

# Torrance Herald

NINTH YEAR, NO. 1

TORRANCE, CALIFORNIA, JANUARY 6, 1922

\$1.50 PER YEAR

## Basket, Ball, Rifle Club Among Legion Activities

The memory of Bert S. Crossland will be perpetuated in the name of the local Post of the American Legion. Many of our readers will remember Bert Crossland as one of the first Torrance boys to leave for the trenches, and great was the shock and grief among friends and relatives, when the news came that he had been killed.

The masque ball was so only in name for but few were attired in masque costume. Our gallant Commander and his better half were given the distinction of having been the best costumed for the occasion. Our city clerk and Mrs. Connell were given the prize for the best exhibition of old-fashioned waltzing.

The Legion has organized a basketball team and Mr. Long and Mr. Murphy have collected funds for the installation of a basketball court.

The Legion has also organized a rifle team to be affiliated with the National Association. The boys will make high scores when they draw a bead on the target.

The boys hope for an enlargement of Legion Hall, and a hardwood floor. Both the extension of the hall and the flooring are needed to amplify the facilities for the entertainments which are the delightful features of the winter season and the masque balls.

The War Veterans' Bureau advises that the period for war risk insurance has been extended to March 1st and it is hoped that advantage will be taken of the liberal policy by those interested.

A basketball team has been organized and anyone having basket balls will no doubt donate them for use.

It is expected that many copies of "Rhymes of the Lost Battalion Doughboy" will be purchased by those who would gladly contribute, in this manner, for the help of the disabled veterans of the great war.

## Great Social Reforms Business Prosperity

The new year should bring us prosperity, as the abundant rainfall does indicate up to the present time. The three years of less than usual rain has left the earth dry at from three to five feet depth, and a good providence has showered us benefits in abundance. We all rejoice together. With this great sendoff at the beginning of the year how fine it would be if everyone should try as earnestly to work for the betterment of our country morally as we do commercially.

When there is a wave of prosperity coming, we are prone to be careless of the necessities of the soul. When the very conservative paper, the Los Angeles Times, comes out with such wonderful editorials as they have during the past year and in the last few weeks especially, there will be something come of it. Our hearts are made glad to know that such powerful forces are at work on the uplift for social morality.

The article, "Back to the Constitution," in the Midwinter number of the Times is certainly a great plea for the Volstead act. Read it and grow patriotic.

The indications are such as to justify us in the belief that we are to have a grand year, one in which commercial prosperity will go along hand in hand with that of education, religion and civil conditions. The great crusade planned by the Los Angeles churches will help in a wonderful manner.

The united efforts being put forth everywhere leads the way to making right living and right doing most popular. So the evils among our people that are most reprehensible, as theft, dishonesty and such, will at least be less frequent, and will be constantly condemned by all right thinking people until victory will perch upon our community gloriously. The young may grow up among us into an atmosphere which will make men and women of them worthy of our fondest hopes.

A. SUBSCRIBER.

1. Sentries are the original hard luckers. Every night they are relieved of a watch.

"It's for the bird it on," was the startling reply.

## BOARD OF TRUSTEES VOLSTEAD LAW NOT POPULAR

### King Made City Recorder

The regular meeting of the Board of Trustees was held in the new city hall (formerly postoffice building) Tuesday evening.

### Written Communications

A letter from James L. King, attorney, with offices in the First National Bank building, made application for the position of City Recorder.

Residents of Anapolo asked the Board of Trustees to take up with the Dominguez Land Corporation the fulfillment of an alleged promise at the time of purchase of lots, to improve same.

The secretary was instructed to write the Dominguez Land Corporation to see if they can take any action.

### Oral Communication

The City Marshal reported that a test of cider sold in a certain pool room showed 37.10% alcohol.

The prohibition officers advised the City Marshal that the best way to handle such cases was the enactment of a city ordinance covering same, and fine would go into the city treasury. The City Attorney stated he had prepared an ordinance along these lines.

The parking of cars on the wrong side of the street and the leaving of cars on the street all night, without lights, was also brought up by the City Marshal.

Upon motion the matter was referred to the ordinance committee for action.

Reports of fire department was referred to proper committee.

### Report of City Recorder

The City Recorder sent in check for \$127.50 fines imposed during the month with detailed report of same.

### Report of Standing Committees

Mr. Fitzhugh reported more than usual routine work on Arlington on account of rains. The buses had to change routes for several days. Further good reason for paving.

