

Consolidated Edition of

Torrance Herald & Lomita News repald

Only Newspaper **Published In Torrance**

One Section 8 Pages This Issue

TORRANCE, CALIFORNIA, THURSDAY, AUGUST 24, 1933

OF ALL NEW WATER Passenger On WILL RF \$257 547

In Torrance Are Unusually High Because Inadequate Protection, Say Engineers

The cost of constructing an all-new water production and distribution system in Torrance to replace the present system of the Torrance Water, Light & Power Company, is estimated to be \$357,517, according to a report filed with the Torrance city council this week by Salisbury, Bradshaw and Taylor, special consulting engineers employed by the city.

The latest report, which is an exhaustive study of the local water problem, contains much laterative.

Reservoir

P. E. Car Dies Suddenly Sun.

M. W. Kain, Aged Torrance
Resident, Is Stricken
Enroute to L. A.

M. W. Kain, who has resided at
2074 Lucile street for several
years, died suddenly Sunday morning on-board a Pacific Electric
street car, bound from Torrance to
Los Angeles.

warm in the cache was a comment of the cache was

Advertiser Boosts Herald

The Torrance Herald gratefully acknowledges receipt of the following unsolicited letter from Mr. Jack Isen, pioneer Torrance merchant and now manager of the Continental Store in Torrance.

"Torrance, Calif.
"Aug. 23, 1933.
"The Continental Market opened for business last Friday morning and your paper was the only advertising medium used in informing the people to this effect.
"It required about two weeks to repair and paint the building previous to the opening. At no time during this period were there any announcing signs on the premises, nor did we employ any other means of publicity except that we placed a one-half page advertisement in the Torrance Herald to which we attribute 100 per cent of the business transacted.

"During our two opening days we served 1539 customers by actual count. Within the past three years the writer has had occasion to use newspaper space in various cities in California and Arizona at prices ranging up to five times as much as your price, with the result that only in two instances has the response been as gratifying as at this time.
"Yours very truly.

t this time.
"Yours very truly.
"CONTINENTAL STORES LTD.
"By JACK ISEN,
"Local Manager."

WOMAN TO SUPERVISE GIRLS PLAYGRUUND WORK IS NEEDED

Workers Available But General Supervisor Who Will Serve Without Pay Is Essential to Continued Success

NRA DRIVE SUPERVISORS "TELL ALL" GOING OVER UNEMPLOYED RELIEF CRI

100 PERCENT Critical Problem Is Frankly Discussed By John R. Quinn and Supt. Jensen Before Newspaper Publishers

While volunteer campaign workers in the mighty NRA Blue Eagle drive in Torrance began the house-to-house and store-to-store canvasse here only two days ago, late reports indicate that practically cevery business house and every resident will be signed up within the next few days.

Up until noon today, 1538 pledges had been turned into the NRA headquarters at the Chamber of Commerce. This total does not headquarters at the Chamber of Commerce. This total does not include reports of many campaign workers who have not yet reported and who are known to have secured a great many signatures.

Much credit for the remarkable success so far is due to, the eager and the eager success so far is due to, the eager and the fiscal year ending success so far is due to, the eager and the fiscal year ending success so far is due to, the eager and the eager success so far is due to, the eager and the fiscal year ending success so far is due to, the eager and every family proposed to the problem presented by John R. Quinn, chairman of the boar down the important phases of the problem presented by John R. Quinn, chairman of the boar devery family problem presented by John R. Quinn, chairman of the boar devery family problem presented by John R. Quinn, chairman of the boar devery family prop Along geles county, county board of s. and situation facing c. and situation for supervisors, and Earl E, Jensen, because the remarkable for the facility of supervisors, and Earl E, Jensen, the problem presented by John R. Qu. Doard of supervisors, and Earl E, Jensen, the problem presented by John R. Qu. and situation for supervisors, and Earl E, Jensen, the supervisors and state of supervisors, and Earl E, Jensen, the supervisors and the county of supervisors, and Earl E, Jensen, the supervisors and the county for supervisors, and Earl E, Jensen, the supervisors and the county of supervisors, and Earl E, Jensen, the supervisors and Earl E, Jense

SS on

by ac-she ary ure to day 23. an-aby fer-ired an't mo-and have ter-tal-has

dst