

STORY MUST NOT FIND ATION UNPREPARED, DUSTRIALISTS HEAR

Industrial and commercial leaders of the Torrance district, meeting in the City Hall Tuesday afternoon, heard the program of the Committee for Economic Development for postwar planning. In a session called by Chapman Wentworth, general manager of Longren Aircraft Co. and chairman of the Torrance Chamber of Commerce committee on war planning, the group heard the warning that victory would not find the United States

unprepared to cope with the problems of peace, as the sudden outbreak of hostilities found the nation unprepared to meet the issues of war.

Hal Thomas, regional director of C.E.D., and Lloyd A. Williams, executive secretary, led the discussion. Wentworth outlined in brief what had been accomplished thus far, stressing the survey now being conducted to determine the exact conditions the Torrance trade area will be faced with in the immediate postwar era. Three plants have completed their individual surveys, Wentworth said, and will be followed by remaining plants.

Get Future
"After all the information has been tabulated, we will have a picture of employment, purchasing power, pay-rolls, and associated data, all of which will tend to give management and labor alike an accurate yardstick from which we can plan scientifically for the future prosperity of Torrance—industries, commerce, tradesmen, small businesses of all types, and professional men and women," he said.

In outlining the purpose of the meeting, Wentworth pointed out that the C.E.D. representatives had come to Torrance at his invitation and request, to tell us how we can best conduct ourselves to combat postwar evils and approach the era of prosperity at hand "if we do not sleep at the switch." Our biggest job, Wentworth continued, is to attempt to instill genuine interest and stimulate planning action by breaking up the planning into the various types of organizations, inasmuch as each branch of endeavor had individual problems.

Wentworth introduced Williams, who outlined the highlights of the C.E.D. organization. He pointed out that the organizations joining hands with C.E.D. realized that the first thing to consider was the winning of the war, then we will all have to assume our portion of leadership. Our national welfare depends on the number gainfully employed, which in turn depends on the planning and concerted action taken now. He complimented the Torrance Chamber of Commerce on the steps they had already taken and urged all of the industrial and commercial organizations to use the Chamber facilities as an efficient planning medium.

In introducing Thomas, Williams stated that he is a businessman of Southern California himself, possessed of a thorough, comprehensive knowledge of problems large and small, facing Torrance business and the future of the Torrance trade area.

Thomas stated that the planning necessary had gone beyond the thinking and talking stages. He said: "Pick up any national publication and you will find that they all dwell on postwar planning. Do the manufacturers and others know what they are going to do after the war—actually know? Most of the manufacturers ask why they should get 'hot and bothered' over postwar problems at this early stage of the game. They have felt, until recently, that Germany will not fold up for another couple of years at least, and that Japan will not capitulate until a couple of years thereafter. We have loads of time."

Warns of Unpreparedness
"Look back on the history of our nation. All U. S. wars were started before we were prepared and ended before we were ready to plan the peace. This time it must be a wholly different story if American business is to breathe at all. Our economic structure will not stand a depression after this war—a three billion dollar plus war, if you please. Mass unemployment will crack our economic system wide open. It is up to you businessmen to do things for yourselves, or the govern-

September 20 Is Deadline for Registration

The deadline for registration of voters for the coming presidential election is midnight Sept. 28.

Those who did not register for or vote in the primary or the general election in 1942 and have not registered since that time, must register now in order to be eligible to vote this fall. Those who have moved since their last registration will find it necessary to register again.

to the quick. You won't like that, I can assure you.

"The C.E.D. doesn't seek credit for postwar planning—they want action—beneficial action. The Torrance Chamber of Commerce is ready and anxious to generate the program—find out what the unemployment problem is really going to be and how employers are going to overcome the incident obstacles. We must avoid another WPA or relief program on large scales. We cannot deport the peoples of other states, but, through scientific planning we will be able to divert the unemployed of Southern California to other sections of the country where labor shortages will exist. Business heads are going to have to burn a little midnight oil and call in their department heads, cooperate in the present survey originated by the postwar planning committee of the Torrance Chamber of Commerce serving under Mr. Wentworth.

