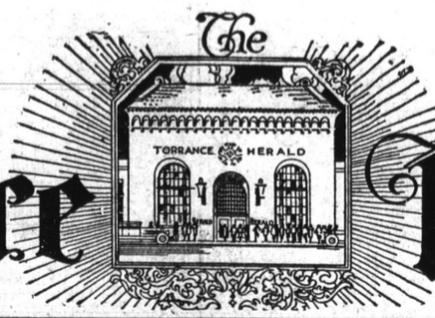




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COUNCIL ATTENDS STRICTLY TO BUSINESS—NO POLITICS

First Meeting Since Appointment of the New Mayor Is Characterized by Businesslike Attitude

With its newly chosen chairman, Mayor C. Earl Conner, wielding the gavel at his first meeting since his appointment, the Torrance city council attended strictly to business Tuesday night and a number of important civic matters were discussed and settled. There was a noticeable—and appreciated—absence of the type of political flare-ups which have characterized the meetings during the past 18 months, hindering progress of official business and bringing much unfavorable publicity to the city.

Committee Appointments
Mayor Conner proposed subdividing the present police, fire and light committees, of which he has been chairman, into three committees. He retained the chairmanship of the police committee for himself, and appointed Councilman Ludlow chairman of the fire committee. Councilman Wright was offered the chairmanship of the street lighting committee but declined to accept, which left Mayor Conner in charge. Councilman Hitchcock remains as head of the department of public works and Councilman Klusman retains his chairmanship of the ordinance committee. Memberships on committees, other than the chairman as stated above, remain unchanged, Mayor Conner stated.

Cabrillo Avenue
City Engineer Leonard was instructed to contact Pacific Electric railway officials in an effort to eliminate the traffic hazard on Cabrillo avenue, where the railroad right-of-way is lower than the street pavement. Councilman Wright advocated widening the pavement three feet on each roadway similar to the work which was done on Torrance boulevard. However, Leonard stated that if an attempt was made to use the railway property on Cabrillo avenue, he feared the Pacific Electric would insist upon constructing a curb along its property line, which was undesirable to the city. After considerable discussion, the matter was referred to the city engineer to work out some acceptable plan with the railway officials.

Fire Inspection
In order to hasten the work of fire prevention, the fire department was authorized to add an extra man to aid in the inspection of the city to eliminate fire hazards. It was agreed that the additional work would be rotated among the volunteer firemen who are not otherwise employed between the hours of 1 and 4 p. m. each day. Asst. Fire Chief Stevenson stated that once the entire city was covered, regular inspection work could be continued without extra help.

Chamber Plans Open Meeting Next Tuesday

An invitation to all members of the Torrance Chamber of Commerce to attend the regular quarterly membership meeting of the civic organization at the Chamber of Commerce rooms, Tuesday, October 17, at 8 p. m., is extended by B. W. Lanz, president. The board of directors will be present and a comprehensive report of the chamber's activities during the past three months will be given. Future plans and policies of the chamber will be discussed and it is hoped that every member of the organization will attend, and express his views.

C. W. Kolner, district manager of the Southern California Edison Company and newly appointed city manager of Pasadena, will address the gathering on civic affairs. Mr. Kolner has been a close student of municipal organizations for a number of years and he will no doubt have many constructive ideas to present.

New Mayor Welcomed At Sanitation Meeting

Mayor C. Earl Conner attended his first meeting of the county sanitation district Monday afternoon of this week, and was welcomed as the new representative from Torrance by the mayors of other municipalities in the district. He gave a report of the meeting to his fellow councilmen Tuesday evening.

Torrance Man Escapes Death In Plane Crash

Paul Olinger Suffers Slight Injury; Three Others Killed

Paul Olinger, formerly of Torrance, who has been residing on a ranch in the mountains near Hemet, escaped with slight injuries Thursday of last week when a plane occupied by five persons crashed.

Three of the others are dead, and the fourth is not expected to survive. The dead are Mr. and Mrs. Roy Waugman, Miss Fern LaPlante, and a Mr. Purdy, all of San Diego, is still unconscious from wounds in a Hemet hospital. The accident occurred as the party was leaving the mountain ranch, where they, with other San Diego friends of Olinger, had spent a few days. The party arrived in two planes, one of which on leaving took off successfully from the little mountain meadow. After getting a short distance on the way, those in this plane became uneasy at the failure of the other plane to join them and returned to the scene in time to witness the crash.

Olinger escaped with no more than a broken nose.

Relief Workers Return to Jobs On County Order

Several Thousand Men Will Be Re-employed On Local Projects

Local men who are selected from the county's unemployed list for work in Griffith Park and elsewhere will be taught the fundamentals of safety and given instructions in fighting fires, by an order of the board of supervisors, looking toward re-employment of 6000 men Thursday.

The supervisors, at the suggestion of Deputy County Counsel Douglas De Coster, deemed it advisable to make an order instructing the fire warden, the road department and other construction departments of the county to assist the charities department to give adequate instructions to the men working on the jobs for their protection and for the protection of the county.

