

A Newspaper
for All the People
All the Time

The Torrance Herald

Torrance
Population
8200

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GIFTS AND ADS FROM STORES MUST BE OKED

Merchants Association to Investigate All Solicitations Before Support Is Given—Requests to Be in Writing

All solicitations for contributions from Torrance merchants will be required to submit their requests in writing hereafter to the Retail Merchants Association for approval before any assistance will be given.

This action was taken at the meeting of the merchants association Tuesday evening and was endorsed by over forty merchants in attendance at the gathering.

In explaining the action of the merchants, R. F. Hodge, chairman, said: "We are following this procedure as a protection against unworthy solicitations. It is not the intention of Torrance merchants to shirk their responsibility to worthy civic institutions which merit help, but on the contrary by eliminating the contributions to unworthy causes and in many cases to private exploitation solicited under the guise of charitable appeals, we will be able to give more substantial assistance where it is needed. The merchants of Torrance are besieged daily by all manner of solicitations for merchandise, advertisements, and other so-called 'advertisements.' Some of them are commendable, but many are not. So by requiring everyone seeking support from Torrance merchants to submit the request in writing to the association, we will be able to investigate the worthiness of the cause and determine whether or not support should be given. The written requests will be read at the meetings of the merchants association and passed on by the entire body. Whenever the requests for help are approved, merchants will be asked to give their support."

Members of the Retail Merchants Association are displaying cards in their stores stating that they are pledged to refrain from lending support to any organization or cause until it has received the approval of the merchants association.

TIE YOUR DOG OR CALL FOR YOUR MAIL

If you want to continue to have your mail delivered to your home, be sure that your dog doesn't bite the postman.

Under instructions received from the postal department at Washington postmen are not to attempt to deliver mail at premises where vicious dogs are kept. All three postmen at the Torrance post office have been bitten by dogs, and delivery of mail will be discontinued at these places unless the dogs are tied up.

The ruling from Washington states that mail addresses to premises where a dog has bitten the postman shall be left at the general delivery window.

Sash Thrown from School Window Hits Workman on Ground

Edward Stadille of Lynwood was injured early Wednesday morning when he was struck on the head by a falling piece of sash, while working on the new science hall at the high school.

He was rushed to the Jared Sidney Torrance Memorial hospital by a Stone and Myers ambulance, and there it was found that he was suffering from concussion of the brain.

BILL the BARBER SAYS

Radio Is Now Within Reach of All And It's Surprising So Few are Smashed

The Building Industry's Part in the Growth of Torrance

E. STANDISH PALMER
Manager Housing Department
Torrance Chamber of Commerce

To build a fine city requires cooperation of many kinds but especially should the members of the building industry act together as a unit if they would aid in and profit by that growth. The individuals in this industry whether he be general contractor, subcontractor or material man in at the mercy of a highly competitive bid system. A striking thing about the customer in this industry is that when he comes to invest his hard earned savings in a home or business building he thinks in terms of lowest price only. Setting aside all consideration of skill, integrity and responsibility he jockeys around with good and bad contractor alike and then to protect himself from the ignorant or malicious builder he surrounds himself with conflicting factors of authority and responsibility which make it impossible for the builder to give him a quick and efficient job.

However, there is something to be said for the customer, too. He is a novice usually in his relations with builders and material men and needs some standards to judge by. It is this situation of disorganization in the building industry generally and in Torrance as a particular instance which the department of housing of the Torrance Chamber of Commerce is seeking to iron out in a co-operative way. As a first step in this direction it is of interest and importance to both the contractor and to the man

Noted Lecturer and Singer on Brotherhood Supper Program

"Singing Jimmy Smith" of Tujunga, California, will be the entertainer on the program at the Brotherhood supper, Tuesday evening, October 15. He is well known locally as an entertainer of merit and a treat is promised. The church orchestra, led by Mr. Hyde will also render numbers.

Harry Rimmer, the renowned lecturer, will be the speaker of the evening. Mr. Rimmer is now in Los Angeles giving a series of lectures, immediately after which he will speak in Torrance and then leave on a tour east. Although the Brotherhood dinners are scheduled to be the first Monday evening of every month, exception has been made at this first meeting in order to obtain Mr. Rimmer for the speaker of the evening.

