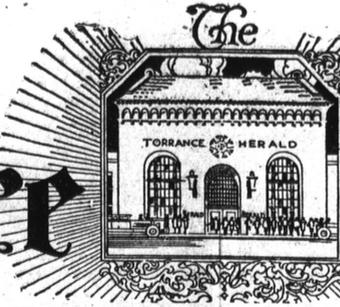




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NRA MASS MEETING TONIGHT AT 7:30

TWO SPEAKERS RECENTLY AT WASHINGTON TO GIVE TALKS

Congressman Charles J. Colden and W. H. Biddle, Who Recently Talked With President Roosevelt, to Address Torrance Audience

Hundreds of Torrance citizens from all walks of life have indicated their intention of attending the patriotic mass meeting at 7:30 o'clock tonight in the new municipal park on Arlington avenue. The great gathering will be addressed by two eminent speakers, both of whom have recently had personal interviews with President Roosevelt and are well qualified to speak authoritatively on the details and ideals of the National Recovery Administration.

The principal address at tonight's meeting will be made by Harry W. Biddle, president of the Biddle Trade Bureau of Los Angeles, and chairman of the L. A. Chamber of Commerce industrial committee. Mr. Biddle has just returned from a conference with the heads of the United States Chamber of Commerce at Washington, where he also had a personal interview with President Franklin D. Roosevelt and Administrator General Hugh S. Johnson. Mr. Biddle is a very forceful public speaker and will bring a highly interesting message concerning the various phases of the New Deal, which every citizen in Torrance will want to hear.

Congressman Charles J. Colden, whose vivid portrayal of activities during the recent history-making sessions of the federal Congress have won him the plaudits of audiences throughout the Southland, will also appear on the program tonight.

Bert W. Lanz, general in charge of the local NRA campaign, will preside as master of ceremonies, and Mayor W. T. Klusman has been asked to say a few words. A number of short musical numbers have been arranged. However, the entire program is scheduled to move swiftly and adjourn early.

Tonight's mass meeting is a call to arms to fight the War of Depression. It is the duty of every Torrance citizen to enlist in this battle against the economic enemy and to honestly live up to the tenets of the President's emergency re-employment code.

Immediately following the mass meeting tonight, leaders in the local army will take to the field with their co-workers in an endeavor to enlist the support of every employer and consumer under the banner of the Blue Eagle of the recovery administration. Within the next two weeks, set on the duration of the local campaign, virtually every business institution in the city is expected to be operating under the President's emergency code, which calls for the re-employment of idle men and women and the reduction of working hours at increased wages for present employees.

Field workers under the direction of Colonel P. A. Phoenix, commander of the American Legion, Monday morning will begin a house-to-house, block-by-block canvass to enlist all Torrance consumers under the NRA banner with pledges to buy only from firms displaying Blue Eagles. Everyone is welcome at tonight's mass meeting. Every good citizen is expected to come. And everyone who does come will enjoy a highly entertaining and instructive evening. No admission will be charged.

Drum Corps Loses By Small Margin

The Bert S. Crossland Post drum and bugle corps failed by less than three points to make the finals in the contest held at the convention in Pasadena this week. The boys made an exceptionally good showing, but there were many teams entered and competition was unusually keen.

About 60 veterans, headed by Commander Alex McPhail, and the drum corps, attended the convention and took part in the parades.

RETURNS FROM COLORADO
Mr. and Mrs. J. J. Bigner and family returned this morning from Loveland, Colorado, where Mrs. Bigner and children have been visiting relatives for several weeks.

Merchants Favor Constructing All New Water Plant

Believe Lower Fire Insurance Rates Would Result From Modern New Plant

Members of the Torrance Retail Merchants' Bureau went on record this week as favoring the construction of an all-new water distribution system in Torrance, instead of purchasing the present plant of the Torrance Water, Light & Power Company. A resolution to this effect was passed without opposition by the merchants at their meeting Tuesday evening in the Chamber of Commerce offices. It was also stated in the resolution that a modern, all-new distribution system was favored in order to secure lower fire insurance rates, and the merchants' bureau indicated that it would support members of the city council in their efforts to construct such a plant. The merchants' bureau also authorized a communication to be dispatched to city officials asking that drinking fountains and rest rooms be provided for the convenience of shoppers in the downtown area.