Several thousand unemployed throughout the county rejoiced throughout the county yesterday when it was announced the way had been cleared for re-employment of some 6000 men in the Los Angeles park. The park project has been declared ideal because it is close at hand for most of the workers, and workers take more pride in the work because the park is to be enjoyed by everyone.

The county henceforth will have full legal supervision over workmen employed on city projects, which, by arrangement, will include this city. Previously the county welfare department merely supplied the labor, which worked under supervision of the Los Angeles Park executives, in the Griffith Park instance.

PROCLAMATION

By Mayor C. Earl Conner

WHEREAS there is a national movement to set aside the coming three months as a time during which all of the resources, patriotism and co-operative spirit of all communities are being mobilized to translate into permanence the progress already made in the N. R. A. Blue Eagle Campaign, and to make a further advance on the road back to prosperity, and

WHEREAS the failure of the public to buy anything more than bare necessities during the depression period has been caused largely through fear that the future might have something worse in store for both individuals and business, the "Now is the Time to Buy" campaign is being adopted to instill confidence in the minds of our people, and

WHEREAS factory employment was up 24 per cent in August as compared with August of last year; industrial production was up 71 per cent in July as compared with July of last year; business failures show a decrease of 47 per cent in August as compared with last year; farm prices are up 33 per cent as against a year ago—this increase adding one billion dollars to the buying power of American farmers; payrolls are up 40 per cent in August as compared with a year ago; car-loadings are up 23 per cent in August as compared with a year ago; automobile sales are up 33 per cent in August as against a year ago; steel ingot production is up 245 per cent as compared with last year; 57 railroads reported earnings in August 98 per cent ahead of August, 1932; in the last six weeks \$400,000,000 of frozen funds were released to depositors of 265 banks; already as a result of the N. R. A. approximately 2,500,000 workers are back on the payrolls, adding two billion dollars to the annual purchasing power of the American people, and retail trade volume is up 16 per cent, now, therefore,

I, Mayor of the City of Torrance, do hereby request the citizens of this community to loyally and fully support the "Now is the Time to Buy" Campaign by replenishing their buying demands, thus increasing employment and thereby decreasing our tax and direct relief costs.

C. EARL CONNER.

Many Women to Lose Employment Unless Assisted

Supply of Free Material For Red Cross Work Is Almost Gone

Unless local residents of Torrance come to the aid of the women who have been working on Red Cross garments for several months, by furnishing a small sum to buy supplies, the work will have to be abandoned this month.

According to an announcement from Red Cross headquarters, the supplies of free material will soon be exhausted, and no more will be forthcoming from the government which heretofore has supplied quantities of cotton materials for this work.

The women are paid out of county welfare funds, the same as men who receive county work orders. They receive \$3.20 for an eight-hour day, and work on the same schedules as are laid down for men workers.

Enough women are receiving employment from this source in Torrance, that the total wage received amounts to quite a sum. In August it totaled about \$29,000, all of which naturally is spent with the Torrance merchants for food and other necessities.

Out of their wages the women contribute one cent of each dollar earned to a fund to buy the necessities such as thread, etc., which are not furnished free.

It is estimated that in order to keep the work going, a sum of about \$15 a month is needed to buy the materials which will no longer be supplied free. Unless this sum is forthcoming on the work, which has been carried on at the shop building on El Prado, formerly used as headquarters by the Veterans Co-operative Relief, will be abandoned and about 30 Torrance women will be thrown out of employment.

Expenses for gas, water and lights are taken care of out of a fund contributed by the city employees.

This situation offers a real problem to the women involved and also offers an opportunity to other residents, churches, clubs, or civic organizations to be of service to the community in helping to carry on this work by supplying the needed funds. Time is short, and action is imperative, says City Engineer Frank Leonard, who has had charge of the matter.

Seven Residents of Torrance Are Hurt In Crash

Collision on Carson Street Saturday Night Involves Local Group

Stanley Evans, 2008 Andree avenue, received a compound fracture of the leg, and seven other persons were injured Saturday night in a crash on Carson street near Normandie when cars driven by Evans and R. E. Thompson, 2020 Arlington avenue, 1618 252nd street, Harbor City, Miss Bobbie Bremer, sister of Mrs. Evans, and Mrs. Emma Thompson, 2027 Andree avenue, Roy Thompson, driver of one of the cars, was also injured.

LANZ SAYS, "IT'S PRUDENT AND PATRIOTIC TO BUY NOW"

Local Chairman of NRA Board Outlines Advantages of Buying

America is ready to swing into another great movement to combat the forces of unemployment, and for the next 12 weeks a nation-wide program will be under way to speed up the momentum of the business machine. Just how these farflung plans will be carried out was described today by Bert W. Lanz, chairman of the N. R. A. committee in Torrance.

"This project quite naturally follows the Blue Eagle campaign," he said, "which has captured the imagination and the enthusiasm of the entire nation as nothing has done since the stirring war days of 1917 and 1918. The Blue Eagle drive, including the codification activities of the N. R. A., has resulted in placing more than 90 per cent of the business of the country under the President's agreement. More than 2,000,000 workers have been re-employed and millions of dollars have been added to the weekly pay envelopes of those who toil. All this has spelled tremendous happiness for millions of homes and has completely changed the economic outlook.