Tables and chairs had been ordered for the Trustees meeting room. Mr. Stone stated he had sopped the placing of posts in the streets at the school house as he understood from the City Attorney's advice no such obstruction could be left without a red light showing at night.

Upon motion the Board moved to reconsider its action at a previous meeting to place signs at school. Carried. Laid on table for consideration at next meeting.

### Unfinished Business

Previous action on the resignation of Mr. Pruitt as City Recorder was reconsidered and upon motion his resignation was accepted to be effective the 16th of January.

Upon motion the application of James King for the position of City Recorder was accepted.

### Bills Paid

Bills properly audited and salaries were ordered paid.

Trackage from the roof at the Ford garage had been deemed unsafe as the roof is too weak, but some had been installed nevertheless.

The matter was turned over to the City Engineer and the City Attorney for further action.

The City Attorney stated the Board could take necessary action to abate.

### To Pave Carson

An ordinance fixing the grades of Carson street had its first reading.

The City Engineer suggested the narrowing of the proposed paving on Arlington from 56-foot to a 40-foot. It would reduce the cost of paving and the future maintenance and would improve the perspective and general appearance of the street.

Mr. Fitzhugh suggested interviewing residents of Arlington to secure their views.

### New Ordinances

An ordinance turning the assessing and collecting of taxes to the county had its first reading. This is cheaper than doing it ourselves. It costs them more than the percentage they receive for doing this work.

Ordinance No. 18, forbidding the sale, gift transportation or possession for sale of intoxicating liquors had its first reading.

Here to Protect the People During the Discussion of No. 18

## A Sudden Summons; Julius Conrad Called

The sudden call, to the land beyond of Mr. Julius Conrad, president of the Torrance Window Glass Company, came as a shock to thousands. Mr. Conrad passed away suddenly at his late home at 1124 St. Andrews Place, Los Angeles, at midnight on Tuesday, January 2nd, and his passing will be sincerely mourned by all familiar with his liberality and benevolences, he having been a director of the Jewish Orphans' Home and was also interested in other good work, including the Federation of Jewish Charities.

The funeral services were held on Thursday, the 5th, and the interment made in the cemetery of the Order of the Los Angeles Lodge of B'nai B'rith, a Jewish Benevolent organization of which the decedent was a member.

## Fine Picture Plays Coming to Torrance Theatre

The great lessons preached in "Live and Let Live," which will be shown at the Torrance Theatre January 10th are of vital interest and should be often placed before the people as admonition and warning to many. But the play is full of bright lights and shows the way to happiness. A touch of nature in the great storm scene is unequalled; the little crippled girl bringing supreme happiness to her father. Another heart-gripping scene is that of another girl, this one redeemed; a mother with unfounded suspicion. But see the play—it is a classic.

The "Lure of Jade," which will be here January 13th and 14th, is something great and gripping, pathos, love, tragedy and triumph, by Pauline Frederick; plays one despoiled of her love; a fight to the South Seas; a powerful appeal to the strongest and most primitive emotions. Nothing like it was ever on the screen; new situations. It will pay to see "The Lure of Jade."

And there is Will Rogers in "Doubling for Romeo." Just a jolly, rollicking, outlandish comedy of a superior order, on January 12th. It gets the crowd. It's a howling success. Love story too, sure, a cowboy in love.

There was much objection to the first form as too much along the Volstead law which has become a travesty in its enforcement. The ordinance is designed to prevent the sale of intoxicating liquors in Torrance and not to step into the private home in any way. Trustee Smith was opposed to the broad form first suggested. "Our rights have been infringed by some laws and we do not observe them and we do not want any such laws here. Our constituents would not stand for it. We are here to protect them, not persecute them."

Mr. Postle presented the specifications for the paving of streets. This ordinance provides for Willite composition.

The Board adjourned to meet next Tuesday evening.

The man who growls every day shows each day, by indisputable evidence, that he is leading a dog's life.

## TORRANCE THEATRE PROGRAM

MR. and MRS. J. C. McVEY, Managers

Monday, January 9, 1922

Wanda Hawley in "The Snob"

Tuesday, January 10

Harriet Hammond in "Live and Let Live"

This is a good one—don't miss it.

Wednesday, January 11

George Nichols and Helen Jerome Eddy in "The Turn in the Road"

Thursday, January 12

Will Rogers in "Doubling for Romeo"

Friday and Saturday, January 13 and 14

Special program—Pauline Frederick in "The Lure of Jade"

And Harold Lloyd Comedy.