Baxter & Collins Consolidate With Biggest Firestone Dealer

Baxter and Collins, Firestone distributors, announced the amalgamation of their business with Wynns Tire and Rubber Company, Inc., largest distributors of Firestone tires in the United States.

The Torrance company is a separate corporation and will be known as Wynns Tire and Rubber Company, Inc., of Torrance.

In speaking of the merger, Mr. Baxter said, "We consider the new affiliation with the Wynns Tire and Rubber Co., Inc. a most important development in our business and good news for motorists of this district. The Wynns interests are the largest Firestone dealers in the United States and our connection with them will mean that we will be able to buy tires at the biggest quantity discounts in the country. Of course, we intend to pass along these savings to our customers in Torrance and elsewhere throughout this district."

Fire Prevention Week Part of Clean-Up Week

Fire Prevention Week, which is held simultaneously with the National Clean-up and Paint-up Week, October 6 to 13, will be celebrated in Torrance under the direction of the Torrance Fire Department.

Fire drills will be held in all schools in the city and a demonstration of fire fighting equipment will be made on El Prado between Sartori and Border on Friday evening, October 11.

Speakers for the National Association for Fire Prevention will be present at the Kiwanis and Rotary Club luncheons, and some splendid talks are promised.

Disabled Veterans May Do Business Without License

Disabled veterans of any war will be permitted to do business in Torrance hereafter without paying a license, according to an ordinance passed this week by the city council.

Attention is directed to the clause that veterans must show proof that they are disabled before they are exempt from the license fee. Able bodied veterans are required to pay their regular business license.

GET THE RAKE AND BROOM READY

Clean-Up Week, Oct. 6-12—
City Trucks on Job All
Week Collecting Rubbish

Get out the rake, the broom and the scythe. Clean up your lot and your home next week or you'll be simply ostracized from polite society in the city of Torrance. Because next week is National Clean-up Week and every organization in the Modern Industrial City is co-operating to make the city spic and span.

The preachers, who are usually more concerned with cleanliness of the soul, have joined in the campaign and are asking their congregations to clean up their yards as well this week. The Kiwanis, the Rotary, the Chamber of Commerce, and City Dads are all working together to rid the city of rubbish and refuse.

City trucks will be busy all week gathering piles of rubbish from the alleys, and if you don't have an alley in back of your house, Superintendent of Streets Wm. Gascoigne asks that you pile the waste material on the parking in front of your house. You are urged to refrain from leaving the debris in the street gutters, as this causes damage to drains.

Last year the city trucks collected 325 loads of rubbish during Clean-up week and Paint-up Week, and this year Supt. Gascoigne says he has a big new Dodge Brothers truck to add to the fleet of city trucks and he is out to break last year's record.

"You tell 'em to get busy and clean up their yards, and we'll be on the job, every day during the week," said Supt. Gascoigne.

MRS. QUEST SPEAKER AT GARDEN CLUB

Van Nuys Authority Will
Discuss Successful Culture
of Delphiniums

Mrs. H. C. Quest of the Larkspur Gardens at Van Nuys, will be the speaker of the evening at the next meeting of the Torrance District Garden club Monday evening.

Mrs. Quest is an authority on delphiniums and will speak on that topic.

The meeting will be called at 8 o'clock at the Legion clubhouse.

Following the talk on delphiniums will be the annual election of officers. Every garden club member is requested to be present, and a cordial invitation is extended to those interested in flowers.

Naturalization Class Starts Tuesday Night

Naturalization and citizenship classes will start next Tuesday night at the Torrance evening high school. Mr. Kelso, who is in charge of citizenship classes in the Los Angeles city schools will be helping to open the class.

Everyone interested in the subjects of current events, American history and citizenship is urged to come to the high school at 7 o'clock. Phone 36-W daytimes and 36-J at night. The night may be changed to suit pupils.

Mrs. Stella Young will direct the class. The course is mostly a lecture course and students will be given any assistance needed.

Former Pastor to Preach Here

Rex. Alex Lyall of the Church of Redeemer, Los Angeles, will preach at the 10:30 a. m. service of Christ Episcopal church, Sunday, October 6th.

Chamber Directors and City Council Meet Monday Eve.

