

REASONS FOR
Employment
Sunday
April 30th

By EDWIN A. BIRD
Member of the Torrance Legion Post and manager of the South Bay office at 1627 Carson street, of the California State Employment Service.

Following the success of Employment Sunday in churches of all denominations thruout California sponsored by the American Legion a year ago, a similar employment drive on a nationwide basis will be conducted during the week starting Sunday, April 30. Purpose of the campaign is to drive home to those who are employed and to employers the vital importance of finding jobs in private industry for millions of fellow citizens who are not now gainfully employed.

Suitable recognition of the employment drive is being given by the nation's ecclesiastical, civic and industrial life. Inasmuch as the founders of our nation were God-fearing men and because churches have always held the central place in every community thruout our history, churches and churches of all denominations are being asked to support the employment program by arranging to conduct one or more services on the opening day of Employment Week (Sunday, April 30) at which time the matter of finding employment will be stressed.

An American May Day
This date was deliberately chosen so that working together, the progressive citizens in every community will approach the vital problem of employment in "The American Way" at a time when alien and un-American groups annually attempt to rally supporters for their un-American and subversive doctrines; namely, the May Day celebrations sponsored by movements having their fountain heads in foreign lands. The American Legion declares that when we empty the reservoir of unemployed men and women who are able to work, the chief source of recruits for un-American activities, subversive organizations, and irregular doctrines will be eliminated. Also, State Service Helping
An unemployed man (a hungry man) may become a dangerous man.

2. A competent worker unable to find adequate employment to properly care for his family and loved ones often becomes distorted in his thinking, confused as to values, and careless of his spiritual, mental, and physical welfare.

3. There should be no content between older and younger workers. The business structure of the nation needs BOTH—the freshness of youth and the experience, discipline, and stabilizing influence of 40 plus.

4. In doing a job, there is no substitute for experience. The California State Employment Service is cooperating in this employment campaign in every way possible. This service, as you know, is state-wide in scope and has 83 offices located at strategic points. This service is a public agency with no charge to either employer or employees. Here, all those out of work should register for employment and renew their applications at least once every 30 days. Employers are urged to contact this office for qualified workers in any occupation or trade. Employers are further urged to give employment to at least one additional person during this national Employment Week.

**Redondo Ave. Work
Approved by State**

Plans and specifications prepared by the city engineer's office for the improvement of Redondo avenue from Redondo Beach boulevard to 182nd street have been approved by the State Division of Highways and the city was authorized to pay for the work out of the gas tax, the city council was informed Tuesday night.

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TORRANCE HERALD

TWENTY-FIFTH YEAR

TORRANCE, CALIF., THURSDAY, APRIL 27, 1939

SECTION B

Local Independent Store Sales Show Big Gain in March

INCREASE FOURTH LARGEST IN CITIES OF SAME CLASS

March 1939 sales in independent retail stores thruout California were 8.1 percent higher than the same month of 1938, according to an announcement released this week by director William L. Austin, Bureau of Census.

But independent retail stores in Torrance reported an increase of 28.2 percent during that month!

The local gain was the fourth largest in cities having relatively the same population as Torrance. Those topping this community's increase were:

Monterey, 31.8 percent; El Centro, 28.7 percent; and San Luis Obispo, 28.6 percent. The average gain for cities in this class was 5.8 percent.

Thruout the state the independent retail sales during March 1939 were 18.7 percent higher than February, 1939. Director Austin comparing March 1939 with the same month last year found that sales of Valley stores showed the greatest increase with a gain of 44 percent, followed by Grass Valley with a gain of 35 percent.

Based on 4,709 Reports
Among lines of business in the state as a whole, sales of family clothing show the greatest gain with an increase of 27 percent, followed by sales of lumber and building materials with a gain of 26 percent.

These figures are based on confidential reports from 4,709 independent retailers thruout the state who cooperate in the Current Statistical Service of the Bureau of the Census. These merchants reported total net sales of \$48,966,709 for the past month. None of the percentages has been adjusted either for the number of working days in the various months or for seasonal or other influences, the announcement pointed out.

