

'Blue Card' System of Checking Dubious Solicitation Adopted

No longer will Torrance merchants, industrial firms and professional men be plagued by advertising or other solicitors whose media or project is either (1) worthless to local persons or firms; (2) frankly "chiseling" under the name of charity; or (3) just plain "high-pressure" sales talk. Beginning with the receipt of printed notices for display at their places of business or offices, local advertising or donation prospects will henceforth demand that solicitors of any kind first provide themselves with an identifying "Blue Card."

Adopted by both the Chamber of Commerce and the Retail Merchants' association this week, the plan to curb self-seeking firms, groups or salesmen will operate something like this, according to President Harvel Guttenfelder of the Merchants' association:

"John Q. Pushmover lands in Torrance to sell advertising space in Gilligan's Monthly. Muddled by the breeze in the Torrance Tea Shoppe, starts to unload his high-pressure sales talk. But the Tea Shoppe has on display the following notice:

Protection from Chiselers

"Solicitors for charities, donations, subscriptions, gifts or donations under the guise of purchase of advertising space will not be entertained unless endorsed by the Chamber of Commerce Retail Merchants' division. We have pledged our support to this movement in order to cooperate with the Chamber of Commerce and worthy charitable and otherwise propositions."

"Whoa, there, buddy," says Horace Highbottom, proprietor of the Tea Shoppe, "where's your 'Blue Card'?"

"Blue Card?" What "Blue Card?" queries fast-talker Pushmover.

"Well, we business people in Torrance—all of us whether we are members of the chamber or Merchants' association or not—are trying a new method to protect ourselves from chiselers—not that I'm putting you in that class—but you've got to go to the Chamber headquarters and get a 'Blue Card' that will let us know your proposition is worthy of our interest," replies Horace Highbottom.

Pushmover learns where the chamber is located, scurries over to the Administration building on El Prado and interviews Secretary L. J. Gilmeister. "What's this about a 'Blue Card'?" I'm John Q. Pushmover of Gilligan's Monthly Muddle and we've got the best little publication in the house. "Glad to meet you, Mr. Pushmover," smiles Gilmeister. "The 'Blue Card' is awarded to such firms or individuals whose publication is adjudged reliable media. The 'Blue Card' reads: 'This is to certify that the Retail Merchants' committee of the Chamber of Commerce has investigated the following proposition and finds no objection to it being presented to our members for their consideration.'"

"Have 'Secret Committee'?" Then follows a complete description of the proposition, name of the person presenting it and the "Blue Card" concludes with a definite date of expiration, my signature and this note: "The granting of this permit is not an endorsement of the proposition submitted. Any action to be taken is left to the discretion of the person or persons solicited."

"That's the 'Blue Card', Mr. Pushmover, and now if you want one—and I can tell you that all of our merchants, industrialists and professional people are asking all solicitors for them now—will you please fill out this form?" and Gilmeister hands the solicitor a two-

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HARVEL GUTTENFELDER

urges local support

Endorsement this week of the "Blue Card" method of properly identifying all advertising solicitors in the future here followed several weeks' investigation by President Harvel Guttenfelder and other leaders in the Torrance Retail Merchants' association. This group undertook this study after several business men, ministers and the Torrance Ministerial Union had informed the retail organization that the practice of "advertising" under the guise of "charity" was being greatly exploited here.

"We have no intention of curtailing the activities of any reputable person, group or firm either local—or-out-of-town whose advertising propositions are legitimate and worthy," Guttenfelder said. "But we believe that if all merchants, industrialists and professional people will rely on the findings of our 'secret committee' we may curb some of the questionable solicitations that take money out of Torrance without giving value received."

"The Retail Merchants' association and Chamber of Commerce urge all local groups planning future charitable or otherwise events for their profit to cooperate with the 'Blue Card' plan and thus help our buyers of advertising space or contributors to fund-raising programs conserve their donations for worthy purposes," Guttenfelder asked.

Japanese Will Address Rotary

Henry Shiwanouchi, member of the International Institute, will address the Torrance Rotary club this evening. Shiwanouchi was born and raised in Pasadena and has done extensive research work in China. He is enroute to Tokyo following a lecture tour in the Eastern states. Jim Yoshinobu, local Rotarian, arranged for the local appearance of Shiwanouchi.