The directors of the Torrance Chamber of Commerce and the members of the City Council will hold their quarterly joint meeting Monday evening. The meeting will be preceded by a dinner at Earl's Cafe at 6:30 p. m. Several important matters in civic affairs are slated for the quarterly get-together.

BETTER AND CHEAPER WATER

You Said You Wanted to Help—
Well, Here's Your Opportunity!
By GROVER C. WHYTE

You said you wanted to help us get better and cheaper water for Torrance. Well, here's your opportunity!

In tomorrow's mail you will receive a postcard questionnaire from the Torrance Chamber of Commerce. You are asked to answer four questions on the return postcard and mail it AT ONCE to the Torrance Chamber of Commerce. The postage is already paid, and the address is printed on the card. All you are asked to do is answer the questions and mail the card. Surely this is a little thing to do when you know it may be the means of saving you many dollars a year on your water bill. If you do not receive a questionnaire this week, please telephone the Chamber of Commerce and they will send you one. An effort has been made to send every water consumer a questionnaire, but we may have overlooked a few. So just phone Torrance 8, and say, "Send me a water questionnaire."

City Engineer Frank Leonard is working hard on his task of collecting data and information on costs of a new water system. It's a big job, you know, and is going to take time, but we're going to keep right on gathering ammunition to combat any propaganda that paid agitators for the water company may send out. And right now, we want to warn you of any soft talking individuals that may come around explaining how much "better" the water is. It may taste a little better, but the rates are just as high.

We cannot afford to compromise. We want to settle this water question once and for all by having a municipally owned and operated system that will adequately serve Torrance for years to come.

Don't forget to mail the postcard.

PERFORATING CO. LOCATES ON CARSON ST.

Los Angeles Firm Moves to
Torrance, Takes Over
Baash-Ross Property

The Pacific Perforating company has purchased the former property of the Baash-Ross Company at 2576 Carson street, and has moved its plant from Los Angeles to Torrance. It was announced by E. D. McClure, president of the company.

The company already has an extensive business throughout the oil fields of the continent, says Mr. McClure, and has moved its manufacturing operations to Torrance in order to be nearer the principal pipe terminals. Mr. McClure was formerly associated with the Oil Well Supply Company.

Five types of screen pipe are being manufactured in the Torrance plant and the company offers oil well drilling companies a complete service, according to Mr. McClure.

The property on Carson street comprises about an acre of ground and at present twelve men are employed. Perforating machinery has already been installed in the Baash-Ross building and is now in operation.

Everett Travioli, 1350 Engracia, sustained injuries at the Columbia Steel last Wednesday.

"A MONDAY MORNING, AUTUMN LANDSCAPE"



CLEAN-UP WEEK, OCT. 6 to 13

REV. YOUNG TO REMAIN IN TORRANCE

Congregation and Other Citizens Rejoice Over Reappointment of Beloved Pastor

Members of the Methodist Episcopal church in Torrance are rejoicing over the return of Rev. R. A. Young as their pastor. The Methodist conference was held in Long Beach last week and it was at this time that the church authorities decided to have Rev. Young continue his work in Torrance.

A committee from the congregation issued the following statement:

"The Methodist church together with the people of Torrance welcome the return of Rev. R. A. Young as their pastor. Under his leadership the church has grown to be one of the most important factors in religious circles in this vicinity.

"Rev. Young through his untiring efforts and his wonderful per-



REV. R. A. YOUNG

sonality has endeared himself to all that have come in contact with him so that it is with real satisfaction that we welcome him back as a pastor.

"The progress the church has made during his leadership is indeed unusual. The Sunday school has grown to be the largest in the city. Other organizations such as the choir, the Brotherhood, and the other societies of the congregation are known to most everyone. He also is very active in civic affairs and has taken equal interest in them as in the church work.

"We, the people of the Methodist church and friends of the congregation do indeed feel fortunate that Rev. Young has returned to us as our pastor. We assure him of our co-operation and trust that he with his family will continue to enjoy just as good fellowship with us as we do with them.

"Mr. Young, we heartily welcome you and your family to our midst for the coming year.

It Rains .06 Inches in Torrance Tuesday

Torrance received .06 inch of rain Tuesday evening, as recorded by the weather machine at the Torrance high school. The machine was recently moved from the city hall to the high school building, and observations are made by the students in the physics department.