In cities of 100,000 or over, where the average gain was 6.4 percent, San Francisco lead with 7.2 followed by Los Angeles, 6.7 and Long Beach, 6.4.

Other Relative Gains
The average in cities of from 50,000 to 99,999 was 12.8 percent. Glendale led in this class.

High Waters Open; Limits Likely for Trout Season

Anglers who prefer to head for the back country for their trout fishing will find many heretofore inaccessible roads open for the first day of the current season, Monday, May 1.

Unusually light snowfall during the past winter is responsible, and in addition to open roads it should result in bigger and better limits, for most of the streams are clear and the lakes free from ice.

On the Mono-Inyo side of the High Sierra the roads leading into South Sabina, the Mammoth lake section and all the lower lakes already open. Reports from Virginia Lakes indicate that this area, which usually opens in the middle of July, will be accessible by May 1.

Snow removal work is now under way on Sonora Pass and it has been opened as far as Leavitt Meadows on the east side and to Baker Station on the west, according to recent reports. Work also is progressing on Tioga road and this route is expected to be open much earlier than in past years.

Favorite fishing spots on the west slopes of the High Sierra all are expected to be accessible on opening day with the exception of the higher passes into the Mono-Inyo side. Because conditions throughout the area are so favorable most of the packers on both sides will be ready to accommodate anglers on May 1.

Setback Line at Corner Requested

C. T. Rippey's request that the setback line at the corner of Post and Carson street be reduced from 20 to 15 feet and that the property be removed from the district No. 1 was granted by the city council Tuesday night.

Leonard Young, acting city engineer, approved the request and recommended that all lots in the tier near the high school between Martina and Carson street be taken out of the fire district.

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MONARCH . . . He's only three years old, but this youngster with the neatly creased trousers is a monarch — King Palsal II of Iraq. His father, King Ghazi, was recently killed in an auto accident.

LIBRARY USE SHOWS GAIN

Circulation of books for home use from the various branches of the county library—such as in Torrance—increased nearly 15,000 per month over the preceding year, during the first eight months of this year, County Librarian Helen E. Vogleson reported to the board of supervisors this week.

During the same period the increase in registered borrowers has averaged nearly 900 per month.

"In a check made recently for 78 of our agencies serving the public, we have counted an average of 13,353 reference questions per month," Miss Vogleson reported. "Many of these questions required considerable research to obtain the information desired."

The librarian declared that because of the increase in use of the library facilities by the general public there should be no reduction in the library tax rate, which is levied separately and does not come out of the general county fund.

The library tax rate for the current year is six cents per \$100 assessed valuation, a reduction of one cent from the previous year.

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New Theatre, Named The Grand, Will Have Gala Opening May 18

Announcement was made yesterday by the Pacific States Theatres, Inc., that the theatre, now nearing completion on Craven avenue across from the city hall, will be opened with a gala program of entertainment Thursday evening, May 18. The new cinema center has been named The Grand theatre.

It will contain the finest accommodations available and will offer the latest in motion pictures. General admissions will be 15 cents. Details are now being considered for the opening night and officials of the Pacific States Theatres hope to make the initial screen and stage show an outstanding event.

Several motion picture stars

under contract to distributing companies are expected to attend and assist in the celebration, together with leading citizens of this community and notables in the motion picture industry.

All Cushioned Seats
Wendell Smith has been named manager for The Grand. He is now working with the Pacific States Theatres in directing a theatre in Manhattan Beach and was formerly connected with the Strand, Redondo Beach's newest theatre. The Grand will contain the finest seating conveniences available, Smith said yesterday. All seats will be of the cushioned type. The latest improved projection and sound equipment is ready to be installed and a modern heating and ventilating system is already in place. Washed air will be blown into the spacious one-floor auditorium, making it cool and comfortable at all times during the summer months to come.

