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TORRANCE HERALD

35th YEAR—No. 22

TORRANCE, CALIFORNIA, THURSDAY JUNE 2, 1949

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CROWNED . . . Rosemary DeCamp, star of radio and screen, places the crown of Queen of Torrance upon the head of Edna Mae Snell. The crowning took place during the Junior Women's Club Annual Fiesta last Friday night.—Herald Photo.

'49 Queen Contest Brings Sponsors More Than \$2300

As Queen Edna Mae Snell became accustomed to wearing her new crown this week Mrs. Earl Clayton, president of the Junior Woman's Club announced that the drive had netted the club \$2316.35.

The amount brings the total YWCA building fund to \$8743.73.

Edna Mae was crowned Queen of Torrance for 1949 by Rosemary De Camp, star of screen,

stage, and radio and wife of Judge John A. Shidler, during the finale to the five-week queen campaign last Friday night. The event highlighted the Junior Woman's Club Fiesta which was staged in the Torrance Woman's Clubhouse.

The grand prize of the campaign, a General Electric television set, was awarded to Mr. Thomas Mansfield, 2250 W. 241st street.

Following the coronation of the Queen the seven contestants were awarded prizes totaling more than \$700 which were donated by local merchants.

Prizes were awarded on a prorated basis according to the number of votes each girl received.

Queen Edna Mae Snell was

awarded prizes totaling more than \$300 which included a diamond ring from Allen's Jewelers, Palmart Bulova wrist watch from Gary's Jewelers, a dress from the Gay Shop, shoes from Bernard's, a cold-wave from Vel-Art, a Dorothy Gray Overnight Case and Make-up Kit, and a beautiful loving cup to remind her of the successful campaign. The \$60 which has been set aside to provide her entertainment during the year swells the grand total of things given to Miss Snell to \$300.

Second prize winner Julia Menni was given \$124 worth of prizes topped by a Westinghouse Radio Phonograph from El Prado Furniture. Her other prizes included an album of records

from the Music Center, French Corou perfume from Probert's Drug Store, a cold-wave from Alice Beauty Salon, a Caro Nome Make-up Kit from the Beacon Drug Store, a bathing suit from Sam Levy Department Store, and a traveling iron from the Firestone Store.

Jerry Speck, who notched the third place position, was rewarded with \$111 in prizes. They included a Longines Whittauer watch from Howard's Jewelers, a Pendleton blanket from Star

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Signs of the Times?

TORRANCE HERALD NOW FIVE CENTS PER ISSUE

We're a little proud of ourselves this week! For the issuance of today's newspaper marks the return of the Herald to the prewar price of five cents. But this action alone is not the sole reason we are putting our thumbs in our vest armholes. It is the accomplishments, the streamlining, and the increase in efficiency that we have been able to effect since moving into our new home of which we are proud. For if these were lacking we would have not been able to drop the price back to a nickel.

In fairness to those subscribers who have paid for their papers in advance, the periods of the unexpired terms of all subscriptions will be doubled to compensate for the reduced rates.

Actually, however, there are three factors which have made this possible. One of these of course, is the aforementioned step-up in production efficiency which came as we ironed out a few of the kinks and eradicated some new bugs in our new high-speed rotary press and in other new and unfamiliar equipment.

Secondly, prices on some raw materials used in newspaper production have definitely dropped since reaching their all-time high peak during the commodity scarcity of the last war.

Thirdly, the Herald would like to say that it has taken its place in the leaders of the move to bring prices back to the buyer's market level.

Yep, we're really proud of ourselves this week. But apparently we are not alone among those who have detected an improvement. For instance, this letter from Frank Burns, Los Angeles director of public relations for Columbia Steel Company and former newspaper man with wide experience on metropolitan dailies:

May 28, 1949.

Mr. Grover C. Whyte, Publisher, Torrance Herald, Torrance, California.

Dear Grover:

From week to week, since you moved into your new plant, I have watched with interest the steady improvement of the Torrance Herald.

Your last two issues were about as fine as could be expected. As a former newspaperman, I know the problems of ironing out the cobbles in a new press just like the job the fellows in the steel business have getting a new piece of equipment running smoothly.

In your last two issues your cuts (photographs) reproduced beautifully and your make-up was good and lively. Any metropolitan newspaper publisher could not ask for more.

Best of Luck!

Sincerely,

Frank A. Burns

Department of Public Relations, Columbia Steel Company

Council Due For Stevens' 'Bad News'

City Manager George Stevens said this week that it is likely that he will present the city council with "the bad news" at the next meeting—Tuesday night.

