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TORRANCE NATIONAL BANK TO OPEN

RFC GIVES FORMAL CONSENT TO REORGANIZATION PROGRAM

Two or Three Weeks May Be Required to Complete Details Before Opening Date Can Be Set

Torrance National Bank will open soon! This glad news, which came in a communication yesterday from the Comptroller of the Currency at Washington to J. W. Post, Torrance bank president, was hailed with much satisfaction by the local bank's officials and is sure to bring widespread rejoicing among the hundreds of depositors and citizens throughout this entire community.

The letter from the treasury department, printed verbatim elsewhere on this page, eliminates the one remaining uncertainty concerning the bank's reorganization plan, which was the official approval of the Reconstruction Finance Corporation. Now that this formal consent has been given and it is definitely known that the R. F. C. will subscribe the required amount of preferred stock in the new bank, it is only a matter of executing the necessary documents before the bank can begin operation on a normal basis.

However, as the length of time required for the execution and transmission of these legal papers is not definitely known, no exact date for opening the bank can be given at this time. Mr. Post stated today that he was hopeful of completing these details within two or three weeks.

In commenting upon the success of the reorganization plan today, Mr. Post said: "Naturally the officers and directors of the bank are elated over the news that we are soon to be permitted to open the Torrance National Bank on a normal basis, but we are also deeply conscious of the fact that had it not been for the hearty cooperation of the depositors and other public-spirited citizens, we would not have been able to accomplish this much desired achievement. However, we are sure that our depositors and other friends join us in the firm conviction that the plan as approved will work to the best interests of the individual depositors as well as the community in general."

DeKalb Spurlin Added to Water Company Board

New officers and directors of the Torrance Water, Light & Power Company, recently elected, were announced this week as follows: E. C. Nelson, president; Rupert E. Shotts, vice president; J. E. Albert, secretary, and DeKalb Spurlin, assistant secretary. Directors are J. W. McQuaid, DeKalb Spurlin, and E. C. Nelson, all of Torrance, and J. E. Albert and Rupert E. Shotts, both of Columbus, Ohio.

Mr. Spurlin, former president of the Torrance Chamber of Commerce, is a new member of the water company board.

Barlow Appointed Deputy Sheriff

E. H. Barlow of the Barlow Tool Works has taken the oath of deputy sheriff of Los Angeles county and is ready at all times to co-operate with the peace officers of this county. He is well versed on the law and has a good record in pistol shooting. He feels highly honored to co-operate with as fine a staff as that which makes up the sheriff's department.

Young Farm Leader



Bobby Jones, national president of the Future Farmers of America, who will visit high school agricultural student work in this section of the state and attend the state Future Farmers convention at the California Polytechnic school, May 3, 4 and 5.

Moneta Street Grading to Be Finished Soon

Grading of the Moneta street extension, a link of new roadway approximately one-half mile long that will link Figueroa street directly with Main street, between Torrance and Compton, is approximately 60 per cent completed today, according to the county road department.

A bridge across Nigger Slough has been constructed, and a high grade is being constructed between 190th street and Main street. The grade is as high as 18 feet in places, and is 400 feet long.

Difficulty was encountered in getting a "borrow pile" from which the dirt could be obtained for this heavy grade, as considerable of the land in that vicinity is already too low. It is being obtained, however, from nearby property through arrangement with the property owners.

Completion of the grading project today awaits completion of the new State Emergency Relief Administration set-up and the allocation of workers by the SERA.

Early Erection New Post Office Indicated Here

Government to Make Survey of Site Recently Purchased

Further progress toward the construction of the new post office building in Torrance was revealed this week when Postmaster C. Earl Connor received instructions to secure estimates of the cost of making a topographical survey and soil investigation of the site on Marcellina avenue recently purchased by the government.

The communication from Washington stated that it preferred to have this work done by a city engineer, but that any licensed civil engineer with legal authority to accept such contracts may also bid for doing the work. Postmaster Connor is negotiating with city officials in an effort to secure the services of City Engineer F. R. Leonard, and stated that he would gladly accept bids from other civil engineers qualified to do the work.

An allocation of \$38,800 for the purchase of a site and erection of a new post office building in Torrance was made several months ago by the Public Works Administration, and a site on Marcellina avenue, between Sartori and Craven avenues, was recently purchased for \$7100. The topographical survey and soil investigation now sought by the government is a necessary preliminary to drawing plans and advertising for bids for the construction of the new building.