Missing Torrance Girl Returns Home

Miss Genevieve Guyan, who left the home of her parents, Mr. and Mrs. John Guyan, 1807 Andree, on July 3, to go to San Diego with three young companions, and who failed to accompany them home, returned home Sunday afternoon. Miss Guyan secured employment with a San Diego family and has been working in the southern city since she left here more than a month ago. She came by bus to Long Beach from where she telephoned her parents who met her there and brought her home.

Heart Attack Takes Life of Daniel Ensign

Luman Daniel Ensign, known to many Torrance residents as "Uncle Dan" through his long association with the First National Bank where he was employed for some time as a special officer, passed away suddenly at his home, 1442-B Encinera avenue, Thursday night, August 10. His death at the age of 76, following a very brief illness, was entirely unexpected as he had been about town as usual during the day apparently in good health. He had resided in Torrance for the past eight years. Private funeral services were held Saturday morning at 11 o'clock from Stone & Myers chapel, Rev. O. D. Wonder of the Central Evangelical church officiating. Cremation followed at Pacific Crest. Mr. Ensign is survived by his widow, Mrs. Rose Ensign.

Open Offices of Home Owners' Loan Corp. at San Pedro

Property owners in this district, who are threatened with eviction from their homes because of foreclosure proceedings, may now apply for assistance at the temporary offices of the Home Owners' Loan Corporation, Old Mercantile building, at the southeast corner of 6th and Center streets in San Pedro, which is the branch office serving Torrance, Lomita, Gardena, Harbor City, Terminal Island, Waltham, Wilmington and San Pedro. The San Pedro branch office, which was obtained by Congressman Colden for the convenience of property owners in this district, is in charge of Leon L. Dwight, in-surance and past president of the San Pedro Realty Board; E. L. Mulligan, retired business man of San Pedro; Lee S. Buckley, in-surance and realtor; and A. L. Drew, business man of Wilmington. Offices are open daily from 9 a. m. to 4 p. m.

WEDDING
Andy Whitworth Leach, of the U. S. S. Pennsylvania, and Miss Beatrice Brown, of Brooklyn, New York, were married yesterday by Judge John Dennis at the Lomita township justice court offices. Witnesses to the ceremony were Mr. and Mrs. Daniel B. Martin, of San Pedro.

HIGHLIGHTS OF THE NRA CAMPAIGN IN TORRANCE

Tonight at 7:30—Great mass meeting at Municipal Park on Arlington avenue. Two eminent speakers, familiar with NRA program will tell you YOUR part in Recovery Program.

Monday, August 21—House-to-house canvass begins to enroll every housewife and every man under NRA banner. Be prepared to answer questions quickly to assist campaign workers, who may be identified by colored ribbon badges. Post Blue Eagle stickers in your home window.

Organizations desiring speakers are requested to notify Chamber of Commerce, Telephone 8. Headquarters of the NRA are located at the Chamber of Commerce and all communications and requests for information should be addressed there.

City Asked to Supply More Data On \$375,000 Water System Loan

Officials of the National Recovery Administration in charge of financing public works improvements informed City Engineer Frank R. Leonard this week that the federal government is not interested in financing the purchase of existing plants, and it was clearly indicated that if the city expects to receive federal aid in the construction of its municipal water system, it will have to abandon the idea of purchasing the present plant of the Torrance Water, Light & Power Company and concentrate on the construction of an entirely new system.

This was revealed Tuesday, 10 City Engineer Leonard when he was called to the Los Angeles office of H. H. Cotton, chairman of the advisory counsel for Southern California under Justus Wardell, regional administrator at San Francisco. Leonard was asked to supply additional data concerning the federal loan of \$375,000 requested by the City of Torrance. At the time the Torrance application was filed, no definite form was available for making such applications, but since then, officials at the NRA public works office have received detailed instructions, and Leonard was asked to revise the application to conform to the government's requirements.

County Unemployed Budgets to Be Reduced, Says New Dept. Head

Formal notice that county unemployed relief workers will have their relief budgets reduced by 30 per cent in order that the county may reduce its expenditures through the charity department was served August 9 in a statement by Earl E. Jensen, newly-appointed superintendent. This assistance has become too great for the treasury to stand. Reduction of the relief work budget is one means to that end.

