TORRANCE HERALD

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MONETA WATER PLANT OFFERED CITY

RAY BROOKS'

SHOP TALK

BIGGEST NEWS

Hopeful & expectant are the merchants of Torrance as they wait for Saturday, which day, ye goode folk, is DOLLAR DAY! Considerable effort has been made to secure the cooperation of all the merchants in town to stage this city-wide event, and almost all responded to the urge to stimulate sales by giving outstanding bargains.

News of these bargains, brought to you today in the Herald, is easily the Biggest news the paper contains. Read the ads. Grab your pocketbook and run along downtown. You'll find many items worth buying.

SELLING SADNESS

Nearly gone are the carefree days when a merchant or dealer could say to himself, "I need more business so I'll have a sale and sell some goods." He can't do it any more. He can't cut prices or offer bargains or any inducement to buy. There's no use for him to use his brains and make any effort to outsell his competitor. Instead of an individual he has become a distributing point for the manufacturers whose goods he sells. The manufacturers set the price he shall ask for the merchandise and smack into a jack pot goes the merchant who violates the regulation.

The Fair Trade Act of California has on file hundreds of items—tires, gasoline, hams, drugs, etc., etc., etc., listed with them by the manufacturer who is anxious to maintain the price of his goods. The act even curtails the giving away of premiums. A large market in the San Fernando Valley was recently haled before this august body and forbidden to give away turkeys as a Christmas event. Claim: violation of the grocery & food division of the Fair Trade Act.

So what becomes of all this democracy and freedom we are so proud of? What becomes of the individual initiative and personal enterprise with which this country grew to its present strength and without which we still would be driving horses & buggies and reading by whale oil lamps? Today, in many lines of business, the less intelligent, less progressive business man is on almost an equal footing with his more enterprising brother!

Thousands of regulations harass today's merchant. He is beset from every side by excessive taxation, restrictions and rules. Today, when he needs more business, he says to himself, "Yes, I need more business. But how can I get it? What the devil can I do about it?"

And so . . . what DOES he do about it? He sits quietly like the photographer, and waits for developments.

COLISEUM CONFOUNDED

According to a letter recently filed by the Los Angeles Coliseum Commission with the county Board of Supervisors, something must be done to check the flow of chiselers who manage to gain entrance to the big bowl without paying.

Authority is asked by the Commission to spend $16,500 out of earnings for 70 turnstiles, each to register the number of persons who pass thru.

Now, Shop Talk has had a little experience around the Coliseum and from observation would state that even if the Commission were to place the Army, Navy & Marines, augmented by the Harbor City constabulary, with fixed bayonets at every gate and command every entrant to recite 39 pages from Shakespeare's King Lear before granting admission—there would still be dozens—yea, even hundreds—of persons sitting comfortably inside without having paid a single sou.

It appears there is only one way to keep the non-payers out; shut down the Coliseum completely and let no one in.

CORNET VIRTUOSO

New to Torrance the past couple weeks is V. R. Williams, recently appointed manager of the Cornet 5-10-25c store. He succeeds first manager Graham, the latter having been "promoted" to district manager with six or seven stores under him.

Williams, a very likable chap, is married, lives here in Torrance. He previously was manager of a Cornet store in Turlock, Calif., but says he is glad to come south and is sure he will like it here.

From St. Louis comes dispatches that a Cyril Clemons,

(Continued on Page 7-B)

Council to Discuss Carrell Proposition

An opportunity to purchase the land, wells and equipment of the Moneta Mutual Water company at a "very reasonable deal" has been extended to the city of Torrance by Judge Frank Carrell, City Attorney C. T. Rippy reported to the city council last night. He said that Judge Carrell is planning to foreclose the mortgage he holds on the six acres owned by the water company and if the city is interested in the sale proposition he will be glad to enter into negotiations.

Rippy mentioned no possible sales price. All of the city councilmen appeared interested in the proposition. Councilman Tom McGuire's comment that "it's worth looking into . . . may solve the water problem for our North Torrance residents" was typical of the council's reaction.

Mayor William H. Tolson asked Rippy to arrange an "informal conference between all members of the council and Judge Carrell" at an early date to discuss the matter.

Have Report on File

Having received an exhaustive report on the financial standing of the Moneta Water company, as well as its properties and equipment, several months ago, the city is well acquainted with the plant which is located on the northern boundary of the city. It has a valuable source of excellent water, pumped from wells which tap an underground river.

This report was obtained when residents along Arlington avenue first sought water facilities from the city. At that time the Moneta company was approached to learn if it would or could supply this demand. As result of many protests, plans to create a Torrance Municipal Water District No. 2 for North Torrance had to be dropped.