Coordinators Hosts Tonight

A large number of representative townpeople are expected to attend the dinner-meeting of the Coordinating Council in the high school cafeteria—tonight when Dr. Thorpe of U.C.L.A. speaks on "Mental Hygiene." The dinner begins at 6:30 o'clock.

A regular Council session will follow Dr. Thorpe's address. The next regular meeting of the youth group will be held Monday, April 25, at 7:45 o'clock in the city hall.

Wind, Waves Increase Loss In Flood Area

Keystone's "inland sea" was no place for a sailor—much less a landlubber—Monday as wind-driven waves rolled across the charged expanse of Nigger Slough to smash a number of windows and doors to homes held water-bound since the March 2 flood.

The sharp chopping waves lashed over the northern section of the flooded Keystone area where some 30 homes are still partially submerged in the overflow waters impounded by a restricted drainage canal. Small boats which have had a field day on the inland lake were completely absent as the wind whistled across the inundated area.

Swept by the high winds of Saturday, Sunday and Monday, the water, pounded at the flooded homes and caused additional heavy damage to foundations and interiors already softened under the flood that came on the heels of the first of March torrential downpours.

Drainage of the waters, which now cover about six square miles backing up to Gardena, has fallen to only 85 second feet, according to a check being maintained by S. C. Sault, engineer and secretary of the Keystone Chamber of Commerce.

He estimates it will be at least 30 days before the first flooded homes can be entered on foot and at least 90 days before Avalon boulevard will be passable for traffic.

C. E. MEETS HERE FRIDAY

Centinela division Los Angeles Christian Endeavor Union, composed of some 600 young people of Inglewood, Hawthorne, Moneta, Gardena, Torrance, Lomita, Redondo Beach, Hermosa Beach and Lawndale, will gather in the Civic Auditorium Friday evening to banquet and elect officers for the ensuing year.

Donald Smith, of Redondo Beach, president of Centinela division, will preside with W. E. Bowen of this city acting as advisor.

The evening program will consist of a religious talk by Rev. David Cowie, Los Angeles, followed by community singing. Plans for boosting the Los Angeles county convention to be held in Glendale in May will be formulated.

Engineer Revives Ship Canal Plan

Convinced that old Nigger Slough will ultimately be needed as a ship canal Fred C. Finkle, consulting engineer, has evolved a plan for draining the area at a cost of approximately \$150,000, according to a report filed with the county supervisors.

The Harbor District Chambers of Commerce asked Finkle to make the report, which was concurred in by S. C. Sault, another engineer who is secretary of the Keystone Chamber and who had evolved a similar plan some time ago.

Finkle asserts that the area can be drained by cutting through a 36-foot canal eight feet deep, permitting a flow of 1,250 cubic feet of water per second. Because of an inadequate outlet, it will require 90 days to drain the sloughs this spring as compared with 64 days for the 1937 rains that flooded the area adjacent to the slough proper, the engineer said.

Separate Drainage Canal Sault's plan was to construct a 32-foot canal, at an estimated cost of \$113,000, but he concurred in Finkle's later report, filed with the supervisors by President Irving P. Austin of the Harbor District Chambers.

No improvements should be undertaken west of Main street until it is determined whether drainage water west of Inglewood-Redondo boulevard is to be carried to the ocean by means of a separate drainage canal, Finkle said in his report.

Recently it has been suggested that the county purchase part of the old slough, known as Machado Lake and also recently dubbed "Laguna de Dominguez," for a bird refuge.

Flood Victims Should Contact Red Cross Head

If any person in this area, including Torrance, Lomita and Keystone, suffered property damage from the recent flood and needs assistance they should get in touch with Mrs. Flora McDonald, local Red Cross chairman, at her home, 1083 Crenshaw street (phone 392) at once.

The American Red Cross has established rehabilitation headquarters in Venice for this part of the county and is eager to assist those who need such aid in recovering property lost in the flood.

Oilman Secures 35-Acre Option

The Shoestring Land company, a local concern which has owned nearly 35 acres between Western and Normandie avenue for 15 years, has given an option to lease the property to A. A. Lamb, well-known Torrance oil driller. Lamb plans to undertake extensive oil exploration on the acreage, going down to 7,000 feet if necessary, as soon as he completes financial arrangements.