Sunday, January 14

Jack Holt and Rita Weiman in "The Grim Comedian"

Clyde Cook in "The Huntsman" and Pathe News.

Coming Soon

Tom Moore in "From the Ground Up"

Doris May in "The Foolish Age," a comedy drama worth while.

Show Starts Every Evening at 8:30. Second Performance at 8:30. MATINEE EVERY SATURDAY AND SUNDAY AT 2:30 P. M.

## Land and Lot Sales Good Prospect for 1922

The sales of lots and lands continue right along; it is business, as usual, and the following sales, since the last report, have been made by the Dominguez Land Corporation:

C. E. Henn, A. C. Shuchrist, F. E. Garson, H. G. Johnson, Dave Dumartz, Emma Parks, Caroline A. French, S. Branson, J. Havens, all of Los Angeles; Mr. McQueen, H. M. Berger, J. E. Hall, E. H. Stanley, Susan Smith, H. R. Smith, J. A. Hunter, G. W. Reed, Kate M. Caughlin, Henry Savlitz, H. C. Rush, Mrs. J. Markley, H. A. Kent, Wm. S. Irvin, J. Paulson, W. R. Grandson, F. J. Porter, J. H. Smith, J. C. Lamb, F. C. Carlson, Anna Rasmoosen, C. B. Sterk, all of Long Beach; Henrietta Smith, Miller Fox, C. C. Abbott and Wm. Boyer, of Santa Monica.

## Business and Loyalty Makes Prosperity

One of the objects of a Chamber of Commerce is to induce new enterprises to locate in or near the town or locality represented by the organization. The new enterprises may be of the manufacturing order, but they need not necessarily engage in the manufacture of locomotives; they may engage in the production of small articles and from raw materials not necessarily found in the locality of manufacture.

There is the manufacture of queensware, or of a special single product which may at once be a useful article and a souvenir. A certain locality in Southern California has large deposits of superior clays, but a factory for production of one single useful article of the souvenir grade has not been established though the matter was given desired publicity a third of century past.

It requires some time to stimulate the thinking faculties!

A Chamber of Commerce has another field equally important as the one named to induce the location of factories and other enterprises. That field is to work for the maintenance of enterprises already established. If a certain enterprise does not appear to be up to the mark, then a member of the Chamber of Commerce should discreetly canvass the situation within the organization to see what possible financial help would be available. If an investment, then the matter should be diplomatically mentioned to the proper person at the head of the business.

Not more than 100 mile away there were two business enterprises which were permitted to discontinue, one to lapse, and one to remove to another city. One is an absolute necessity for a town that makes any pretensions whatever. The other was a prosperous business that was not properly encouraged. Neither asked for charity; the second could have been expanded to employ any number of persons—100 or 200—an item of importance in a town of the size mentioned.

There were and may be other opportunities for retaining enterprises and for expanding them to assure a large field of operations. If a community retains its existing factories,

## A LIVE POSTMASTER

The remarkable increase in the receipts of the Torrance postoffice during the last year is the strongest possible argument that could be adduced showing the steady financial conditions, and the increase in population in the district served by the administration of Postmaster Gourdier, to whom, also, must be given credit in rural route service for the population rightly and geographically belonging to Torrance.

or enterprises, and loyally amplifies and expands their markets, then that community, or Chamber of Commerce, has a vision into the future. "Despise not the day of small things."

## NEW YEAR'S EVE PARTY

Mr. and Mrs. Fess entertained Saturday evening with a party. Five hundred was played until 12 o'clock, when a delicious luncheon was served. Those winning the prizes were Mrs. H. Nash, first prize, Mr. George Watson, first prize; consolations were won by Mrs. J. Stone and Mr. W. Von Hagen. After the luncheon everyone danced until the wee hours of New Year's day. Those attending the party were: Mrs. J. Stone, Mrs. W. Von Hagen, Mr. and Mrs. P. F. Brown, Mr. and Mrs. H. Nash, Mr. and Mrs. Jos. Stone, Mr. and Mrs. Fess, Mr. and Mrs. Jack Guyan, Mr. J. P. Graf, of Los Angeles.

## Masonic Installation Torrance Lodge No. 477

A notable event in Masonic history was the installation of officers for ensuing term of Torrance Lodge No. 477 A. F. and A. M. on Wednesday night, January 3rd, when Dr. Samuel E. Burke, Most Worshipful Grand Master for California, installed the following official roster:

- J. J. Beall, Worshipful Master.
- J. H. Sprout, Senior Warden.
- O. W. Thistle, Junior Warden.
- J. F. Stone, Treasurer.
- E. H. Nash Secretary.
- E. N. Tompkins, Chaplain.
- J. G. Wilson, Senior Deacon.
- J. H. Fess, Junior Deacon.
- R. L. Dinger, Marshal.
- J. R. Guyan, Senior Steward.
- J. M. Fitzhugh, Tyler.