W.C.T.U. Meets Friday This Week

The regular monthly meeting of the W.C.T.U. will be held this Friday, October 4, at 2:30 p. m. at the home of Mrs. Schmid, Marcelina avenue. At this meeting the constitution and by-laws will be adopted.

Each one is to bring a donation for the Frances Willard Home in Los Angeles; such as canned fruits, etc. Miss Corey is patron of this home for girls and is doing a good work.

There were twenty-five present at the last meeting of the W.C.T.U. in Torrance and much interest was manifested. This organization expects the churches to be interested in its work and everyone is invited to the meetings.

Episcopal Clergy Meet in Torrance

The Clericus will hold their monthly luncheon at the Parish hall of Christ Episcopal church on Monday, October 7th. The Clericus is composed of clergymen of the Episcopal church in and around Los Angeles who hold a luncheon meeting in the different parishes and missions once a month.

PRES. FARRELL OF U. S. STEEL AT TORRANCE

Announcement of Columbia
Purchase Expected October
29—Expansions Planned
for Torrance

Negotiations for the purchase of the Columbia Steel Corporation by the United States Steel Corporation were brought another step toward completion yesterday when J. D. Farrell, president of the United States Steel Corporation visited the Torrance Columbia plant. Mr. Farrell succeeded Judge Gary as head of the steel corporation. Others in the Farrell party who visited Torrance were M. G. Taylor, president of the U. S. steel board of directors and chairman of the finance committee, and Albert T. De Forrest, president of the U. S. Steel Products Company of San Francisco, and a number of executives of U. S. Steel subsidiary properties.

The party was conducted through the Torrance plant by L. F. Raines of San Francisco, vice president of Columbia Steel. B. W. Luns, manager of the Torrance plant, and H. T. Lintott, assistant plant manager. At the conclusion of the trip Myron C. Taylor, chairman of the finance committee of the United States Steel Corporation, reiterated early statements that "there is nothing to say."

An announcement of the purchase is not expected until October 29 when the option held by the U. S. Steel expires. It was learned from Columbia Steel headquarters. The presence of the Farrell party on the West Coast, however, is interpreted as indicating that the U. S. Steel will exercise its option and take over the Columbia properties. Extension of the United States Steel corporation to Southern California is regarded by financiers and industrialists as being of inestimable value. The Columbia Steel Corporation is rated as the most important user of the steel industry on the Pacific coast, while the U. S. Steel Corporation is rated as the largest in the world.

Acquisition of the Columbia Steel Corporation would make a total of 195 different companies the big steel corporation has absorbed since it was formed in 1901. The U. S. Steel plant in Torrance is modern in every respect and has recently been enlarged. That further extensions are contemplated is indicated by the recent purchase of large sections of industrial acreage adjoining the present plant here.

The Farrell party is at the Billmore, having a suite of fourteen rooms. Among those in the party in addition to Mr. Farrell and Mr. Taylor, are: A. T. DeForest of San Francisco, vice president of the United States Steel Products Company; George G. Crawford, president of the Tennessee Coal and Iron Company, Birmingham, Ala.; W. W. Swann, Pittsburgh, president American Sheet and Tin Plate company; J. S. Keele, Chicago, president American Steel and Wire Company; W. A. Irvin, vice president American Sheet and Tin Plate Company; J. A. Coakley, Cleveland, traffic manager American Steel and Wire Company; E. J. Higgins, Chicago, president Illinois Steel Company; T. W. Robinson, Chicago, vice president Illinois Steel Company, and C. F. Blackmer, Cleveland, vice president, American Steel and Wire Company.

The party left today for the East, presumably to discuss their impressions of Columbia properties. Mr. Farrell, Mr. Taylor and J. P. Morgan constitute a strong group in the United States Steel Corporation.

Merchants to Clean Up Business Section Laud Gascoigne

The Retail Merchants Association of Torrance agreed to co-operate with the National Clean-up and Paint-up Week, October 6 to 13, by cleaning up their places of business.

As one merchant remarked at the meeting, "Our stores look neat and clean from the front, but we can't see the glory of cleaning up in the rear of the store."

The merchants also passed a vote of appreciation for Wm. Gascoigne, superintendent of streets, for the untiring efforts of his department in keeping the streets clean and tidy throughout the year.