Want Fees Refunded

Passed and adopted on its second reading, the new electrical code which defines the duties of the city electrical inspector as well as outlining license fees ($50 per 12 months from the date issued), permits for electrical work and regulation of power outlets became the law of the city last night. The ordinance, No. 301, is published in today's Herald.

Three requests for refunds of license fees for the periods of a full year when the permits were not desired were requested by the council by a fruit and vegetable stand owner, cafe operator and garage proprietor. City Clerk A. H. Bartlett reported.

Because the city license ordinance requires payment of a full year's fee regardless of the length of time a business is in operation here, such refunds cannot be granted unless the law is changed, the council decided. However, the ordinance may be amended to put such fees on a 12 months basis, dating from the time they were applied for. The requests for refunds were filed pending future study of such an amendment.

City Buys Eight Lots

City Councilman James Hitchcock and City Engineer Frank R. Leonard will attend a meeting in Hermosa Beach's city hall next Thursday, March 3, when the disposition of waste water from oil drilling operations will be discussed by various oil-producing cities of this area. The object of the session will be to propose some form of regulation if such waste water is held objectionable."

Mayor Tolson was authorized to complete the option for the purchase of eight (not four as reported in last week's Herald) lots in the vicinity of the city yard off Western avenue for more storage space for municipal equipment. The purchase price of the lots is $1,500. J. C. Smith of the Torrance Investment company is acting as sales agent for the owner of the property.

CBS to 'Cover' Aqueduct In Broadcast

On Saturday afternoon, Feb. 26, at 3:30 p. m., Columbia Broadcasting System will put on the air one of the most elaborate radio broadcasts that has ever been attempted when they cover the Metropolitan Aqueduct from Parker Dam to the most southerly point of the distributing system.

Six announcers at various points will be required to cover the broadcast which will be coast to coast and include Canadian radio stations with the CBS.

Included in the program will be "on the scene" descriptions of work on the new distributing lateral in the vicinity of 98th and Wadsworth streets. The program will be switched 300 miles east to an announcer who will describe activities at Parker Dam, and then back to a word picture of construction work on the 13-mile San Jacinto tunnel.

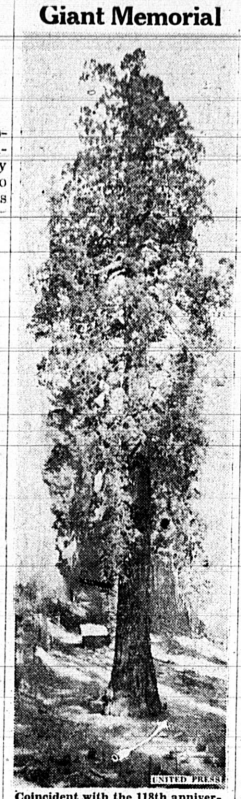
Death Rides County Roads At Peak Speed

Los Angeles county had 1,001 traffic deaths in 1937 as compared with 1,037 deaths in 1936, according to figures announced this week by Ray Ingels, state director of motor vehicles.

Total figures for the state showed Mono county with the lowest figure, a single traffic fatality, while the highest record of death was in this county.

While the death total for 1937 reached 3,149 and exceeded 1936 record by seven, 32 of the state's 58 counties reduced their deaths.

Giant Memorial



UNITED PRESS

Coincident with the 118th anniversary this month of the birthday of Susan B. Anthony, the famous "emancipator of women," was the announcement that this giant sequoia tree in Sequoia National Park, California, is to be dedicated in her honor. The tree is 2[illegible] feet high. The arrow pointing to a figure at the base of the tree gives an indication of the tree's height.

Dice Gambler Fined $10

For gambling—but not for using crooked dice, which were confiscated along with his "good" pair of cubes—Curtis Townsend, 37-year-old pipe fitter residing at 2232 230th street, paid a $10 fine in City Judge Robert Lessing's court last Thursday afternoon. The bogus dice, which Police Officers Ashton and Bennett observed Townsend using in a crap game on 230th street between Pennsylvania and Narbonne avenues, were so marked to prevent them from turning up losing sevens.

Santa Fe Gives Newspaper Folk Preview Trip on New Streamliner

By MICHEAL STRASZER

To one whose last railroading was bucketing across the northwest aboard a stuffy uncomfortable "day coach" back in 1923, the comfort, beauty and luxury of speeding over mountains and desert to the Grand Canyon of Arizona last weekend on the El Capitan, one of the Santa Fe's 13 new streamliners, was an experience this member of the "fourth estate" will not forget in many a moon.

The trip—covering 109 miles an hour at times—was delightful and a scant half-hour's view of that impressive wrinkle in Mother Earth's Arizona face was inspiring (a snow storm prevented more observations). But the highlight was the El Capitan. Mrs. Straszer and myself were guests—along with 170 other newspaper men, women, special writers, wives and Santa Fe officials—of the railroad and the makers of the stainless steel cars, the Edward G. Budd Manufacturing company of Philadelphia.

