

## Palos Verdes Park Project Okayed by Citizens' Group



### It's Right Next Door to Us!

Residents of the Torrance-Lomita area may soon be enjoying — in their very front yard — a great park which, when fully developed, will rival or surpass in beauty and recreational attractions famed Bois de Boulogne in Paris, Hyde Park in London and Golden Gate Park in San Francisco.

This is the plan outlined for the Palos Verdes hills by Isidore B. Dockweiler, chairman of the Los Angeles county parks committee, before a group of the Southland's leading citizens who attended a luncheon to launch the project at the California club in Los Angeles Tuesday noon.

Not since the inception of the Los Angeles harbor development have so many "big names" in the "big city" been marshaled to unite behind a project for the Torrance-Lomita-Harbor area, and the whole thing seems so easily within realization that it probably will materialize in the very near future. In fact the 150 prominent citizens who attended the meeting voted unanimously to endorse the plan and authorized the appointment of a committee of 15 to direct the movement.

#### "Tailor-Made" Park

The park site comprises 1,800 acres on the east slope of the Palos Verdes hills, lying north of the old Royal Palms club and extending inland to a point near the Metropolitan Water District reservoir. Approximately 2,000 feet of ocean frontage is included. The usable area is about equal to that of Griffith park in L. A., and according to Frank Shearer, Los Angeles city park commissioner, it is "tailor-made" for park purposes. He also told those at the Tuesday meeting that "the Palos Verdes Rancho

is more suitable for growing a wider variety of decorative vegetation than any part of the world outdoors."

First step in the plan is to get the Board of Supervisors to request the state to waive back taxes amounting to about \$125,000 and give the land back to the county to develop. The 1,800 acres involved are part of the Frank Vanderlip estate and have been forfeited to the state for back taxes. Thus the county would acquire title to the land without any actual cash outlay. Planting of trees could be undertaken by the county forestry department and other park development could be done by the C. C. C., it was pointed out.

#### Seek County Approval

Among those who attended the meeting and pledged their support to the movement were such prominent leaders as Harry Chandler, Mrs. John D. Frederick, John G. Mott, D. W. Pontius, Ralph Bandini, Walter Braunschweiger, John S. Cravens, R. H. Lacy, Paul Shoup.

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### Celery Shipments Now in Progress

Shipments of choice celery, expected to reach a total of more than 300 carloads before the season ends early in July, began rolling out of two Torrance packing plants this week over the Pacific Electric lines to Los Angeles for trans-shipment to eastern cities.

Jaekel and Rogers, who operate a packing plant at the old glass factory on Border, are now employing a near-capacity crew. Gerber and Gerber, a new concern here, is also nearing the peak of the packing season.

## ENGINEER CONFIRMS 'GIFT' OF SEWERS TO W. TORRANCE

There is a Santa Claus and the city of Torrance and more particularly the Vista Highlands district in the western part of the community is due to enjoy what practically amounts to a free gift of a \$175,500 sewer system.

When former Mayor William H. Tolson reported to the city council on April 10 that the County Sanitation District had obtained a WPA project for the construction of a sewer system in Vista Highlands which would only cost the city "between \$5,000 and \$6,000," City Engineer Leonard Young advised careful study of the proposal before any action is taken by the city to sponsor such an improvement.

This week Engineer Young learned that Tolson's information was correct; that it will cost the city around \$5,500 or 3.3 percent of the total cost and that the Federal government has approved the project.

#### City Council to Act

"The County Sanitation District will even pay part of this expense because it intends to construct a 10-inch trunk line leading into Vista Highlands up Plaza del Amo to Carson street, west on Carson to Crenshaw or Cedar avenue and north to Torrance boulevard," he said.

"The District has lumped this project in with several PWA projects which reduces the sponsor's (city) cost to about 3.3 percent," Young said.

However, the improvement in the district bounded by Crenshaw (Cedar) avenue, Torrance boulevard, Flower avenue and Monterey street, will not start for several months yet because complete plans and specifications must be drawn and the contracts let.

The city council is expected to act on sponsoring the sewer project at its next meeting.

## PASTOR HEADS WANT AD RHYMES CONTEST JUDGES

Rev. E. W. Matz, pastor of Central Evangelical church in Torrance headed the Want Ad Rhymes Contest judges for this week. The winners are announced as follows:

**First Prize Winner**  
Irene I. Guth of 1913 Cabrillo avenue, Torrance. Call at our Torrance office for your first prize of \$1.

**The Ad:**  
POULTRY NEVER TOUCHES GROUND AT TRUNNELL'S  
From day old chicks to Fresh Chilled or Dressed While You Wait Birds, we follow the rules for better, meatier, more tender poultry. Etc.  
35322 Oak St., Lomita 29  
Her Winning Rhyme:  
"Poultry Never Touches Ground,"

And the rabbits all are sound; Eggs come from contented hens, As you'll see at Trunnell's pens."