Resignation of two department heads in the county welfare department and plans for the establishment of a new county employment bureau to serve Torrance and other cities of the county were new developments in the "shake-up" of the new superintendent of charities, effective Friday.

The dismissed employees were O. C. Wyman, who had the title of chief of divisions of the welfare bureau, and Miss Alice L. Canfield, deputy superintendent, responsible for the employment of welfare workers. Jensen, who took the helm of the charities office a week ago Monday, promised other

Sewer Districts Set Up Budgets

Budgets for the county sanitation districts serving the communities of Los Angeles county were approved at meetings of the boards of directors of the various districts last week, and the supervisors were formally notified to fix the tax rate to produce the necessary revenue. District No. 5, which serves Torrance, Lomita, Gardena, Inglewood, Lennox, Hawthorne and Lawndale will require \$14,583 for operating expenses and \$118,247 for bonds.

A. K. Warren, chief engineer of the Metropolitan Sewer District, was authorized to apply to the N. R. A. for a loan of \$3,000,000 for which the districts will give bonds already voted to finance the construction of the White's Point outfall sewer.

Building & Loan Association In Larger Quarters

Moves to New Building At El Prado and Sartori; Also Industrial Housing

Offices of the Torrance Mutual Building & Loan Association were removed this week from the Auditorium building to more commodious quarters in the new building at the corner of Sartori avenue and El Prado. Offices of the Industrial Housing Corporation, formerly situated at 1510 Cravens avenue, were also removed to the new building and loan association quarters, as well as those of Attorney C. T. Rippey, city judge.

In an interview with the Torrance Herald this week, Torrance C. Welch, president of the Torrance Mutual Building & Loan Association, stated that the newly enacted California Building & Loan Act not only fortifies the safety of building and loan associations, but also opens the way for their growth and usefulness.

The Torrance institution has weathered the financial crisis in excellent shape, Mr. Welch stated. It has fostered the development of Torrance in the past, and the removal to larger quarters at this time is being made in anticipation of continued growth. "We have confidence in the future of Torrance," stated Mr. Welch, "and we are moving to larger quarters in order that we may increase our usefulness."

Officers of the Torrance Mutual Building & Loan Association are: Torrance C. Welch, president; J. W. Post, vice president; C. T. Rippey, secretary; W. E. Bowen, assistant secretary. Officers of the Industrial Housing Corporation are: Torrance C. Welch, president; C. T. Rippey, vice president; Mrs. Florence Welch, secretary; and Mrs. Arline Welch, treasurer.

Otto Mikelson Heads Alliance of Cafe Owners

Restaurant Keepers in Local District Organize Association

O. Mikelson, proprietor of the Roi-Tan Cafe, was elected president of the Restaurant Owners' Association, organized at a meeting held at the Chamber of Commerce, Torrance, Thursday evening, August 10. A representative number of the cafe owners of Torrance, Lomita and Harbor City attended and the meeting proceeded with all harmony and a great deal of enthusiasm for the proposed alliance.

Mrs. L. C. Miller, of the Evergreen Cafe, 1927 Carson street, was elected secretary and treasurer, and A. J. George, 25896 South Western avenue, Harbor City, was chosen as vice president.

Another meeting to adopt by-laws and complete the organization to which all restaurant owners who were not present at the first session are invited, will be held Friday evening, August 18, at the same location. Benjamin E. Neal, secretary and organizer of the Restaurant Owners' Alliance, a state organization, addressed the meeting, and gave the local men many good suggestions and advised them to line up with the state organization for their mutual benefit and advantage.

Joe O. Mickie, proprietor of the Club Cafe, at 819 Border avenue, was elected as delegate to the state organization where he will have the status of vice president and will represent the local organization at all state meetings.

HOUSE-TO-HOUSE CANVASS BEGINS MONDAY MORNING

NRA Campaign Workers to Be Identified By Distinctive Colored Blue Eagle Ribbons

Monday morning next week NRA campaign workers in Torrance will go "over the top" in a concerted and vigorous drive to enroll every resident in this community under the National Recovery Administration banner. Under command of Major P. A. Phoenix, commander of the American Legion, a house-to-house and block-by-block canvass will be made. Housewives will be asked to sign consumer pledges to deal only with business houses displaying the Blue Eagle emblem. Men in offices and factories will also be requested to sign NRA pledges. Those who enroll will be given "Consumer Emblems" for displaying in their homes or offices.

