

Consolidated  
Edition  
Torrance Herald  
and Lomita News

# Torrance Herald

and LOMITA NEWS



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This Issue

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## BIG WINTER ADVERTISING CAMPAIGN OPENS OCT. 17

### Stresses City's Value As An Economical Place To Live In; Two Metropolitan Newspapers Carry Message

A comprehensive winter advertising campaign for the city, extending over a four weeks' period beginning October 17, was presented by the advertising committee to the directors of the Chamber of Commerce Monday afternoon. The purpose of the campaign, the first ever inaugurated here, will be to attract people now living in Los Angeles, Long Beach and other communities of the metropolitan area to Torrance by citing this community as the most economical place in which to live.

Through the medium of attractive newspaper advertising, the point that Torrance has the cheapest rents and possibilities of diminished living expenses will be stressed in a series of four advertisements in the Los Angeles Evening Herald and Long Beach Press-Telegram.

At an adjourned meeting of the directors yesterday afternoon, the appropriation of \$800 for the campaign was authorized. The first releases of the Torrance advertisements will appear Saturday, October 17, in the Herald, and Sunday, October 18, in the Press-Telegram.

Both newspapers have offered liberal publicity to Torrance in connection with the advertising copy, having agreed to devote almost a full front page of their development sections to pictures and stories of the city on the first week of the campaign.

The chamber's advertising committee declared that this drive would be particularly advantageous to the city at the present time because many residents of the highly developed, metropolitan areas in Los Angeles, Hollywood, Beverly Hills and Long Beach, have suffered cuts in incomes which necessitate their finding more economical places in which to live.

The factor of Torrance's easy accessibility to the southwest Los Angeles industrial areas, thus eliminating traffic congestion, was also brought out.

Never in the history of the city have rents been so low and rents here are said to be considerably less than in the extensively and expensively developed areas which would be covered by this advertising campaign.

To Follow All Leads Because of the opportunity to obtain a fine "spread" of publicity and pictures of the city in the metropolitan newspapers, the committee recommended that the campaign be started now. Torrance would have the edge over other communities by advertising this fall. It is believed, because most of the civic displays in the newspapers are concentrated in the spring and summer months. This fact would give Torrance virtually an exclusive community advertising campaign.

By starting October 17, the drive would be run to November 15, with the Chamber of Commerce actively following up every lead obtained to prospective new residents as they are uncovered through the advertisements.

## LEADERSHIP TRAINING TO START HERE

The common interest of all organizations at this time is to have successful leaders to direct their activities. No less is the interest of religious bodies. With this idea in mind, the churches of this city have banded themselves together in the common interest of leadership training. W. E. Bowen, registrar of the Church Leadership Training school to start October 13, said this week in explaining the objectives of the school.

"Last spring there was held in Torrance the first of such schools. It was supported by four local churches and two in Gardena. This year we have added Lomita and others are also expected to take advantage of the school," Bowen said. "We expect to secure a very capable corps of teachers and have outlined a course of instruction which will be helpful to all who are interested in a higher type of religious teaching and in producing a higher type of citizen."

Beginning October 13 at 6:30 p. m., the Church Leadership Training school sessions will start at the Central Evangelical church. A short program will open the school. Able speakers and a worthwhile system of study have been arranged. The whole session designed to bring out the benefits of religious educational work.

## ADVERTISING OPENS OCT. 17

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## Harbor Group Meets Today

### Historic San Pedro Hacienda Is Session Scene

Hacienda La Rambla, historic home of the Caffey family at San Pedro, is the scene of a regular monthly meeting of the Harbor District Chambers of Commerce this afternoon and tonight. A number of local members and directors of the chamber have made reservations to attend the dinner-meeting which will be addressed by J. David Larson, trade commissioner of the Los Angeles Chamber. Larson will speak on the subject of "Pacific Trade."

Members of the Torrance Industrial committee of the chamber are attending the session of the Regional, Industrial and Highway committee meeting this afternoon at the old Hacienda. Several departed for the various meetings early this afternoon in order to inspect the beautiful homestead, located at Fourth and Bandini streets.

### HIGH SIERRAS PARADISE FOR HUNTERS, FISHERS

Mr. and Mrs. B. J. Scott returned to the city this week from a month's outing in the High Sierras. They were accompanied on their trip by Mr. and Mrs. O. D. Shaw, of Imperial Valley. Both Scott and Shaw bagged two bucks each, Scott's being a five-pointer. Local fishermen should be interested in "Scotty's" report that there were more trout in the High Sierra streams than they could use.