**Second Prize Winner**  
A. H. Koehler, 1732 Martina avenue, Torrance. Call at our Torrance office for two tickets to the Torrance theatre.

**The Ad:**  
Select, absolutely guaranteed moth-proof yarns for that Afghan or sweater. Etc.  
El Prado Yarn Shop, 1335 El Prado, Tor. 382-V  
His Winning Rhyme:  
"Looking for good yarn to darn The hole that's torn, or seek that's worn?  
El Prado Yarn Shop has enough To make new sweaters, rugs & stuff."  
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# TORRANCE HERALD

26th YEAR — No. 16.

SECTION A

ESTABLISHED 1914 — TWO SECTIONS — 16 PAGES  
TORRANCE, CALIFORNIA, THURSDAY, APRIL 18, 1940

PER COPY 5c

## Council Elects McGuire Mayor



Councilmen Vern Babcock, James Hitchcock. Mayor Tom McGuire, Councilmen John V. Murray, George V. Powell

### Fire Siren Interrupts Ceremony

The unanimous choice of the re-organized city council, Tom McGuire, re-elected to the municipal board April 9, was installed as the city of Torrance's 10th mayor Monday night. He succeeded William H. Tolson who had headed the city administration for three years, one month and 21 days.

Councilman James Hitchcock's motion that McGuire be elected mayor was seconded by Councilman John V. Murray. Hitchcock then moved the nominations be closed and this was also endorsed by Murray but before the election came to a vote, Councilman George V. Powell moved that the choice be made unanimous. This was jointly seconded by Hitchcock and Councilman-elect Lawrence V. Babcock.

McGuire took the center chair at the council table amid long

#### CITY COMMITTEE HEADS CHOSEN

Councilman George V. Powell will head the important police and fire committee of the re-organized city council. The Herald learned from authoritative sources today. Councilman Vern Babcock is to be given the chairmanship of the ordinance committee. Other committee chairmen will remain as last term; namely, Mayor Tom F. McGuire, finance; Councilman James E. Hitchcock, parks, streets, and sewers; and Councilman John V. Murray, recreation.

While final decision on the personnel of the council committees will not be made until after a conference slated for Friday of this week, Mayor McGuire intimated that a tentative agreement had been reached on the chairmanships as above.

applause from the large audience present to see the change in administration. He said:

**Five Brief Speeches**  
"I can't say very much right now but I hope to perform the duties of the office of mayor to the satisfaction of the people of Torrance and to the council's satisfaction."

Former Mayor Tolson stepped down from the council bench, where he had served as councilman since April, 1934, after making the shortest farewell speech on record:

"That concludes my part on the program," he said as the council completed canvassing the ballots of the recent election. He shook hands with Hitchcock and Murray and his chair at the bench was taken by Babcock, who later took McGuire's place.

**Siren Interrupts Proceedings**  
Councilman George V. Powell, who was re-elected to another four year term, had just completed repeating the oath of office after City Clerk A. H. Bartlett when the siren atop the fire station began three wailing shrieks.

The audience howled with laughter. Everyone present understood the timeliness of the fire call inasmuch as Powell had made the purchase of the Mack truck one of the chief issues of his campaign.

The alarm, however, was not a false one because it summoned

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### Schools Ready to Entertain All Next Week

Elementary and high school education these days is far different from when father and mother were struggling to learn their three R's. Those who accept the invitation of all local schools to participate in the coming Public School Week will have an opportunity to contact the modern theory of education and what is being done to put it in practice here.

Starting next Tuesday, April 23, the local Public Schools Week observance leads off with open house at Torrance high school from 7 to 9 p. m. The entire plant will be open to visitors with exhibits, demonstrations and classes in action being available.

At 8:15 p. m. there will be a program in the school assembly hall. Following greetings from Torrance Masonic lodge — that fraternal order having sponsored the Week thruout the state for 20 years — the high school orchestra will present several numbers, a fashion show will be staged by the Home Economics department, boy tumblers will perform acrobatics and the Junior choir will sing.

#### Class Rooms Open

On the following day, Wednesday, April 24, a program will be presented by the Chapman College quartet at 10:15 a. m. in the assembly hall, the cafeteria will be open to the public and an invitation will be held by the Social Arts class.

Visitors will be welcome at Torrance Elementary school class rooms Wednesday from 9 a. m. to 1:40 p. m.

A program will be given in the auditorium in the afternoon with many interesting features planned by Principal Leonard Dykes and his faculty and they will be served thruout the day.

At the high school Thursday, April 25, the cafeteria will be open to the public at noon and the Girls' Athletic Association playday will be staged with mothers as guests.