Johnson Praises Work of Chamber in NRA Service

Program Advanced With Speed and Efficiency, Says Administrator

Secretary L. J. Gilmester of the Chamber of Commerce is in receipt of a letter from Hugh S. Johnson, administrator of the National Recovery Administration, commending this organization for the part it has taken in promoting national recovery. The letter follows:

"Chambers of Commerce and trade associations, in July, 1933, were urged to co-operate with and to assist in the National Recovery program.

"The spirit in which these organizations accepted the responsibilities placed upon them, and the constructive way in which they have performed in their respective communities and industries is to be highly commended. Especially is this so since the service rendered involved, in many instances, the sacrifice of regular programs of activities and the raising of additional funds to supplement their budgets.

"Such service to the community, the state, and the nation is the greatest endorsement of the value of the Chamber of Commerce and trade association movements. With the assistance of these organizations, the NRA program was advanced with speed and efficiency. Public service in this new field justifies the most adequate support, financial and otherwise, not only of every business man but of every citizen.

"I have not hesitated in the past to call upon chambers of commerce and trade organizations for assistance and co-operation. I shall not hesitate to make similar calls in the future wherever the opportunity is presented. I appreciate greatly the service rendered. I shall equally appreciate future service. May I extend this appreciation to business men and their organizations in the different communities and industries throughout the country?"

Sincerely,
"HUGH S. JOHNSON,
Administrator."

MOVE TO GARDENA
Patrick J. Ryan and family, 1829 Arlington, have moved back to Gardena where they had been residents before coming to Torrance.

Official Notification of Bank Plan Approval

TREASURY DEPARTMENT
Washington
April 13th, 1934
COMPTROLLER OF THE CURRENCY

Mr. James W. Post
The First National Bank of Torrance
Torrance, California
Dear Sir:

You are advised that application to organize the "Torrance National Bank," Torrance, California, to succeed The First National Bank of Torrance, has been approved.

When the Articles of Association have been prepared by the Reconstruction Finance Corporation for adoption by the organizers and have been received at this office, the necessary blanks for execution will be promptly forwarded to you.

Respectfully,
E. H. GOUGH,
Deputy Comptroller.

Price Asked For Times Building Excessive, Says Board Appraiser

Any proposal to expend \$1,650,000 of taxpayers' money in these times to buy the Los Angeles Times' property at Broadway and First street, Los Angeles, is excessive by nearly \$1,000,000, the board of supervisors was cautioned today by Alexander MacKlegan, appraiser appointed by the supervisors.

MacKlegan late last week rushed a letter to the supervisors upon seeing published accounts that the county and Los Angeles city officials are proposing to expend even more of the taxpayers' money than was awarded by the superior court. The superior court's award was \$1,021,000. The Times is dissatisfied with the award, however, and now is trying to effect the compromise for \$1,650,000.

Contention of the Times is that the taxpayers should pay for the presses and machinery in the old building, asserting that the presses cannot be moved to the new building, being erected at a cost of several million dollars. The county has no use to which the machinery could be put, however, it is claimed.

"The proper figure should be based on the actual market value, as though the property were placed on sale in the open market," MacKlegan wrote to his employers. "I am convinced that the court award of \$1,021,000 is excessive, as the land and buildings are not worth in excess of \$683,000.

"I believe that if this case should be retried . . . and an aggressive fight made before an impartial and qualified judge, that a decided reduction could be secured from the award mentioned," MacKlegan counseled.

Already several letters protesting any such action at this time have been filed with the supervisors and the city council. Last week two Los Angeles city councilmen called on the supervisors and said they personally favored the "compromise" for \$1,650,000 rather than have the case retried. Others contend that with assessed valuations going down each year a much lower price could now be fixed.

Pertinent Questions Concerning Our Schools

By WILLIS M. BROOKS
General Chairman, Public Schools Week Committee

PUBLIC SCHOOLS WEEK, APRIL 23 TO 29, 1934
Visit a school during this period. Learn something of present educational methods and aims.

The pupils in our schools are studying to be able to carry on when you are retired from active life. If they do not make good, is it their fault or yours? This is the school you are giving them. Does it fill its requirements?

We pride ourselves on being the foremost nation in the world. But are we? We are informed that the United States is eighth in illiteracy among world nations. Is this an answer to the prevalence of crime in the United States, and that the majority of our criminals are of youthful age?