This area, which is bounded on the north by the southern line of the Hughes-Mitchell plant on Normandie, is regarded as virgin oil territory. The next oil exploration for oil was attempted several years ago by the Peterson-Barker company which sank a hole north of the National Supply plant but failed to go into production for what was said to be lack of capital.

Lamb has been more or less active in oil work here for a number of years. The land company is directed by a board consisting of Carleton Bell, Dr. J. S. Lanester, Ben H. Brink, Alfred Goudier and Sanford A. Whiting.

Youth Attempts Jail Suicides

Quick action by police officers on duty at headquarters twice prevented Donald McPherson, 19, Ventura WPA worker, from attempted suicides in the city jail after he was arrested at Torrance Memorial hospital following an accident at 231st and Pennsylvania avenue last Saturday afternoon.

Young McPherson had tipped over in a truck while routing a curfew and was taken to the hospital for medical examination. He was found to be unhurt but drunk and was arrested on a charge of driving while intoxicated.

Placed in jail, he ripped his shirt into strips to form a noose but before he could carry out his self-destruction attempt was cut down. A few minutes later he tried to "end it all" again and was detained. Officers doubt if he could have strangled himself with the shirt-ropes because they believe the cloth would not have borne his weight.

Accompanied by his girl-wife, who is soon to become a mother, his mother and an aunt, he appeared before City Judge Robert Lessing Monday morning, pleaded guilty and was given the minimum penalty (automatic surrender of his driver's license and a \$50 fine or 25 days in the county jail). Relatives set about trying to raise the money for his release.

NEXT COUNCIL SESSIONS An adjourned meeting of the city council will be held April 5. The next regular meeting will be Wednesday night, April 13—the day after the municipal election and the vote results will be canvassed then.

New Drug Has 45 Letters LONDON (U.P.)—A new blood pressure raising drug—style 2020 for short—is "thimethoxy-benzyl-dihydroimidazole hydrochloride."

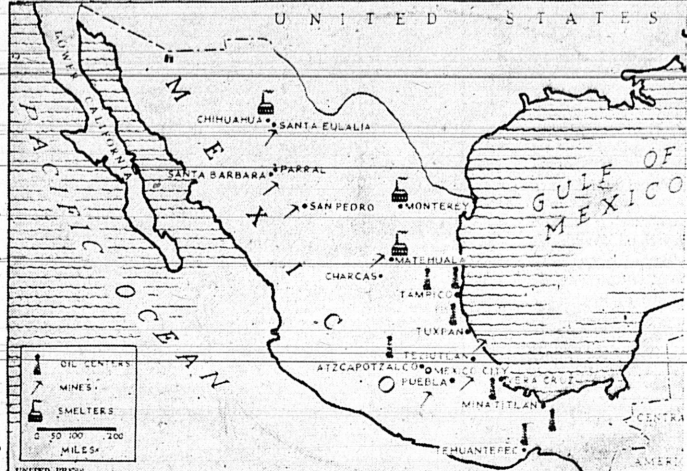
County Officials Watching L. A. City Secession Move

A move started in the Highland Park and Glassell Park districts of Los Angeles, to withdraw from Los Angeles city, is being watched with interest by Los Angeles county officials.

Interest of Los Angeles county officials was occasioned particularly by the threats of several Los Angeles city councilmen on several occasions to start a move to have Los Angeles city secede from the rest of the county. The ultimate plan was to form a separate city and county of Los Angeles.

Present agitation to have the northeastern section of Los Angeles city secede from the rest of the city is backed by the Northwest Improvement Association.

Where Mexico Has Taken Over \$400,000,000 Oil Lands



Striking swiftly, the Government of Mexico and the oil workers' union has taken over American, British and Dutch oil company holdings shown scattered throughout Mexico in the map above. The map legend in lower left-hand corner gives the key to the oil centers, also shows location of the foreign-owned mine and smelter works threatened with similar expropriation measures.