**Plan Community Sing**  
Fern Avenue school invites parents and friends to attend classes Thursday when a folder of each child's work will be on the desks. There will be a special exhibit for fathers at this institution from 7 to 8 p. m. This will be opened with greetings from the local Masonic lodge and include a community sing, and numbers by the school orchestra and glee club.

A program is to be given at the high school Friday, April 26, in the assembly hall by the Girls' League and other clubs, starting at 2:30 p. m. Numbers by the Seventh Grade Boys' choir will be followed by a mothers' tea.

### Dr. C. E. Easley at Mayo's Studying General Surgery

Dr. Clifford E. Easley of the firm of Drs. Beeman & Easley, physicians and surgeons, left this week to begin a three weeks' course of special study in general surgery at the celebrated Mayo Clinic at Rochester, Minn. Touring with him as far as Nebraska, were Mrs. Easley and little Mary Susan and Cynthia, daughters, who will visit Mrs. Easley's relatives while Dr. Easley is at the Mayo Clinic. The family plan to return to Torrance via Texas.

**NEXT COUNCIL SESSION**  
Mayor-elect Tom McGuire will preside over his first regular meeting of the city council next Tuesday, April 23, at 7:45 p. m.

### Records Show Albert Isen is Not Owner of Liquor Store

Amplifying the story which appeared in last week's issue of The Torrance Herald regarding the arrest by State Board of Equalization officers of Eugene S. Held, clerk at the Isen liquor store, charged with the sale of alcoholic beverage to Robert P. Crivello, a minor, The Herald wishes

to state that records of the State Board of Equalization do not state that the liquor store is owned by Attorney Albert Isen, nor was it the intention of The Herald to convey the impression that he was the owner.

According to certificates posted in the store, 1601 Cabrillo avenue, Julian Isen, doing business as "Ralph's Cut Rate Liquors," is given as the owner of the business.

### STATE TO ENLARGE AUTO PLATE BRANCH HERE IN '41

Plans have been completed by the State Department of Motor Vehicles to provide a larger office and personnel at Torrance in 1941 for issuing automobile licenses, it was learned this week by L. J. Gilmeister, secretary of the Torrance Chamber of Commerce.

In his letter to Gilmeister, Bernard J. Kelly, deputy director of the Motor Vehicle Department, expressed high praise for the manner in which the Torrance chamber cooperated in securing the license bureau this year.

"Police Officer George Dotson, who was assigned by Chief Stroth, was friendly and courteous to the public at all times," Kelly stated.

Last year's record at the

### City to Receive Safety Citation at L.A. Session

Because of its "outstanding accident prevention work," the City of Torrance will be given a "citation" at the annual Awards Luncheon to be held at the Los Angeles Biltmore hotel on Friday, tomorrow, it was learned by the Chamber of Commerce this week.

Mayor Tom F. McGuire, Councilman Vern Babcock, City Clerk A. H. Bartlett, Chamber President R. R. Smith, Secretary L. J. Gilmeister, and Police Chief John Stroth will represent the city at the affair, which is sponsored by the California Safety Council.

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## Mutual Responsibilities of Business and Public If Realized Benefit All, U.S. Steel Head Says

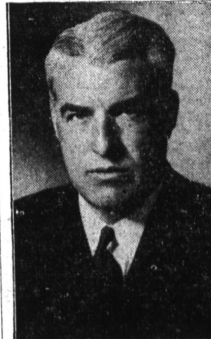
### Stettinius in Address Points To New Order

Granting that business—especially "big business"—has a responsibility to the public, Edward R. Stettinius, Jr., board chairman of the U. S. Steel Corporation, declared late last week in a Chicago address that "we hear very little about the responsibility of the public to business." His development of the mutuality of these responsibilities composed a thought-provoking study which has been widely acclaimed for its timely soundness. Excerpts from his address follow:

U. S. Steel has been the largest industrial unit in the Chicago district for nearly 40 years; its steel making facilities in that area have an ingot capacity of around 10 million net tons as against a capacity of about 28 million net tons for the entire Steel Corporation; its plants were worth about \$300,000,000 and provided work for some 50,000 employees during the past year. Pointing out that the \$633,000,000 paid out in wages, \$500,000,000 for goods and services bought from others and \$54,000,000 in state and local taxes—amounting to over a billion dollars—are "revealing as to their public and social importance," Stettinius said that "in 10 years our \$300,000,000 investment directly created about four times its own value in money—and nearly all of that money eventually turned up in someone's pay envelope."

#### Defines Identifying Words

"All the money we put into the modernization of tools—call it capital expenditure if you like—has not come out of money we earned. We have had to ask



E. R. STETTINIUS, JR.  
"We, the public, are fair"

the public to lend us some of their earnings. As industry expands, as it develops new facilities and new fields of endeavor, it will naturally continue to seek private capital to enable it to fulfill its destined end.