The NRA campaign workers will also be supplied with questionnaires and a record will be kept of the unemployed and other data compiled which will be useful in conducting President Roosevelt's Emergency Unemployment Relief campaign. Official workers will wear distinctive ribbons for identification and housewives and others contacted are urged to assist the volunteer canvassers by greeting them cordially and answering the questions quickly.

Not since the country was electrified by the message that the United States had entered the World War has the entire nation been as stirred in purpose as it is today. This time the enemy—unemployment—has already crossed the borders of our country and is stalking the streets. This battle is not one of aggression, but of defense of our homes and cherished institutions. No nation can endure half-working and half-unemployed. We cannot fail if every man, woman and child does his or her part in following the program set down for us by President Roosevelt through his National Recovery Administration. Every Torrance citizen should welcome the opportunity of joining whole-heartedly in this great campaign.

Blank Forms For Applications At Torrance C. of C.

Retailers Must Apply For Permit Under Tax Law This Month

Persons who wish to obtain application blanks for permit to engage in business as retailers, and this applies to all merchants, firms and persons who are now actually engaged in retail business as well as those who wish to do so, will find a supply of the blanks and full instructions at the office of Secretary L. J. Gilmeister, of the Torrance Chamber of Commerce.

Under the new sales tax law, which went into effect at midnight on July 31, 1933, every person, firm, partnership or corporation in the state engaged in the business of selling tangible personal property at retail, is subject to a tax at the rate of 2 1/2 per cent of the gross receipts. After August 30, 1933, it will be unlawful for any person to engage in or transact such business without having first obtained a permit to do so from the state board of equalization.

A remittance of \$1.00 for each place of business maintained or operated by such retailer must accompany the application for permit and a separate application must be made for each place of business.

The blank form provides space for the name under which the business is carried on, the location of the business, number, street, city or town, the nature of the business, and the status of the firm whether individual, partnership, or corporation, the gross receipts for the last calendar or fiscal year, and the signature of the applicant, with his title as owner, president, etc.

For example, the application when properly made out will be similar to the following: bus avenue, Smithville, California, department store, a corporation (partnership or individual owner); gross receipts for the last calendar (or fiscal) year, \$25,000. John Smith, president, (or partner, manager, owner); August 15, 1933.

All applications must be filed on or before August 30, 1933, after which time, it is unlawful to engage in retail business without such permit secured from the state board.

WEEK-END VISITORS
Mr. and Mrs. Harvel Gyttenfelder were week-end visitors at Crestline.

Amateur Cast In Burlesque Movie At Dalton Ranch

Local Folk Will See Selves Soon As Characters In "Gold Rush"

About 40 Torrance people went to Frank Dalton's ranch over the week-end where 30 of them took part in a hilarious amateur movie production entitled, "The Gold Rush," written and staged by Henry F. (Hank) Ulbright, who concocted the scenario and inspired most of the dialogue.

The ranch was transformed into a miniature movie lot for the occasion, with all the well-known landmarks of a frontier town in evidence, a saloon, "Finkelstein" general store, a life-size doghouse and other novelties being built especially for the production. Katherine Klink played the part of the heroine with "Bill" Shawger as the "heavy." Wallace Post was unsurpassed in the wedding scene in his portrayal of the father of the bride.

According to Director Ulbright, "Slip" Kelsey and Jack McQuaid portrayed the scenes in the doghouse very naturally.

George Strong, former vaudeville star, played the comedy sketches. The shooting of the picture consumed over six hours, and the cast is now eagerly waiting to be summoned to watch the first "rushes."

Those who took part in the unusual affair were Mr. and Mrs. J. W. McMillan, Mr. and Mrs. J. Post, Mr. and Mrs. A. L. Meiner, Mr. and Mrs. L. B. Kelsey, Mr. and Mrs. H. F. Ulbright, Mr. and Mrs. C. T. Rippey, Mr. and Mrs. Sam Levy, Mr. and Mrs. George Peckham, Mr. and Mrs. J. H. Klink, Mr. and Mrs. Floyd Evans, Dr. and Mrs. R. F. Bishop, Mr. and Mrs. J. W. McQuaid, Ray Begue, William Shawger, George Strong, J. F. Dalton, Miss Pearl Glasow and Miss Joan Klink.