Mr. Dan Towne, of Gardena, Worthy Inspector of the district, occupied the position of Master of Ceremonies, a place in which he easily carries the honors of the occasion.

Under the charge of Mr. J. Stone an appetizing banquet was served with the alert and attentive help made necessary by the large number of the fraternity in attendance.

The Masonic quartette gave a fine tone to the installation, banquet and addresses by the pleasing rendition of a number of very appropriate selections which were highly appreciated.

## A BUSINESS CHANGE

Mr. Dave Hoffman has purchased the entire stock of toys, dolls, wagons, desks, novelties, holiday goods, books, booklets, birthday anniversary cards and cards for social occasions and stationery of the Torrance Herald, the sales room being as heretofore, the entire printing outfit of the Herald now occupying the composing room and press room in the rear.

## Gardena Meets Torrance in Practice Game

(From the Gardena Lark)

Today Torrance is coming up to battle with Gardena's big five.

Our boys have been hindered greatly lately by the recent rains. Therefore very little practicing has been done.

Two practice games with Los Angeles High show that the material that the team is composed of.

The game will be played on the 13th, with San Pedro, everybody wants to see the first game and start right.

So blowpipes for accurate aim up to

## Torrance Postoffice Has Great Record

I am pleased to announce that the receipts of the Torrance postoffice during the year 1921 were \$9436.67 as against \$7684.78 for the year 1920, an increase of \$1754.89, or 23.8-10%, and that the receipts having passed the \$8000 mark, the office automatically passes into the second class on July 1st. And I wish to thank the people of Torrance and those of the two rural routes running out of this office, for their liberal and patriotic patronage and to wish them a Happy and Prosperous New Year.

(Signed) ALFRED GOURDIER, Postmaster.

## Information Regarding New License Plates

Here is the latest information for motorists in securing the state license plates for the new year.

Every automobile owner should read this and then follow the instructions carefully so that there will be no delay in getting the plates on the car in order to conform with the law. This "dope" is given out officially by the touring bureau of the Automobile Club of Southern California.

Your 1921 certificate of a registration properly signed by the registered and legal owner of the car will constitute the application for a state license for the operation of a motor vehicle.

Bring this to the Automobile Club, if you are a member, or to the motor vehicle department otherwise, with a check on a California bank, postoffice money order or currency for the amount of the fee which is based, as in the past, on forty cents per horsepower of the car. To determine the amount of the fee multiply the designated horsepower by forty cents.

Be sure that your 1921 certificate of registration is legible for otherwise it will have to be sent to Sacramento for verification before the application for new plates can be handled. No certificate of registration bearing marks of alterations or erasures will be accepted.

If you have changed your place of residence, make a note of same and the new address on a slip of paper which must be pinned to the certificate. Do not write the new address on the face of the certificate.

If you have lost your 1921 certificate, apply immediately for a duplicate certificate. Applications for duplicate certificates can be secured at any Auto Club office. If you have no certificate, secure one at once and avoid delay and confusion later.

Remember in buying a new car now that 1921 licenses do not expire until February 1st. In applying for a new license prior to that date, you will be required to pay a fee for the last quarter of 1921. In cases of transfer of ownership, be sure the proper signatures are on the certificate—the one of the buyer, the seller and the legal owner.

Where a company or corporation is given as the legal owner be sure that the certificate is countersigned by some official of the company.

Visiting motorists from other states will also be handled by the Automobile Club in securing licenses; and to obtain same visitors must surrender their home state certificate, license plates and windshield sticker.

Operator's licenses do NOT have to be renewed. Duplicate cards can be secured at a cost of twenty-five cents each, applications obtainable at the club. Cards must be carried at all times in this state.

Mr. William Rees of Hollywood died of a hemorrhage while running to catch a Pacific Electric special Saturday. Mr. Rees was an employee of the Pacific Electric. He is survived by a wife and daughter. His funeral was held Wednesday afternoon.

The Royal Neighbors held their regular meeting at Legion Hall Wednesday evening. Plans were discussed for the installation of officers January 25th. Royal Neighbors, Modern Woodmen, their families and friends are cordially invited.