"But it is to be remembered that this addition to the buying power of the public has not placed burdens on business because of the increased payrolls. Business must be speeded up in order to make it possible for those loyal employers who are operating under the Blue Eagle to continue to maintain their added labor costs. Then there are still many millions of men still out of work and jobs must be found for them. Something like 3,500,000 families are now receiving public relief, and, with winter coming on, this number will be greatly increased unless business in general is stepped up to a much faster clip than is the case at present."

Mr. Lanz then explained the methods by which it is hoped these objects will be attained. "The activities will be based on the logic of our slogan 'NOW IS THE TIME TO BUY.' You will note we are not making use of the word 'campaign.' Our plan calls for a logical systematic program to be carried on between now and the holidays with the sole object of stimulating a well-ordered business acceleration. There is to be no emotional appeal, but rather an appeal will be made to the calm, sober judgment of the country. Of course, the element of self-interest will enter into it. For it is just about as sure as tomorrow's sunrise that price levels are going to rise. Every possible effort must be being made to put up commodity prices and every index shows the upward trend has arrived. Hence, it is simply a matter of self-interest for people to buy what they can at this time rather than wait till prices go higher.

"There is scarcely a family in Torrance or a corporation either, for that matter, that has not been putting off purchases in the past. TURN TO STORY 2 Page 4

Not Content
This campaign is not a contest. The Herald has nothing for anyone to win and has nothing to give away. The work does not embrace the house-to-house canvass principle.

Realizing that the average home today is continually beset with
TURN TO STORY ONE Page 6

Police Dept. Gets New Chevrolet

Officers of the Torrance police department will soon be riding around in a bright new Chevrolet sedan, purchased Tuesday evening by the city council, following the review of bids submitted by three local automobile dealers. The bids, which included safety glass throughout the car, were as follows: Torrance Motor Company, Chevrolet, \$752.85; Schultz & Peckham, Ford, \$714.50; and Allen H. Paul, Plymouth, \$714.50. In each case, an allowance of \$200 was offered for the present Buick car operated by the police department, which is to be traded-in.

EMPLOYMENT OFFICE OPENS FOR FILING APPLICATIONS

H. W. Beach Named Chairman For Legion Here In Government Nation-wide Campaign For Re-employment

H. W. Beach, Legionnaire, has been appointed chairman for the Bert S. Crossland Post, American Legion, to take charge of the work of securing employment for veterans as well as all other unemployed men in this district under the nation-wide plan set up by the Veterans

division of the United States employment service which is co-operating with the Legion.

Mr. Beach will receive applications from all unemployed at his headquarters at the Veterans Co-operative Relief Association in the Chevrolet building on Craven avenue, and he states that in connection with the application the individual will be asked to give a history of his case and all circumstances relating thereto, so that complete information may be had as to his status.

The United States Department of Labor has opened re-employment offices in every county in the state with officers in charge to handle the detail work. Irwin T. Quinn, state chairman, in a bulletin to the local post, says: "The National Industrial Recovery Act, in title II, provides for the expenditure of large sums of money on highways and other public works with the object of hastening business improvements

Manuel Howard Injured Last Night By Hit and Run Driver

Manuel Howard, young son of Mrs. Faye V. Howard, 1563 215th street, was struck and painfully injured by a hit and run driver Tuesday night, as he was riding his bicycle at the corner of Denker avenue and Carson street. Manny had left home to go to the house of a boy friend about 7 o'clock, and was riding along Carson street when he was struck from behind and dragged for about 50 feet. The woman driver of the car is said to have stopped, got out and looked at the boy and then apparently thinking that he was dead she screamed, climbed back into her machine and sped away.

Clifford Crane, a Torrance boy, and his companion were eyewitnesses to the affair. Manuel was carried into a house near by, police were notified and an ambulance summoned from Wilmington where he was given first aid at the emergency hospital.

Plastering Ordinance to Be Revamped Soon

Revision of the city ordinance affecting plastering contractors is contemplated, it was indicated following discussion of the ordinance at Tuesday night's city council meeting. It is claimed that the plastering ordinance in its present form is not satisfactory and is not being enforced. Councilman Klusman was requested to study the matter and make recommendations for revising the present ordinance.

TORRANCE BOYS HOME FROM CONSERVATION CAMP
Melvin Howard and Bob Carson, who have been with the C. C. C. group at Clear Creek, near Bayles, in the northern part of the state, for the past few months, returned home last week. The boys received honorable discharges after six months' service.

Lower Insurance Rates Are Sought

A movement to secure lower fire insurance rates in Torrance was launched by the city council Tuesday night, following a request for such action by Sam Levy. Fire insurance rates in Torrance are higher than in other municipalities of like size in Los Angeles county. Mr. Levy stated, and he asked that a hearing be held with the board of fire underwriters with the view of securing lower rates. He requested that the hearing be conducted from the standpoint of the policy holders, rather than that of the insurance companies, which he stated had been the custom at previous hearings.