Stevens has been in huddles with city department heads for the past several weeks and expects to be able to tell the city fathers what he believes it will cost to run the city for the next fiscal year.

He expressed a little fear that some of the budget estimates as submitted by the chief of police, fire chief, superintendent of streets, and other department heads would have to be paired in view of anticipated revenue.

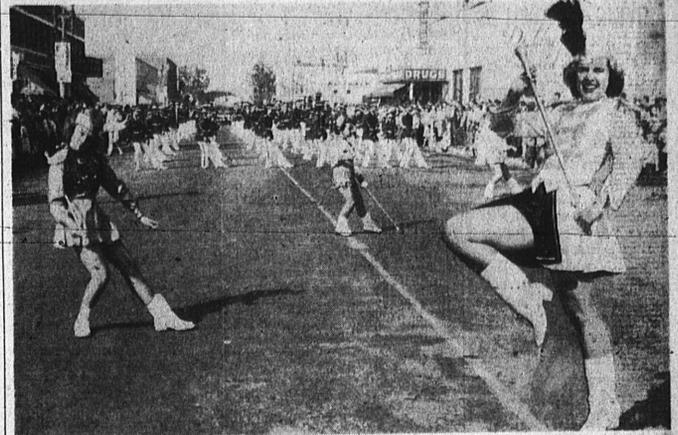
National Guard Maneuvers Set For Mid-July

The Torrance National Guard Unit will leave July 10 for the annual two weeks field training maneuvers at Camp San Luis Obispo, announced Lt. Col. Clyde C. Carpenter.

The organization holds Army Drill Training every Tuesday evening at 7:30 p.m. Information may be obtained about the National Guard by phoning Lomita 2146.

PROMOTED

M. L. Root, formerly assistant construction engineer, has been promoted to construction engineer for the engineering department at the Torrance Refinery of General Petroleum. Root started with the department in 1928 as a clerk.



STRUTTING . . . Huntington Park Band and Majorettes go into an Irish jig before a large and applauding crowd in front of the Civic Auditorium following last Saturday's parade. Such antics won for the band the Sweepstakes Award.—Herald Photo.

Man Battles For Life After Fatal Smashup

A San Pedro man was still in critical condition yesterday from injuries suffered Sunday when the auto in which he was riding plunged 300 feet into a Rolling Hills canyon, killing his wife.

Mrs. Esther N. Spink, 45, of 2832 Carolina street, apparently met instant death after the car went out of control near Palos Verdes Drive, South and Via Frascati.

Harbor General Hospital officials said that the condition of Lewis N. Spink, 47, was somewhat improved. He suffered two broken legs and an arm in the mishap, the hospital authorities stated.

California High Patrol officers said that the couple was tossed from their automobile when it landed right side up at the bottom of the cliff.

Spink lay alongside his dead wife for almost an hour before rescuers were able to bear him to the roadside on a stretcher.

Officers said that the car apparently came to a sharp curve, went out of control and left the road, narrowly missing a pine tree before it plunged to the bottom of the ravine.

363 New Homes Started or Due To Start Here

Torrance once again is feeling the rumbling of a building boom!

With announcement by John Kettler, builder of 300 homes in the Kettler Knolls tract, that he will start immediately on 114 new homes, brings the number of new homes under construction or due to start to a total of 363.

Total evaluation of the new homes is fixed at \$1,501,400. Not included in this figure are the individual home-owners who are building their own homes. The above figure represents the activity of four developers who now have projects underway.

With the announcement by William H. Tolson, realtor, that his organization had completed the selling of 30 economy homes on 203rd street another statement indicated that an additional 150 homes of the same type would be started in North Torrance within a very short time. Exact location of the new tract was not given.

Tolson said the two-bedroom homes would sell for approximately \$5450, with a down payment of \$195.

Kettler and his partner, P. I. Wilsey, said their new tract of two-bedroom homes would sell for between \$7000 and \$8000 with a down payment of \$150. Cost of the new project which will be located southeast of the intersection of Lincoln and Border avenues will be approximately \$675,000.

The builder said there were 75 families, mostly veterans, on the waiting list for the new Kettler homes. When completed the entire tract will comprise 444 homes.

With foundations already poured, Ben Haggott, developer

(Continued on Page 3)

'The Stadium' Torrance's Third Theater Opens

—PHOTO ON PAGE TWO

With a seating capacity of 900 persons, Torrance's third theater—"The Stadium" will open its doors to the public tonight at 5:45 p.m.