## BALL PARK DEFICIT TO BE STUDIED

### Three Are Named to Solve Problem of Running New Diamond

Don Findley, J. W. Post and Sam Levy were named as a committee to work out the best solution of the problem of a \$335,766 deficit on the construction expense of the night ball park, Border and Carson, which Ed Tansey and Paul Vonderhake asked the Chamber of Commerce directors to make up at the meeting Monday afternoon.

The bills for the construction of the grandstand, water, light and upkeep were underwritten by Earl Conner, G. L. Morris, George Porter, Tansey and Vonderhake when the field was established. Night games this season failed their expectations and consequently a deficit is being suffered.

A study of the matter will be made by the special committee and a report given to the directors at their next meeting. The consensus of the chamber leaders was that if the chamber was going to make up the deficit, it should secure title to the equipment now held by the five backers of the field, and also that the chamber should have a cashier in charge of the gate receipts at all future games, so that whatever profit is derived could be used to reimburse the chamber for the money advanced.

## Clean Up Drive Ends Saturday; Said a Success

### City Trucks Tour Alleys to Rid Community of All Debris

### Drill Saturday

A demonstration of ladder drills and modern fire fighting methods will be given by the Torrance Fire Department, Saturday afternoon at 3 o'clock at the corner of Cravens and Cabrillo avenues as part of the local department's participation in National Fire Prevention Week. The Brighton Hotel will be the scene of the imaginary blaze.

"I believe we will set a new record for the amount of rubbish hauled away from alleys this year during Fire Prevention, Clean Up and Paint Up Week," Street Superintendent William Gascoigne declared today. "We have been kept very busy touring through the alleys of the city, cleaning away the debris and rubbish piled for our disposal by residents of the city. During the next two days we will make further rounds in order to clean up rubbish collected during the close of the campaign."

Gascoigne said that most citizens of the city had responded to Mayor John Dennis' proclamation outlining the purposes of the week's drive to clear the community of possible fire hazards and to remove unsightly rubbish, and that he expected Torrance would be all "spic and span" by Saturday evening.

Members of the fire department carried out the fire prevention part of the week's program by having speakers address the Rotary, Kiwanis and school children of the city on the purpose and objective of the week. These speakers were members of the National Board of Fire Underwriters, the organization sponsoring the campaign. The week's drive to the city of rubbish and worthless accumulation of the summer will close Saturday evening.

## Torrance Man Badly Hurt In Orange Co.

Irvin Sargeant, Torrance radio dealer, sustained fractures of both legs when he was thrown between a road scraper and a truck while working on the construction of a dam in Orange county. The accident happened Tuesday of this week. Sargeant's left leg was a compound fracture and had flesh wound near the thigh and his right leg was broken below the knee. He is confined to St. Joseph's hospital near Santa Ana, where he was removed following the accident.

Mr. and Mrs. Sargeant reside at 1733-A Cabrillo avenue. Mrs. Sargeant informed the Herald this morning that she had visited her husband last evening and while he was in great pain she was confident of his recovery. Some anxiety is felt, however, over the danger of infection from the flesh wound due to the large amount of dirt forced into the wound by the road scraper.

### ARBITER OF JUSTICE

James Leech, manager of the Bank of America branch here, is on Superior Court jury duty. He will be engaged on this job for 30 days.

## Council Hears New Developments In Suit To Validate Water Bonds

Several developments in regard to the city's suit to validate the \$400,000 bond issue voted a year ago to procure a publicly-owned and operated water system were reported at council meeting Tuesday night. These were:

(1) That City Attorney Don Findley will leave the entire case up to O'Melveny, Tuller and Myer, the city's special counsellors, because he "didn't want to delay matters any further by asking for time to study the case." Findley took over the city attorney job recently after Perry G. Briney resigned. O'Melveny, Tuller and Myer are said to have agreed to carry on the suit alone.

Decision Next Month (2) That a brief was filed by the plaintiff, one Mr. Wilcox, acting through the State Supreme Court, on September 25. The city's attorneys are to file written answers to arguments within a day or two and a decision is expected on the city's demurrer "sometime next month."

(3) That O'Melveny, Tuller and Myer have agreed to carry the case through the State Supreme Court, if necessary, at the same fee decided upon when they were first called into the case by the action of George W. Dilling in filing injunction proceedings against the city in the Federal court. City Attorney Findley was dismissed by the Federal court but the water company, through Mr. Wilcox, filed another suit in the Superior Court.

### About Prairie Suit

When the city attorney was called upon to give a report concerning the progress of the suit to open Prairie avenue in the McDonald Tract, Findley revealed an interesting fact which ties in with the water suit. He said that when the city named the General Petroleum Corporation as defendant in the street case, it was not known to the then City Attorney Briney that the Dominguez Estates Company had guaranteed the title of the G. P.'s land and would have to stand back of that guarantee.