Cut Reconversion
"Through a similar survey, General Electric was able to cut down their reconversion period from over two years to considerably less than six months, which, in itself, speaks well for the survey in question. The purpose of the C.E.D. is not to impose plans on industry and commerce—their plan is of the 'grass-root' variety—to assist them will be forced to do it for you, much as the federal government wishes to see free enterprise flourish. If you do not take the bull by the horns and accomplish things for yourselves, a period of regimentation will follow which will hurt

and encourage business to remain in business, make money and not work for the government.

"We must steer clear of socialist regimes. Everyone must pitch in. People in your own community like Dave Faulkner and Harry Keller and Chapman Wentworth and a score of others must take the lead in arousing enthusiasm in the C.E.D. policies and principles. A small handful of business leaders in any given area should not be obliged to shoulder the burden and I am confident that this will not continue to be the case. All leasing industrialists and commercialists should attend called meetings. War urgency and similar excuses will not heal the scars—all must share in the planning. Standards of living are raising gradually all over the country, so must supply and demand increase proportionately. Pitch in or be struck out!

Wentworth voiced the opinion that business was peeking over the shoulder of the man who isn't there, waiting to see what the government is going to do next. "We cannot wait for the government to wear our shoes. We must take our own measurements for boots we expect to fill," he said.

"To date we have not had any real distribution problem—we have had buyers standing on our back steps and waiting at our front doors. All of us should cooperate in the survey being conducted by the Torrance Chamber of Commerce to determine our needs and solve our problems. We have the sole responsibility of local planning. We can gauge our employment minimum with a great degree of accuracy and work toward the maximum employment. Industry must admit that it is somewhat blindfolded as far as future distribution of products—what it will be. We have been cut off from potential customers and distributors to aid in the winning of the war.

Big Problem
"I am not afraid that peace will come soon, I am pleased to feel that this is so, but I am afraid of the winning of the industrial peace to follow

in the wake of cessation of hostilities. Firms in the east have realized this only too well and are getting the jump on us in Southern California. As I see it, our first task is to find out the amount of employment we can anticipate in Torrance. Following this, we will be able to acquaint Torrance industry and commerce just what we can do or should do to regain normalcy and increase output beyond the 1942 level. We must work in the closest harmony.

"Committees in the past have failed in most respects because they have received the 'busy signal' from the government and from their own top-management. We will expect every member of the committee to be formed this evening to act as a deputy. Personal contact with fellow-plant executives will have to be maintained constantly, no matter how high the desks are stacked with other urgent matters. Look at your work-pile and ask yourselves which matter is the most urgent, then place postwar planning at the very top—for immediate action. If it pleases the gentlemen present we will now appoint a permanent committee, to be augmented from time to time as demands dictate. We will, I am sure, launch upon a sincere and earnest effort to carry out the plans and research of the C.E.D. as they affect our own peculiar local problems.

"I now appoint the following committee to serve with me: R. R. Smith, superintendent, Industrial relations, National Supply Co.

"A. L. Jackson, plant manager, International Derrick & Equipment Co.

"Reed H. Parkin, secretary-treasurer, Doak Aircraft Co.

"Earl Conner, postmaster, Torrance, Calif.

"Bronson Buxton, Buxton Realty Co.

"Philip Van Dyke, secretary, Longren Aircraft Co.

"James L. Lynch, president, Torrance Chamber of Commerce.

"Frank Selover, editor, Torrance Herald.

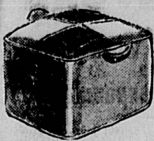
"Harry B. Lewis, executive secretary, Torrance Chamber of Commerce."

In closing, Wentworth said he realized and appreciated how

difficult it was to organize industry—which has outgrown itself. Companies normally employing 100 were obliged to increase their rolls to 1,000 in order to meet wartime output and government requirements. The C.E.D. is endorsed by the chief companies and organizations in the country. This endorsement would not have been forthcoming unless their plans were sound. It is a delicate job

we are undertaking, but one we can definitely and efficiently handle. The Torrance Chamber of Commerce and myself will devote the time and effort to the problem—won't you help us to help ourselves?

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