Week's Building Totals \$19,800

Permits for new construction here this week amounted to \$19,800, including two new wooden oil derricks at \$5,000 each. The rigs are being erected by the Charleston Oil company of Long Beach at 22619 Pennsylvania and Imperial Gypsum and Oil corporation of Los Angeles at 22911 Normandie. The Imperial has one other derrick in use in the South Torrance field.

Other permits issued went to Higgins Brick company for a 20 by 24-foot brick office building at 2501 174th; \$300; Mrs. Clara Williams of Long Beach who is having her house at 2203 Gramercy repaired and termite-proofed, \$150.

Two double classroom bungalows are being erected at the Welteria Elementary school grounds, costing \$4,250 each, by Bruhnell and Jacobson, Los Angeles, for the board of education, and Robert Nuckles is building a double garage for \$200 at his 2115 Arlington avenue property.

Red Cross Gifts Total \$23 Here

Contributions received by Mrs. Flora McDonald, local Red Cross chairman, from the two receiving points—Torrance National Bank and Bank of America—for the relief of Southern California flood sufferers totaled \$23 this week, she reported today.

The gifts were from: W. A. Folger, \$10; Lottie M. Shaw, \$5; Mrs. Frank G. Kelly, \$5; and two from "A Friend," amounting to \$3. Both banks and Mrs. McDonald will continue to receive donations for this cause next week.

Expo Site Being Recommended This Afternoon

Recommendation of the Citizens Committee of 15 of the city for the proposed Los Angeles Trade Exposition of 1940 is being given the Board of Water and Power Commission of Los Angeles this afternoon. The committee is expected to say the Chavez Ravine site is the best of the 25 proposed sites but will also recommend that the matter be put on the ballot for the people of Los Angeles to vote upon.

Proponents of the Figueroa-Vermont-Normandie-Midway site near Torrance assert that if their location is placed on the ballot in competition with the Elysian park site, the Harbor District spot will carry.

Bourbons Form Club Here; Meet Next Tuesday

Permanent organization of the chartered Democratic club for Torrance was effected Tuesday evening with the election of officers. Those selected by the membership to serve for the ensuing year are: Francis Foley, president; Thomas Hyde, vice-president; Mrs. Delphine Smith, secretary, and Mrs. Philomena McConnell, treasurer.

Nonim dues of 25 cents per year will be charged and all registered Democrats of Torrance are eligible. Foley pointed out. The 2,900 registered Democrats of Torrance are invited to attend the next meeting which will be held Tuesday evening, March 29, at the Moose hall.

MODEL DAIRY UNDER WAY

In addition to being the home of the model radio transmission station—the structure now arising at Hawthorne and 190th streets and soon to be occupied by the Columbia Broadcasting System—Torrance is to be the home of the Southland's model dairy.

This became known Tuesday when Tom Bodger, of the Bodger Seed company, filed building plans with Assistant City Engineer Leonard Young for immediate construction of a 30-cow milking barn and other buildings at 17087 Arlington in North Torrance.

The plans were drafted by students and teachers at the University of California—College of Agriculture at Davis. The very latest in barn design was employed to make the establishment of the Bodger Dairy a showplace for that industry. The permits call for construction to cost \$1,800 to start.

Builder of the plant will be a contractor who erected a number of structures for the Texas Centennial, San Diego exposition and he has a contract to build several structures for the San Francisco Pan-American exposition on man-made "Treasure Island."

Deny Reports Hyde Has Quit State Position

SACRAMENTO, March 24 (Special to The Herald by United Press)—Reports that Carl Hyde, secretary of the California Unemployment Relief association, has resigned as result of the recent demands for an investigation of the way the benefit checks are being delayed were declared unfounded here today by those in authority.

Gov. Merriam has denied on several occasions that Hyde has resigned, that his resignation has been asked or that such action is contemplated. However, it is understood that Hyde, at the time the unemployment compensation delinquencies caused such an uproar was given a deadline to get the work up to date "or else."

Third Well Flowing Off Sepulveda

Completion of Superior Oil's No. 3 well on Sepulveda off of Arlington this week took the spotlight this week in the South Torrance field. This well, which is reported doing 214 barrels of 25.2 gravity cutting 0.2 percent water, is the third and best one to go on production in the area north of Sepulveda and between Arlington and Cedar.