Leaving Los Angeles Friday morning we arrived at Grand Canyon that night shortly before 11 o'clock. Enroute we had ample time to get acquainted with our hosts and their El Capitan, the world's fastest "coach" train which this week began speeding between Southern California and Chicago in 39 hours and 45 minutes.

Ride On Sponge Rubber

We were aboard five lightweight, steel cars powered by a Diesel-electric locomotive of 1,800 horsepower, geared to travel at a rate of 117 miles per hour. The train consisted of a baggage dormitory (for the crew) chair car, two regular chair cars, an observation and a lunch counter-diner car. We found it a complete caravan for cross country rail travel.

Reclining chairs, upholstered in soft sponge rubber, deeply cushioned, in cars decorated in soft, warm tones, varied in each car, made our "preview excursion" marvellously comfortable. Broad windows five feet in width gave almost uninterrupted view of the fleeting countryside. Lounge compartments contained every appointment for luxurious travel.

Courier-nurses were with us—not that we needed them but the Santa Fe was showing us how they served to make journeys pleasant and restful for all.

Modern "Flying Carpet"

Arriving at Grand Canyon we were met by a snowstorm that continued thru the night and Saturday. But our hosts proved that if Dame Winter could be discourteous, they more than made up for this blanketing of the great gorge by several side trips and a dinner-dance-program that night that rivaled the gayest of night-spots for entertainment.

Scheduled to leave El Tovar hotel and its adjoining Bright Angel Lodge at 8 Sunday morning, we were given an extra half-hour to take advantage of the rising clouds and survey the Canyon emerging from the storm.

Back aboard our "Flying Carpet", of matchless service, we skimmed out of Arizona and down to the orange groves. Our companions were grand company and friendships followed casual greetings or observations without ceremony.

Perhaps the reason for this carefree cameraderie lies in the personalities of the railroad men themselves. They did everything possible to show the "working press" and his wife a grand time.

Up In the Cab

Mrs. Straszer and myself enjoyed an extra thrill when we were invited to go forward and look over the Diesel-electric locomotive that was starting and stopping faster and without a jerk than the finest motorcar. We mounted the spotless locomotive just out of San Bernardino and rode in the cab with the engineer nearly to Azusa.

That was something! Speeding thru the night beside the engineer, watching the dials and controls, marveling at the special acoustical treatment that insulated the cab from outside and inside noises, we flashed by the green lights drawing the El Capitan!

It is unfair to single out certain Santa Fe men for "thank you's" on that trip but M. L. Lyles, assistant to the president, and Ed Ryder, special representative, were superlative hosts. They contributed greatly to the enjoyment of every one aboard and their thoughtfulness was evident every waking hour we spent with them.

There was only one thing wrong with our junket. It gave us a powerful yearning to get aboard the El Capitan, or the new Super Chief and go plummeting about the country—wherever the Santa Fe stretches its iron pathway to the great southwest and mid-west.

Soviet Inventors Busy

MOSCOW (U.P.)—More than 20,000 claims for new inventions are made annually in the Soviet Union.

Career Closes

UNITED PRESS

Admiral Cary T. Grayson, friend and physician to American presidents, since Taft, whose recent death ended an honorable career. He had been chairman of the American Red Cross since 1935.

145 Property Delinquencies In City, Report

There are a total of 145 parcels of delinquent property in the city of Torrance, according to a survey just completed by Howard L. Byram, county tax collector. Gardena has 157 parcels.

Throughout the county there are a total of 99,000 parcels upon which taxes have been allowed to go delinquent, with the result that all the property except that upon which taxes became delinquent within the past year, has been deeded to the state.

The breakdown has been made by Byram's office according to school districts as well as according to cities. Los Angeles city is at the top of the list of municipalities, due principally to its large area, with 8999 tax-delinquent parcels.

May Hold Group Sales

Long Beach, second largest city in the county, has but 479 tax-delinquent parcels, while Pasadena, third city has 111. Beverly Hills, one of the more prosperous cities in the county, has but three tax-delinquent parcels.

Only a few parcels of the tax delinquent property in this city is improved property, according to Byram. Throughout the county there are a total of 4,950 tax-delinquent parcels.

Main purpose of the survey by cities and by school districts was to determine whether it might be advisable to hold group sales of tax-delinquent property, Byram explained.

Tree Beans Are Stock Feed

HONOLULU (U.P.) — Dairy experts of Hawaii have solved the problem of how they would feed their herds if they were cut off from feed supplies. It has been ascertained that beans from the native algaroba trees will give all the food necessary for maintaining life.