Is the money we pay to finance our schools well and wisely spent? Do you know how and for what they spend it? Does present day educational methods equip our children to cope with present day problems? Is the present method of taxation for school purposes the best and most equitable? Will the 1,000,000 children in the United States whose schools have been or are about to be closed, add their quota to the pale inhabitants of our penitentiaries?

What do you know about our schools and school children? Do you know what they teach in the primary grades and how they teach? Do you know that the concepts and ideals built into the minds of children under 10 years of age, make or mar them for life?

Are you living up to what you stand for as a citizen of the United States?

District Attorney Huron Pitts will give you some facts on Friday night, April 27, that will help you answer some of these questions.

Friday night, April 27, at the Woman's club. Dinner will be served promptly at 6:30 p. m. Exhibits of school work from 6:30 to 8:30 p. m. A short but high class entertainment will be followed by the speaker of the evening. The Madrigal Singers will be on hand. Tickets are 45 cents each and the dinner will be well worth the price. Seating capacity limited to 200—so get your ticket early.

Local Merchants Given Ideas For Promoting Trade

May Company Executives In Interesting Talk At Chamber Meet

Pertinent pointers on ways to increase their business and methods of stimulating a higher degree of communal loyalty were given to a group of about 50 local retail merchants and other members of the Torrance Chamber of Commerce Tuesday evening by Gerry Fitzgerald, general promotion manager in charge of advertising and sales of the May Company at Los Angeles. For over an hour, the audience, which crowded the directors room of the chamber, listened with rapt attention as Fitzgerald expounded upon the problems which confront the merchants in suburban communities and suggested ways of capturing a larger portion of the trade in their communities.

As promotion manager of the "largest retail store west of Chicago," and whose business it is to secure as much business as possible within the trading area, Mr. Fitzgerald stated that it was quite paradoxical that he should be selected to tell local merchants to keep the trade in their own community. However, the speaker in good sportsmanlike manner divorced himself from the evening from his daytime job, and put himself in the position of a Torrance merchant.

He emphasized the importance of institutional advertising to point out the conveniences of trading in local stores, stating that many of the articles which customers sought in Los Angeles stores could be purchased from the home-town merchants, but that the shoppers were not aware of the type of goods and services which the local merchant offers. He also stressed the necessity of the local retailer in studying his patrons' needs and in stocking the type of merchandise which they desired.

He decried the practice of industrial concerns in furnishing employees with purchase orders to wholesale houses, and stated that in his opinion if this matter were taken up with the chief executives of these industries, they would see the injustice of such a practice and discontinue it.

No article is really sold until it is in the hands of the consumer, said Mr. Fitzgerald. Many manufacturers are of the erroneous opinion that once they unload the merchandise on the retailer that the goods are sold. This is a fallacy, said the speaker, as there can be no resale of manufactured goods until the ultimate consumer actually buys it. For this reason, he stated, it was the duty of manufacturers to assist retailers in selling their merchandise and in helping them advertise. If the manufacturer creates a demand for his goods among consumers, these consumers will ask for his goods at the retailers, who in turn will stock the merchandise.

Mr. Fitzgerald emphasized the importance of charge accounts as the best type of business a merchant can have, as charge customers tend to do all their buying at one store.

Two Young Men Hurt Sunday In Auto Accidents

Alfred Pennington, 2358 Sonoma, escaped serious injury Sunday morning when his car turned over at the intersection of Carson and Madrona, pinning him beneath it. Pennington received a cut on his hand, and at the time he was thought to have suffered a skull fracture, which however was found not to be the case. The unconscious youth was found by Albert Andre, 2345 Madrona street, and taken to the Jared Sidney Torrance Memorial hospital in Stone & Myers ambulance. He was given treatment by a physician and in a short time was able to go to his home.

Shortly before 7 o'clock on the same evening, Richard Watson, 1915 Andros avenue, riding a motorcycle, collided with a car driven by James Wright at the intersection of Sartori and Marcellina. Watson's collarbone was broken.

LUDLOW IS RE-APPOINTED MAYOR BY NEW COUNCIL

Councilman Wright Retires From Body Without Comment; Wm. H. Tolson, Other Officials Sworn In

While it had witnessed many a stormy session during the past two years, everything was sweet and rosy at the final meeting of the old city council Monday night. Around a table graced with a huge bouquet of Cecil Brunner roses, the gift of Mrs. A. H. Bartlett, members of the retiring council gathered to hold their final session. Catching the spirit of the occasion, Mayor Ludlow plucked tiny buds from the centerpiece and tucked them in the coat lapels of all city officials present. And all was sweet and rosy thereafter.