Close observers of the deep-sand situation in this field are ready to assert that the Superior's well and the C.C.M.O.'s two producing holes practically prove that particular territory. More exploration is bound to follow, they say, and it would surprise no one in the field to see the acreage north of Sepulveda blossom out shortly with as many derrick spikes as there are south of that thoroughfare.

The C.C.M.O. wells are producing 130 and 165 barrels, it is reported with less than half of one percent water cut.

Doyle Pipe Plugged

Other activity south of Sepulveda finds the Neil No. 2 immediately across the street from Superior's producer down to 4,802 feet. This is a Patton Oil company venture adjoining Everett Grubbs' holdings.

Jack Doyle's grass-roots hole at 29th and Normandie was cemented off last Saturday. At that time it was reported that the operators will let it stand for a while before resuming operations.

Doyle encountered a lot of extra work at his 230th street rig this week when one of the pipes was found to be stopped by a wad of gunny sacking. This plug was removed after nearly 5,000 feet of pipe had to be lifted out of the hole to locate the obstruction. How or when the gunny sacking became jammed in the tube could not be determined.

Lease Agents Said Busy

Donald McDonald and Burns are beginning a re-dill job at 231st and Normandie and Sierra Development, headed by Roy Hitecheek, taken by a one-acre lease near that site and is preparing to deepen Emerald Oil's old Weiler No. 1. Charles Camp is drilling deeper on Pennsylvania between 229th and 230th. E. W. Woodard is reported to have purchased the Killingsworth Brothers' holdings at 236th and Eschelman and is now planning the deepening of two wells.

C. B. Patton completed the Meacham No. 1 and put it on the pump this week for a yield of 75 barrels of 26.7 gravity cutting 10 percent from 5,131 feet. At 231st and Normandie, M. & M. Oil's No. 1, formerly the best well in the field, was pumping 190 barrels, cutting from 75 to 80 percent water.

Persistent rumors that oil scouts and lease agents have been active this week in the vicinity of 247th and Cypress in Lomita territory remained just that as efforts to locate persons who signed over their property for oil exploration proved fruitless. Likewise, the Rolling Hills Oil company, now shut down at its project off Highway 101, is reported to be negotiating with a major oil firm for purchase and additional grassroots jobs. Confirmation

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Pair Returned from Visalia to Stand Trial for Bill Beating

Charged with defrauding C. L. Hedlund, proprietor of the Brighton hotel of a rent bill amounting to \$120, Mr. and Mrs. Marvin Stanford were arrested in a Visalia courtroom last Friday at the conclusion of a civil action brought by Stanford to recover wages allegedly due him. The couple was held by Visalia police on information furnished by the local department and Capt. and Mrs. John Strohm returned them to Torrance Saturday.

Monday morning, Stanford, 39, who formerly lived in Lomita, plead not guilty before City Judge Robert Lessing and demanded court trial. This was granted and plaintiff-hotelman testified that the Stanfords left without notice or promise to pay their back rent.

Stanford, a water well and oil-well driller, asserted he had but five days work since the first of the year, that he was "not in the habit of beating my bills" and that Hedlund understood he was going to Visalia on the court proceeding and would return here.

However, Judge Lessing held he was guilty as charged but dismissed the complaint against Mrs. Irene Stanford, 39. On condition that he pay the costs incurred by the city to return him and his wife to Torrance and make suitable arrangements to pay his \$13.30 hotel bill, Stanford was given a suspended fine of \$25. A friend paid the \$15 bill due the city later in the day and Stanford was released.

Local Sportsman Sells Stamps for Wildlife Restoration Work

No one knows better than the average intelligent sportsman that at the rate we are going, another generation would see the U. S. as barren of wild life as the Gobi Desert. And yet, the A. I. S. well knows the "only thing left to hunt any more is a place to go hunting."

Those were the problems that the Federal government and the Wildlife Federation faced and are now attempting to meet—the first with a 10 percent excise tax on all sporting goods for a nation-wide conservation program, and the latter by calling this week "National Wildlife Restoration Week."

And, like the good sportsman he is, B. J. Scott, who manages his electrical business with a just regard for ample time to pursue his hobby of

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