The interesting part about this, Findley said, was the fact that O'Melveny, Tuller and Myer were attorneys for the Dominguez Estates Company, and that they, although previously commissioned by the city as special counsel for Torrance in the water suit, would have to defend any action brought against their clients.

### Try for Settlement

The Dominguez Estates Company and the Dominguez Land Company are two entirely different business groups and are not connected in any way.

Findley declared that he would have a conference with the attorneys, the General Petroleum officials and the Dominguez Estates Company executives to try and work out an amicable settlement of the difficulty without going into court on the matter. He said that in this way, and only in this way, can the city widen and improve Prairie avenue at some future date, because a court decision, if granted in favor of the city, would only permit the opening of the street. Any improvement of the thoroughfare would have to be initiated by the General Petroleum as this company owns nearly all the property on both sides of the proposed street.

## Hey! Kids! Lookut . . . Funnies!

You won't have to wait for the Sunday papers to enjoy the comic section after next Thursday, October 15. Because next week the Herald will issue a four-page, all-colored, all-interesting comic section in addition to the regular paper and its news of Torrance and vicinity.

Mutt and Jeff. . . The Captain and the Kids. . . Fritz Ritz. . . and Strange as it Seems—the old reliable comics and that absorbing new feature of the world's strangest oddities—in four pages of color.

You know Mutt and Jeff, the big fellow who is always picking on little Jeff—except when Jeff gets back at him! And you know The Kids who make the poor Captain's life a continual round of mishaps. Maybe you've met pretty Fritz Ritz in her quest for a career in the talkies—she's got an all-star cast around her now and is going to have many adventures in the Herald's comic section—

But Strange as It May Seem will be new to you. Here John Hix, noted artist, pictures those strange, almost impossible things that occur in this great world. Mother and Dad will want to read the Herald's all-color comic section first just to study this page—but don't you let them—

You watch for the Herald's All-Color Comic Section next Thursday!

## FREEHOLDERS NEAR END OF CHARTER JOB

### Full Time of 60-Day Extension Won't Be Needed To Finish Work

An extension of 60 days, or to December 12, was granted to the board of freeholders by the city council Tuesday night on request of Judge C. T. Rippey, chairman of the group now drafting a proposed city charter for Torrance.

However, it was learned by the Herald—this week—that the full extra time will not be required by the freeholders to complete their work on the municipal constitution. The first draft of the document is being finished this week and will be presented to each member of the board for his inspection and suggestion.

According to Rippey, the freeholders' final action on the charter is expected within two weeks. Their creation will be given the city council.

After the council receives the charter and has approved it, the document is then to be published in the Herald and printed in pamphlet form for free distribution to interested citizens by the city clerk. After a period allowed for public study of the instrument which is to become the constitution of the city if approved by the voters, a special election will be held for this purpose. If it is given a majority endorsement by Torrance citizens, then the charter goes to the State Legislature for final ratification and certification by the secretary of state.

## ELECTRICAL INSPECTION IS CHANGED

### Engineer's Office Given Job After Protracted Council Discussion Tuesday

After a long discussion regarding the city budget and the items included in it which pertain to the appropriation for electrical and plumbing inspection, the council, by a vote of four to one, decided Tuesday night to add this work to the city engineer's department effecting a saving of \$600. The transfer becomes effective November 1.

Councilman G. A. R. Steiner, who cast the opposing vote, maintained that the engineer's department had enough to do without adding the building inspection duties.

The remainder of the council, however, stood by their decision, made several months ago when Fire Chief Ben Hannebrink's salary of \$9 a month was eliminated and the same deduction was to be made from the city clerk's office. The \$1200 thus saved will go toward providing jobs for local citizens on various civic improvement projects, according to Mayor Dennis and Councilmen Nelson, Smith and Bell.

## City To Register Local Jobless

### Concentrate Bureaus Under City Clerk's Office

The city will handle all future registration of unemployed "haves" with City Clerk Bartlett and Street Superintendent William Gascoigne being directly in charge of the listing and granting of employment on all city jobs. This was decided by the council Monday night after a communication was read from the County Employment Stabilization bureau.

Councilman R. R. Smith said that he believed more direct action would be possible in the relief of the local jobless if the city would handle the registration itself, as the work to be given out will come mainly from city jobs that develop. His suggestion was endorsed by Councilman G. A. R. Steiner, who moved that the city undertake the work. His motion carried.

