

# Fiesta Daily Edition Torrance Herald

TORRANCE, CALIFORNIA, AUGUST 19, 1922

## TONIGHT IS P. E. NIGHT AT THE FIESTA

### FIRST STEP IN DEVELOPMENT TO BE TAKEN

#### Prominent Men of This City to Confer With Supervisors

No more gratifying piece of news has been received in Torrance in the past year than the fact, made public today by Secretary Pottenger of the chamber of commerce that five prominent business men of this city, Gardena and Moneta, had been selected as members of the Fourth District Chamber of Commerce to devise ways and means for the development of Western avenue, leading from Los Angeles to this city. The men selected are Alfred Gourdier, postmaster; J. J. Jessup, city engineer; and H. D. Pottenger, secretary of the Chamber of Commerce of Torrance; Dr. Lytton, of Gardena; and Mr. Shepard of Moneta.

Each of these gentlemen is well fitted for the task of convincing the Board of County Supervisors of the necessity of completing this strip of highway that means so much to this section. They will confer together between now and Monday; elect one of themselves as chairman of the delegation and on the latter date go into conference with the supervisors. The matter of this much-needed development has been before the public for many months, but until today no concrete results have been attained and it is now expected that the expert knowledge possessed by these men if laid properly before the board will result in early completion of the project.

"The appointment of this committee is the culmination of months of work by residents of this city, Keystone Acres, Lomita, Moneta, and Gardena," said H. D. Pottenger, "and is the first real ray of sunshine we have seen in the matter of the improvement of Western avenue that so vitally affects every resident in the Fourth Supervisorial District and particularly Torrance.

"Instructions received from County Engineer Jones, with whom I have had several interviews on the subject," he continued, "are to the effect that the committee of five bring to the Board of Supervisors the monster petition recently signed by residents of this and other nearby interested communities. While there are more than 300,000 residents in this supervisorial district

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### Daily Newspaper for Torrance

With this issue the Fiesta Daily Edition of the Torrance Herald brings to a close a successful career of five days.

Conceived in the hope that it would, through its news columns, fill the need of those interested in the daily happenings at the fair and would be of lasting benefit to the advertiser, due to its large circulation, we feel it has fulfilled its mission.

If it's publication has pleased our readers; if the information regarding the fair contained in its columns has been of value; or if our advertisers have been benefitted, we are content.

We wish to thank the business men of this and nearby communities for their liberal patronage that has made the "daily" possible and sincerely hope that increased patronage will be their reward.

The staff of the Torrance Herald has attempted to make the "daily" a miniature metropolitan newspaper and the many words of praise received leads us to believe we attained that end.

### FIVE DAYS OF MERRIMENT ENDS TONIGHT

#### Free Fair Voted Great Success As Was Predicted

The closing of the Fourth Annual Fair and Fiesta of Torrance comes to a realization tonight, and with nothing to say about it other than that it was a great success. To pick out individuals would take much space and would be no more impressive than the words complete success, which we will use to tell the story. Mr. Chas. Keeran and the chamber of commerce and all the merchants who assisted him, no doubt feel proud of the Torrance Fair of 1922.

The exhibits were all of good class, and most of these exhibitors used much care and expense in making them attractive. The Lomita Chamber of Commerce with its display of fruit made a pronounced impression upon the visitor, and we will wager that Lomita was never as well known as she is today. The sight of the resources of this little town, was a feast for education. In the tent covering the automobile exhibits were equaled the best exhibits seen in California. Every make of car was there with capable salesmen to show you why it was the best, some of the models being new to this district, and many sales were consummated during the week. From the Queens contest on opening night to the closing of the fair tonight, everything moved with a system seldom seen in institutions of this kind, and the managers deserve great credit for their achievement. In attendance the numbers will far exceed that of past years and we feel safe in saying that if the fair of 1923 will surpass this year, it is going to be but a few years when Torrance will be drawing her attendance from other states through reduced fares on all railroads. So if you have not spent one of your evenings in Torrance, go tonight, for the event has been worth while and you will remember it for years to come.

dred feet in size. To finance the project this group of progressive citizens are giving dances, socials and other similar affairs from time to time. For the purpose of meeting these "good fellows" and extending to them the hand of fellowship and co-operation the trip to Redondo Villa is planned and all that can spare the time are cordially invited to attend.

### Used Cars Go Like Hot Cakes From Display Tent Mayor Spafford Of Inglewood Is Delighted

From the size of the crowds that gathered yesterday and last night at the "Used Car" tent and the number of sales that resulted, it is apparent that W. Harold Dodge, distributor for the Hupmobile and Willis Sainte Claire for this district properly diagnosed the auto situation at the fair and supplied the feature that was necessary to make the auto display complete.

Among the several sales made last night was a Dodge touring and a 1921 Hupmobile at prices that surprised and delighted the purchasers. Among the cars on display, the number of which will be augmented today, are several Fords in excellent condition, one, a Ford coupe, attractively painted a yellow with black trimmings and wire wheels; a Buick 1922 roadster in maroon color also with wire wheels; a 1918 Chandler; a 1921 Hup; several Dodges and an enclosed Cadillac fitted with Gruss Air Springs. The large tent, erected near the gate to the fair is tastefully decorated in keeping with the fiesta spirit and is well arranged for the large display of used cars.

#### A REAL SHOW.

Just as a little advance notice, the American Legion Post No. 170 of Torrance, announces that the best card ever signed for one of their athletic entertainments has been secured for next Friday night. Experienced wrestlers and boxers will fill a full card for that night, and every minute will be filled with intense excitement. Spirited music has also been arranged.

Tonight is P. E. Night at the Fiesta. The Famous P. E. Band of 65 Pieces will be here to play.

When the mayor of a city will neglect his personal and official duties to take personal charge of a booth at the Torrance fair and remain on duty day and night for a period of five consecutive days these busy times, it is a certain indication that the advertising opportunity to his home town is of inestimable value.

Mayor Spafford of Inglewood, who has been in charge of the Inglewood Chamber of Commerce booth, is delighted with the results obtained from an advertising viewpoint and says that hundreds of inquiries regarding the "Ideal Home City" have been made. The Inglewood exhibit shows among other things several splendid specimens of furniture, locally manufactured and is the Mecca of the thirsty, who enjoy the cool Inglewood city water "fed from everlasting springs" that Mayor Spafford serves gratuitously in antiseptic paper drinking cups.

#### GET-TOGETHER MEETING

In an effort to foster the good feeling between Torrance and the surrounding communities that has uninterruptedly continued for many years, and to assist, so far as Torrance may, the growth commercially and socially of Lomita, Gardena, and other nearby towns, Secretary Pottenger of the Torrance chamber of commerce is extending an invitation to residents of these places to attend a "get-together" meeting that is to be held in Redondo Villa next Wednesday night.

Banding together for the good of their town, the business men of Redondo Villa recently purchased a lot and erected a chamber of commerce building fifty by one hun-