The lighting equipment has been specially designed to provide adequate illumination at all times and the color scheme of the interior is based on warm pastel shades. This week the floor was installed and the marquee over the entrance was erected. The seats are due within the next ten days and other equipment is anticipated in ample time to allow a thorough check-over before the opening night.

Hospital Day Set for May 12

Southern California hospitals will participate in National Hospital Day on May 12, birthday of Florence Nightingale.

Torrance Memorial hospital is one of the 52 Southern California institutions comprising the Hospital Council of Southern California and a group of its nurses will take part in a colorful pilgrimage to the statue of Florence Nightingale which was unveiled in Lincoln Park, Los Angeles, on National Hospital Day two years ago. This heroic statue was erected jointly by the Hospital Council and the Federal Arts Project and an exact replica of it will be unveiled at the Golden Gate Exposition, San Francisco, on National Hospital Day.

Another feature of Hospital Day will be "open house" by all member institutions, and the public will be invited to not only inspect their facilities but to learn as well of the progress made during the past 12 months toward bringing into reality "specialized medicine." On National Hospital Day last year the Council launched the Associated Hospital Service of Southern California which made "group hospitalization" available to the public on a monthly payment basis.

Since its launching, more than 18,000 people have enrolled in this plan, of whom more than 1,400 have received free hospitalization when overtaken suddenly by sickness or accident.

CORNER TURNED
A year-long recession in tourist travel to Southern California, a reflection of the industrial recession of late '37 and early '38, came to an abrupt end in March when more motoring visitors entered California than in any other March in its history.

Phone Hand Set Charge to End

In compliance with a request of the California Railroad Commission, officials of the Southern California Telephone company announced last week that the additional hand set charge in California exchanges will be discontinued, effective with bills issued to subscribers on and after July 1.

"Discontinuing this charge in California exchanges will mean a reduction in annual gross revenues of about \$250,000," President N. R. Powley, speaking for the Pacific Telephone & Telegraph company and the Southern California Telephone company.

"Our capital and other expenditures will be increased substantially because the change will result in premature retirement of many thousands of telephones of the portable desk set type and purchase of thousands of additional telephones of the hand set type. The cost of the additional hand sets to be purchased will amount to not less than \$450,000."

The throne chair of Napoleon is in a San Francisco museum.

City Starts Payment to Waleria Group

A \$10 subsidy to help pay for the weekly programs staged by the Waleria Recreation and Entertainment Guild at the Waleria Community hall, promised several months ago by the city council, this week apparently surmounted all legal obstacles and the Guild received its first check from the city, according to John Minor, president of the organization.

Altho no official announcement was received with the check, the Walerians cashed it to help defray expenses of the last program. The \$10 payment will be used mainly to pay travel costs of entertainers "imported" for the Waleria programs.

The cost of the additional hand sets to be purchased will amount to not less than \$450,000.

Prison Honor Farm Relieves Jail Congestion

It was either build a \$3,000,000 addition to the county jail or else invest \$200,000 in an experimental prison farm and Los Angeles county officials elected to do the latter, they revealed following dedication ceremonies at the farm buildings, near Castaic, this week.

Eighteen buildings, including a canteen and postoffice building, dormitories, officers quarters and dining hall, have been completed. They were inspected by more than 100 county officials, including members of the board of supervisors.

The guests sat down to a typical meal to be served the honor prisoners housed at the farm. The menu consisted of beef stew, lima beans and hominy, chocolate pudding and iced tea or coffee.

Only prisoners who are first offenders, sentenced on misdemeanor charges to more than 30 days and not more than six months, will be assigned to the new institution, known as the Los Angeles County Wayside Honor farm. Before next autumn it is expected that 600 prisoners will be stationed at the farm, greatly relieving congestion in the jail atop the Hill of Justice in Los Angeles.

The men will work largely at raising vegetables to be distributed among county institutions. There are no bars at the farm and the prisoners will literally be on their honor. Sundays and holidays will be the only visiting days for relatives and friends.

Wooldridge Writes

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