The Chamber of Commerce has had charge of this work in the past and no criticism was made of the way it was handled. However, by concentrating the registration and employment work under one department better results can be obtained than by dividing the two departments. All of the data obtained by the chamber will be turned over to the city and workers out of jobs are asked to apply at the city clerk's office for registration from now on.

## TWO LARGE IMPROVEMENT WORKS MAY AID JOBLESS

### P. E. Proposition Accepted for the Cabrillo-Torrance Project; Vista Highlands Public Work Is Asked

Giving promise of providing work for a large percentage of the city's unemployed, two big improvement projects were considered at Tuesday night's council meeting. One requires but little engineering and legal preparation, being the proposed paving in and relocation of the Pacific

Electric tracks on Cabrillo avenue and the beautification of the unused P. E. right-of-way on Torrance boulevard. The second large civic job was requested by the Chamber of Commerce which called attention to the possibility of needed improvements in the Vista Highlands district.

This latter project, in the territory bounded by Torrance boulevard on the north, Hickory avenue on the west, Carson street on the south and Cedar avenue on the east, could be started by the city authorizing immediate preliminary steps to present to the property owners in that area the approximate costs of such proposed public improvement and the circulation of petitions asking for the work to be started in the very near future.

### Accept P. E. Proposition

The council voted acceptance of the Pacific Electric's proposition in regard to improving Cabrillo avenue and beautifying Torrance boulevard this week after Engineer Leonard and City Attorney Don Findley had reported that Councilman Ed Nelson had reconsidered his previous objection to the matter and had joined his fellow-councilmen in approving the plan. Under the terms of the proposed agreement, the company agrees to relocate its tracks in the center of Cabrillo and permit the city to pave in the unimproved portions of the right-of-way for a consideration of \$1960. The cost of the paving, which is expected to be small because of the narrowness of the unimproved strips, will be borne by the fronting property owners, according to tentative plans.

There is a possibility that the city might obtain county aid on the Cabrillo improvement as the thoroughfare ties in with Sepulveda boulevard at its southerly end. Such assistance would materially relieve the expense to property owners and would enable the city to put in an excellent piece of construction.

### Planting Scheme Told

City Engineer Leonard has perfected plans for extensive beautification of the now-weed-infested P. E. right-of-way on Torrance boulevard. Each block of the unimproved area will be landscaped with lawns, trees, shrubs and flowers different from other blocks. The whole will provide the city with one of the most attractive entrances of any community in the Southland, Leonard said. The cost of this work is to be borne by the general fund of the city, present plans reveal.

In regard to the Vista Highlands project, the Chamber of Commerce resolution read to the council this week stated that the general public improvement can be "effective" at this time to take advantage of the low money cost at the same time contribute substantially toward much needed employment. The chamber pointed out that "the first cost of the work would not have to be paid until one year from this December, or 1932, and subsequent cost proportions on a bond term to be entirely possible of average carrying ability."

### To Report Cost

The Vista Highlands area is one of the city's most attractive residential sections and the chamber's resolution stated that once the high growth trend of Southern California, and Torrance in particular, is established, this territory will be needed for the future population of the city. This emphasizes the acquisition of property for and the establishment of improvements now, it is stated. There are about 80 families living in the district at the present time.

If these two civic improvement projects can be started in the near future, they will go a long way toward alleviating present unemployment conditions here as only Torrance citizens will be given jobs on the work. City Engineer Leonard was instructed by the council to estimate the cost of the proposed Vista Highlands' public work and to bring in a report at the next council meeting.

## Earl Conner Resigns From C. of C. Board

Because he found it impossible to devote all the time necessary to his duties as a director of the Chamber of Commerce, Earl Conner resigned his post at an adjourned meeting of the directorate yesterday afternoon. His letter of resignation was accepted by the board with sincere regret as Conner has always been an active worker in any capacity.

His letter follows: "Considering the best interests of the community at all times and realizing that only those who are in a position to function 100 per cent should serve on the Chamber of Commerce board of directors, I therefore tender my resignation effective as of this date. No action was taken by the board in appointing a successor to Conner's position."

### SPANISH-AMERICAN WAR VETERANS REUNITE SUN.

As one of 38 men who, in 1899, enlisted in the 5th U. S. Volunteer Infantry at Vancouver Barracks for service in the Spanish-American war, Postmaster Alfred Gourdier attended a reunion of the veterans at Sawtelle Sunday. The old days of '99 to '01, when they were mustered out at the Presidio, San Francisco, were recalled and plans were laid for further reunions in years to come.

### CHANGE MEETING TIME

Henceforth the directorate of the Chamber of Commerce will meet at 4 p. m. instead of 4:30 the first and third Mondays of each month.