"What is the responsibility of business to the public? And when we say 'the public,' what do we mean? A popular tendency to think of capital, labor and the public as each constituting an exclusive group of people in our society, I feel, rests in some respects, on a fictitious assumption. Anyone who set out to locate our capitalists for a last round-up would discover that no one exactly fitted the traditional specifications. The men who were supposed to be capitalists would undoubtedly be found to be just merchants of other people's money or just stewards or trustees for the stockholders, professionally engaged in the management of enterprise. The real capitalists are the millions

### Use of Facts Will Eliminate Much Grousing

of people who are the stockholders of American corporations. For the United States Steel Corporation alone, there are nearly one-quarter of a million such capitalists.

"A search for laborers as a separate group would be equally futile. The American workman does not wish to be set apart in a special class called 'labor.' He is proud of his skill as a workman, but when he gets his pay check, or spends part of his savings, he becomes part of the great buying public and intent on getting all he can for his money. He resents high prices caused by some other fellow's high wages. Incidentally, I believe that 'opportunity' still remains in this great democracy for the average workman to become the proprietor of a business by accumulating his savings. There is still opportunity for him to advance to the highest positions in American industry.

#### All Production for Use

"The search for a perfect specimen of the genus public would be quite as hopeless as the search for a capitalist or a laborer of the traditional description. The fact is that either we are all part of the public or there simply is no public. And so I would define the public as all of us may at times delude ourselves into believing that we have special interests which are different from those of the public; that the measures which are best for the public are not also best for our personal welfare. "It is often said that the pri-

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### Last Weekend in September is Factory Frolic

Judging from the enthusiastic comments and suggestions made by 16 representatives of local organizations attending the meeting Monday night when the third annual Torrance Factory Frolic was up for discussion the community event should be bigger and better than ever this fall.

The representative group of men and women and one youth, Bobby Leavelle who represented the Sons of Legion, decided the Frolic should be placed in charge of Secretary L. J. Gilmeister of the sponsoring Chamber of Commerce. The dates of Sept. 26, 27 and 28 were selected for the celebration. This is two days earlier than last year's Frolic.

General Chairman Gilmeister was empowered to select chairmen to head committees which will have charge of finances, parades, concessions, floats, exhibits, publicity and dances. An open air dance will be the feature of the celebration each evening at Cravens and El Prado but this year the more formal dances will be given over swing and jitterbugging. Many other features will be arranged during the next several months until the 1940 Frolic program will hold much of interest and amusement for every resident, Gilmeister promised.

It was generally agreed that the Frolic should be staged on El Prado again this year and that the Civic Auditorium be used for exhibits. An open air dance will be the feature of the celebration each evening at Cravens and El Prado but this year the more formal dances will be given over swing and jitterbugging. Many other features will be arranged during the next several months until the 1940 Frolic program will hold much of interest and amusement for every resident, Gilmeister promised.

Those present at Monday night's preliminary session in the Chamber of Commerce were: President R. R. Smith who presided until Gilmeister was chosen chairman; John E. Miller, head of the first Frolic in 1938, who represented the Coordinating Council which sponsored the first two events; Fay L. Parks, 1939 Frolic chairman, representing the Rotary club; Mrs. Bettina Miller, National Business

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### San Pedran Held for High Court

Offering no defense or cross-examination of nine witnesses produced by police, Monte E. Boyd, 51-year-old San Pedro longshoreman, was held to answer a felony charge of drunk driving in Superior court at the conclusion of a lengthy preliminary hearing Monday morning in City Judge Robert Lessing's court.

Boyd, who is accused of smashing William Naess's car into several other machines on Highway 101 in Watteria on the night of April 7, injuring three persons and damaging five cars, will be arraigned May 1 in Department 41. His bail was raised from \$500 to \$1,000.

Two of those injured in the multiple collision which caused the worst traffic jam in the history of Highway 101 in the vicinity of Watteria are still confined in hospitals. Witnesses testified that Boyd had been drinking and after he assertedly ran away from the scene of the seven-car crackup told Mrs. Kate Royer of Harbor City he was "in a jam with Bill's (Naess) car."

Deputy District Attorney S. E. Roll conducted the prosecution.

### Time to Fix Up Your Garden!

—and, not only arrange it just as you want it, but select or have made to order the kind of woodwork most suitable to your needs. The advertiser, whose ad is partially reproduced herewith, can fill any woodwork need you have. Turn now to the class page for his address under class—

Miscellaneous for Sale—53

### Now! Select Your Garden Woodwork Here

Read—Use Our Want  
Ads Regularly for Profit!