

TWENTY-THIRD YEAR—NO. 15.

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PUBLICIST POINTS WAY TO EXPANSION

Advises Plan for City Exploitation

Jared Sidney Torrance was the founder of this city. Clarence A. Lyman was a "big brother" to the community during its babyhood. Last Tuesday night the "big brother" returned to find his charge a sturdy 26-year-old and, in the fashion of "big brothers" the world over, he proceeded to lay down some advisory comments on how Torrance should go about acquiring its share of Southern California's future prosperity.

Lyman addressed a group of about 35 residents at the Chamber of Commerce. He was in charge of advertising for Thomas D. Campbell and Company in the early development of Torrance and this experience, together with more than a quarter-century of newspaper, publicity and colonization work, gave him the right to recall the past, review the present and survey the future of this city.

Introduced by Attorney Torrance C. Welch, nephew of this city's founder and first secretary of the Dominguez Land company, Lyman briefly related the events which led him to undertake the exploitation for the new townsite of Torrance and then paid high tribute to Founder Torrance and his associates.

Now Lacks Guiding Hand. "Your city always appeared to me to be an extremely logical development, a very sincere one and I was impressed in those early days with Mr. Torrance's ambition to create a happy, satisfied and contented population here. Torrance is honored by carrying his name. I don't believe it was Mr. Torrance's idea to make money out of this community. Rather, he wanted to leave something of lasting value. As one instance of this I know that the early engineering work done here, pavement of streets and alleys and installation of sewer and water lines, was honestly and thoroughly done. I still am proud that I was involved in the beginnings of this city."

"Big Brother" Lyman regretted, however, that his charge was now an "orphan community." He explained this title by declaring that, like so many other Southern towns created by land companies and subdividers, Torrance now lacks the guiding hand of a developer. No concerted program is in existence, he said, for the continued exploitation and expansion of the community, that work being left to the Chamber of Commerce and a few civic-minded residents.

Four Percent Increase. "Dreams that didn't come true" to give Southern California its anticipated great progress, according to Lyman, were the collapse of plans to make this region a major steel-producing section—he blamed Japan's absorption of the "Chinese pig" from the Shantung peninsula for this lack of coke—the Alaskan fields did not meet expectations; and the World War. Post-war economic problems, he said, destroyed the old plans for the Southland's progress and we are in another cycle of anticipation. Economists generally agree that the west coast is entitled to about 10 percent of

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Yours Can Be a Beautiful Home—Use Premier and Murphy Paints, Varnishes They Go Farther—Last Longer.
1937 Patterns Mayflower Wall Paper.

Renew Your Floors
Modern Floor Sander For Rent

Torrance Paint Store
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Phone 884

Veteran Lomita Violin-Maker Has Display

Violin-making is an art in which time plays an important part—time that matures the woods that go into the beautiful instruments which have been fashioned with peerless skill by Henry B. ("Pop") White of Lomita for a half century.

Some of his instruments are now on display in a Lomita store window. "Pop" White imports all his wood—spruce and maple—with most of it coming from the Black Forest in Germany. He began his violin-making as a boy in Boston and during the years which followed he became personally acquainted with many great artists of the world.

Included in the display is an unfinished violin, patterned after an Amati model, which was ordered by a famed musician who died before it was completed. White never finished that one because he makes violins only on personal order.

The older the wood the better the violin, he says and he often secures pieces hundreds of years old for his products. Recently he sold his 600th violin, the top of which was made from a portion of a Vienna cathedral beam, a piece believed 700 years old.

Canal Lining Complete On MWD Aqueduct

Completion of all canal lining on the Metropolitan aqueduct was reported late last week to F. E. Weymouth, general manager of the Metropolitan Water district. Totaling 68 miles in length, this work constituted one of the most important features of the 392-mile water supply project.

Construction of the canals started in 1934 and progressed on a 24-hour-a-day basis except during summer months, when extreme desert heat prevented placing of concrete. Latest progress reports indicate that the entire aqueduct project is more than 60 percent completed at the present time. It is expected to be put into operation in 1939, at which time it will bring water from the Colorado river clear across the state of California to Torrance and other cities and areas in the water district.

ALIENS BENEFIT
Aliens received six percent of state relief money paid in February.

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Across from Herald Bldg.

Urges Support for Home Town Paper

Because The Herald is currently sponsoring three projects of community interest—a wage-earning subscription campaign, the personal appearance of famed author-adventurer Richard Halliburton here on May 3, and an all-electric cooking school on May 13 and 14—the following remarks by Clarence A. Lyman at the quarterly public meeting of the Chamber of Commerce Tuesday night are quoted:

"Support your local newspaper and its publisher in its works," he said in explaining how to build up the city. "Help him improve his paper with your comments and your subscriptions and advertising. Stimulate the interest your home newspaper creates in what is going on here because out of his columns grow publicity for your people and your city that will be reflected in other papers and other publications."

"No form of publicity for a community was ever devised that did not first appear in the home paper's columns. Your newspaper is your greatest instrument for community advancement and better living conditions. I am not acquainted with your publisher but I have seen The Herald and it has always been in the lead for anything worthwhile in Torrance."

Housewife's Daily Steps Hit Average of 12,000, Report

How many steps do you take in a day? Averages prepared by statisticians for a national association indicate that the mother, busy with her household work and children, is the record stepper, taking some 12,000 daily.

The total number of steps taken by others:
Athletic girl—10,000.
Girl wearing high heels—8,000.
Professional woman—9,000.
Society woman—6,000.
Nurse—10,000.

READ OUR WANT ADS

Herald Sponsors Free Cooking School May 13-14

An event of prime importance to the housewives of Torrance and vicinity, is scheduled for next month when the Happy Kitchen Cooking School will be held at the civic auditorium, on Thursday and Friday afternoons, May 13 and 14, from 2 to 4 p. m.

Home Economist



MISS NANCY BAKER lectures while she works.

Lister Files for Wife's Estate

So that he may share in an estate, said to exceed \$5000, William J. Lister, of 738 Sartori avenue, this week had on file in superior court a petition asking letters of administration to the estate of his wife, Anna Lister, who died April 15.

Also named as an heir was a daughter, Rita Zaver, of 724 Sartori avenue. Hearing on the petition was set for May 7. Cash and stocks were said to comprise the estate.

ARMY'S XB-15 MYSTERY BOMBER



This is a front view of the gigantic six-turreted bomber which was wheeled out for inspection recently at Boeing Field in Seattle after three years' secret construction. It is an all-metal midwing monoplane carrying more than seven passengers, equipped with six machine guns and capable of more than 3000 miles sustained flight.

Judge Is Cupid's Ally

WALNUT CREEK, Cal. (U.P.)—Music may soothe the savage beast but it takes Cupid to move a Judge. Justice C. L. Thompson continued the case of an alleged reckless driver for a week in order to allow him to be married.

Garage Robbed of Valuable Tool Set

Some time between April 10 and Friday evening, April 16, a box of carpenter's tools, valued at \$90, and 50 feet of garden hose were stolen from an unlocked garage belonging to Edward L. Guth at 1913 Cabrillo avenue, police were informed Saturday.

The tools belonged to a Mr. Shraeder who resides at the same address, Guth told local officers.

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- OUR SPECIAL PLAN of no monthly payments for four months makes it easy for you to own a new Stewart-Warner for Christmas and three years to pay! The savings you make will actually pay for your new Stewart-Warner Save-a-Step refrigerator. Foods can be kept fresh weeks at a time. No other electric refrigerator offers so many marvelous new advancements. Come and see it today. Your present ice bills will cover the low monthly payments.

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