Scheduled to be on hand for the opening is movie star Rosemary De Camp. Miss De Camp, wife of Judge John A. Shidler, stars in the "Life of Riley" with William Bendix—one of the opening night features.

Due also for an appearance are three of the famous Bowery Boys, whose picture "Fighting Fooles" also will be shown.

The theater is located at the corner of Cravens and Gramercy avenues.

The new show place, under construction since May of last year, is owned by Albert Mellinkoff and Harry Milstein. John Wren, presently manager of the "Grand Theater," will manage the "Stadium." Mellinkoff and Milstein also own the "Grand," "Torrance," "Park," and "Gardenia" theaters.

Some of the features of the new theater include two crying rooms with separate sound speakers and rest rooms, head sets for the hard of hearing, and new 20-spring seats throughout the theater.

The theater takes its name from the shape of the rear portion of the interior which rises from the main floor in rows of seats similar to a stadium.

Color scheme of the interior is green and rust. Two large orchid murals decorate either side of the stage. Philippine mahogany is used in the decor of the foyer.

Technical equipment includes two of the largest and most powerful projection machines made. Sound equipment is double the size normally required in a theater the size of the "Stadium."

The interior will be cooled and heated as needed by clean, fresh, filtered, and conditioned air changing constantly. Also included in the building is a suite of offices for Mellinkoff and Milstein Enterprises.

ON THE INSIDE

School's out next week for Torrance students. And so too it is for J. H. Hull, superintendent of schools, who successfully passed his "finals" this week to earn for himself a Doctor of Education degree. See page five for story.

The greatest all-out safety driving campaign ever to be launched in the Torrance-Lomita area got under way this week. For details on how you might help save a life—see story on page two.

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BULLETIN

Detectives alerted Torrance merchants late last night to be on the lookout for a tall, dapper, well-dressed negro who might attempt to cash a check—one of 600 stolen in a San Pedro robbery Tuesday night.

Captain Ernie Ashton of the Torrance Police Department issued a warning to all merchants to contact the local police before cashing any check drawn on the Fisherman's and Merchant's Bank of San Pedro.

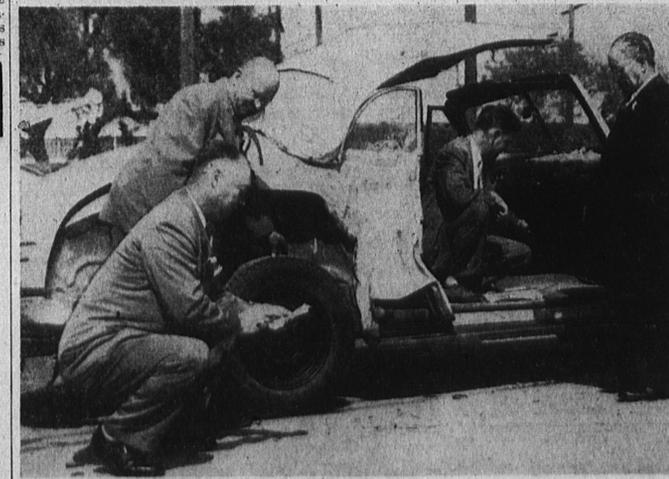
Printed on 300 stolen checks will be the name Richard's Cleaners and will bear the serial number 301-600. Another 300 checks on the bank bear no serial number or firm name, Ashton said.

The detectives also alerted local merchants not to cash any checks bearing the name California Ships Service or California Salvage Company. Approximately 300 checks were stolen from these firms three weeks ago.

The penmanship on checks is excellent, Ashton said, and added that the checks have been run through a check-writer. The amounts are usually from \$60 to \$70.

The suspect is described as being immaculately dressed, or as an alternate, wearing work overalls, male negro, about 27 years, five-feet, eleven-inches, approximately 150 pounds, and drives a 1941 two-tone green Cadillac sedan. He sometimes has a companion.

As late as last week-end the suspect worked the Hawthorne district and cashed nearly 20 bogus checks in a short time.



AN OUNCE OF PREVENTION . . . As the greatest all-out automobile safety campaign stepped off yesterday, four of the sponsors of the local campaign, all new car dealers, check this cracked-up car to ascertain if a free safety car check would have prevented this accident. Pictured left to right are: John Ott (kneeling), George Peckham, Paul Loranger, and Arthur Mullin.—Herald Photo.

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