

Each member of the chamber is urged to bring a guest to the session, which will be held in the chamber headquarters.

## Jack Peterson Hurt Near Banning; At Hospital Here

En route home on his new motorcycle, Jack Peterson, 18-year-old son of Mr. and Mrs. Joe Peterson, of 1742 Manuel avenue, suffered a bad spill while negotiating the dangerous dips in the highway between Banning and Whitewater in Riverside county Tuesday night. He was given emergency treatment in Banning where it was believed he was suffering from a fractured skull and jaw.

Brought to Jared Sidney Torrance Memorial hospital by his father, the well-known Torrance high school graduate was found and he is now reported well on the road to recovery. Jack has been employed by the Metropolitan Water district on the aqueduct project. He was a carrier-boy for The Herald for several years until he graduated here last year.

## DIRECTORS TO MEET

The Chamber of Commerce board of directors will meet Monday afternoon at 4 o'clock to transact regular business, according to Secretary L. J. Gilmeister.

## Police Confront

"The council had not indicated any contemplated change in rates. However, it was apparent that the water department might at any time be called upon to supply information upon which to base a further study of rate schedules. With this in mind, a tabulation was being prepared prior to March 1, 1937, and which I have since completed showing probable yearly surplus covering years 1937-1950 from lower rates than those in effect at the present time."

Basis for this tabulation, the engineer stated, is the revenue for the year 1936 (\$51,670 less interest) adjusted for increased income thru saving effected by pumping water for the entire year instead of purchasing water for four months and thru a saving of expense in 1936 not applicable to 1937 together with necessary adjustments of operating costs.

Leonard's financial data shows that he still is a staunch adherent to the policy to make the water department self-sustaining without any tax that might compensate for a lower water rate. Manager Stanger, on the other hand, is known to be very much in favor of granting a material reduction in rates and make up any possible deficit thru a small tax which would be spread over all property.

## Had \$9,617 Balance

The city engineer points out the value of establishing several separate funds for the water department and other bookkeeping improvements which will undoubtedly guide the council in future conduct of the department.

The financial statement shows that the total expense of operating the department to March 1 was \$88,600.92 and that there is a balance in the general fund as of that date of \$9,617.41. The former water manager reports that on Dec. 31 the last figure on this point) there were 1,297 domestic, 44 industrial and 22 irrigation consumers of city water here, who paid \$3,966 for service.

The collections from water sales and rentals as of Feb. 28 were \$3,367.73.

## City Makes Early Playgrounds Bid

"Last year the Los Angeles board of education told us we were too late with our application so I now request that Mayor Tolson contact the board and ask that the Fern Avenue school, high school, and elementary school, playgrounds be kept open this summer; that the necessary instructors and equipment be provided for our boys and girls."

Councilman Tom McGuire thus spoke well in advance of any known school board deadline on this subject Tuesday night. Mayor Tolson said he would place the request before the proper school authorities in Los Angeles at once.

## You Can Travel 'Road to Romance' With Halliburton Here on May 3

### Author - Writer to Appear Twice At Auditorium

As a speaker, Richard Halliburton, who will make two personal appearances at the civic auditorium here May 3 under the auspices of The Herald, needs no introduction.

He is acknowledged by the million or so people who have heard him lecture as one of the most captivating speakers of the day. Since 1925, when he began to lecture on "The Road to Romance" he has left behind him, in every state in the Union, and in every large city in America, audiences as delighted as are his book readers. As a boxoffice attraction, he has few rivals in the field.

The famed adventurer-writer-speaker will present his impressions of the world and its interesting people at matinee and evening lectures here. Tickets for the afternoon appearance are now selling at The Herald office. Adult admissions for either appearance are 55 cents, considerably lower than the price for Halliburton's appearance in other Southland cities. Student admissions for the matinee are 25 cents and that price will prevail for all children under 12 years of age for the evening lecture.

**Books Are Best Sellers**  
Halliburton's first book, written in 1925 when he was 25 and three years out of Princeton

University, grossed well over \$1,225,000. It is in greater demand in public libraries than any non-fiction book since 1900. It headed best-seller lists all over the English-speaking world for a solid year and was translated in 12 countries.

He has written four books since that one: "The Glorious Adventure," "New Worlds to Conquer," "The Flying Carpet" and "Seven League Boots." Each

of these has duplicated the astounding performance of the first. The advance sale on a Halliburton book is larger than the advance sale on any non-fiction work published on this continent.

Immediately after college, Halliburton set out, deliberately without resources, to explore the world and write it down in a book. He had an infallible sense of what places were interesting and romantic.

No. 1 Adventurer of World  
He climbed Matterhorns and Fujiyamas, ran the original Marathon, swam the Hellespont, lived an entire summer with the prisoners on Devil's Island, took a two-year flying tour around the world in his own airplane, met the most famous and infamous people on earth, fought pirates, joined the French Foreign Legion.

He has lived on Crusoe's Island in the same manner as Crusoe, has crossed the Himalayas to visit a baby God in Tibet, has battled cobras in Malaya, lived in palaces, huts and jails, dined with kings, killers and cannibals. Among his personal friends are James Brooke, a white man who is supreme potentate of 3,000,000 Borneo head-hunters, King Ghazi I of Iraq and Emperor Kang Teh of Manchukuo.

Sixty-four of the largest newspapers in the country bought the second serial rights to "The Road to Romance" and "The Glorious Adventure." Bold, imaginative, irreverent, writing with a spontaneity that dismisses all rules, careful of his facts, painstaking with details, Halliburton has written and lectured his way into the hearts of millions of people.

Ten million have read his books, 650,000 have paid to hear him lecture, 850,000 saw his motion picture, "India Speaks," countless millions have read his stuff in newspapers.

Admission prices double, triple and quadruple those in effect for Richard Halliburton's personal appearances here May 3 are being charged in other Southland cities for that famed explorer-writer's lectures.

When he speaks in Hermosa, admissions will be \$1 and \$1.50; for his Los Angeles appearance, the prices will be \$1 and \$2.

But at the civic auditorium you can tour "The Road to Romance" with Halliburton for 55 cents for adults, 25 cents for students attending the matinee, 55 cents for adults and 25 cents for children under 12 at the evening lecture.

Tickets are on sale at The Herald office, 1336 El Prado, or at Torrance, Narbonne and Gardena high school offices. Get yours now!