SCOTT R. LUDLOW who was honored by fellow members on the Torrance city council who renamed him mayor.

New Keith Will Filed By Heirs

A new development in the contest to the will of the late Margaret A. Keith of Palos Verdes Estates was recorded this week with the filing of a second will executed by the wealthy and eccentric spinster, in which she bequeathed her entire estate to Albert C. Allen, Jr., a nephew.

The will filed last week, by the Security-First National Bank, was executed December 25, 1931, exactly one year previous to the will already on file and over which a contest is in progress. The will first produced by the executors bequeathed nominal sums to a sister, Etta Keith Eskridge; David Keith, a half brother, and Mary Allen Towle, niece.

May 6 has been set for the re-trial of the contest, a jury having disagreed in the previous trial before Superior Judge Robert W. Kenny after a trial lasting more than three months. The contest is brought by Mrs. Eskridge, Keith and Mrs. Towle, who contended at the previous trial that Miss Keith was of unsound mind.

Both wills provide that the woman's entire estate, appraised at some \$327,000, be placed in trust and the income be paid to Allen, Oregon rancher and author.

Attempt to Cash Check Results In Arrest Saturday

Robert Sanders, 605 Garnet street, arrested here Saturday night, was later identified in connection with the passing of a worthless check at the Carson street Safeway Store last November, and a complaint filed against him in the city police court. Sanders was fined \$250 or 90 days in the county jail, of which 150 or 60 days was suspended for two years and he was committed to jail in default of payment of the balance.

Sanders' arrest followed his alleged attempt to cash a check at the J. C. Penney Company store here. Manager Frank Buffington's suspicions were aroused on inspection of the paper, and he called police. As no cash had been paid out on the transaction the store did not file charges against him, but in the police check-up the previous transaction came to light.

HONORED

City Judge C. T. Rippe swore in City Clerk Bartlett, who in turn administered the oaths of office to Councilmen Stanger, Hitchcock and Tolson. The old council then adjourned sine die, and Councilman Wright withdrew from the chamber without comment.

City Clerk Bartlett then called the new council to order and on motion of Councilman Hitchcock, seconded by Councilman Stanger, Mayor Scott R. Ludlow was re-instated as presiding officer.

Mayor Ludlow thanked his fellow councilmen for their expression of confidence in re-appointing him mayor, stating that he was willing to serve until other members of the council became acquainted with their new duties, after which he would be glad to relinquish the post to some other member who could give more time to the work. Mayor Ludlow has given much time and effort to securing approval of the water loan and other members of the council prevailed upon him to continue to act as mayor until this important civic problem had been solved.

Before the old council adjourned it passed a resolution permitting the city engineer to accept deeds and grants for roadway right-of-ways.

The first regular meeting of the new city council will be held next Tuesday, April 24, at 7:45 p. m.

Beach Party For Children On Saturday

All-Day Picnic and Beach Sports At Cabrillo Beach

Miss Josephine Odell and her assistants of the city playgrounds will escort children to Cabrillo beach at San Pedro Saturday morning for swimming and beach sports. Those who attend are requested to be at the Recreation Center building, 1514 Cabrillo avenue, at 8:30 o'clock Saturday morning, equipped with lunches and swimming suits.

Playground equipment, swings, slides, etc., are being placed in the neighborhood playgrounds throughout the city. Mothers are invited to visit the grounds during play hours to see how the work is conducted.

Those who wish to get in touch with Miss Odell are notified that she may be reached at the city hall, telephone 400, any morning between 9 and 10 o'clock.

TOO MANY WALKERS
SACRAMENTO, (UP)—When motorists charged with intoxication were brought into the office of Sheriff Donald Cox a chalk line was drawn on the floor and the offenders were instructed to walk the line. The chalk supply soon was exhausted, so a white line was painted on the floor.

TWO EDITIONS NEXT WEEK

There will be two complete editions of the Torrance Herald as well as the Tri-City Shopping News published next week. The first edition will be distributed Tuesday afternoon and the second, as usual, on Thursday afternoon. Both issues will contain much interesting information and readers are requested to watch for them.