

Torrance Herald

NINTH YEAR

Torrance, California, August 18, 1922

NO. 33

Country Store At Theatre Big Success

As predicted last week by the Herald, the Merchants' Country Store at the Torrance Theatre Tuesday night, last, was a complete success and so well attended that for hours a long line was waiting in front of the handsome playhouse to gain admission.

In addition to a splendid screen program accompanied by unusually good music, the giving away of the numerous valuable gifts aggregating \$125 was enjoyed by a filled house, and Mr. and Mrs. McVey desire, through the columns of this paper, to thank the following merchants for their assistance in making the affair a complete success:

Schultz, Peckham & Schultz, Chas. Elman, Bartlett's Sweet Shop, Paige's Quality Grocery, Torrance Warehouse, Currier's P. E. Lunch Room, Union Club (Charley's Place), Willard Service Station, Big Three Laundry, Torrance Transfer Co., Sykes News Stand, State Exchange Bank, Torrance Toggery, Consolidated Lumber Co., Ironton Hotel Cafe, Torrance Grocery, Rock Bottom Market, Roberts Cafeteria, Torrance Feed & Fuel Co., Gipe's Auto Repair Shop, Torrance Battery & Ignition Works, White Garage, "Hardware" Reeve, Torrance Herald, McFarland Ice Co., Torrance Plumbing Co., Torrance Vulcanizing Works, Roi Tan Cafe, Roi Tan Barber Shop, Dolley Drug Co., El Prado Cafe, Sam Rappaport, Bonnie Box, Torrance Market, C. A. Paxman, Hoffman's Shoe Hospital, H. & S. Electric Co., Sam Levy, P. O. Barber Shop, First National Bank, Torrance Electric Shop, House of Parr Values, United Cigar Stores Agency, D. C. Turner, J. H. Fess, Day and Night Garage, J. G. Anderson, Rock Bottom Grocery, Torrance Pharmacy, Globe Bakery, Bush's Gardens.

Advertiser Dead Fish

When it comes to advertising the advantages of his home town, Hugh Pomeroy, secretary of the Redondo Chamber of Commerce is in a class by himself. Not a single opportunity however trivial, that rebounds to the credit of the beach city that this progressive booster overlooks in an effort to draw attention to the city by the sea.

In moving his exhibit to the Torrance Fair a score of fish enclosed in a glass aquarium died. Did Pomeroy throw the fish away and replace them with live ones? He did not. Immediately the fertile brain of the next assemblyman from the 62nd District began to function. In a moment he had sent for a sign painter and an hour later the following sign in letters a foot in height appeared in front of the poor dead fish: "These fish died of a broken heart because they had to leave Redondo Beach." Can you beat that. If Pomeroy wasn't going to the legislature we'd suggest to some city needing the services of a booster that they get in touch with him, for he's certainly a wizz when it comes to putting over publicity matter.

When Is a Door a Jar?

One of the most mysterious robberies that has occurred in this vicinity within the memory of the oldest inhabitant, took place last week when the home of E. R. Weisitz, realty dealer of Los Angeles, and well known member of the Torrance Chamber of Commerce was entered during the owner's absence and an essential portion of the building stolen.

Mr. Weisitz returned the following day to find that three doors, leading to various rooms in the house, which is located at the corner of Main and Carson streets, were taken from their hinges and carted away. The home, completely furnished, contained articles of value of all sorts and just why the thief should select the doors and nothing else, remains a mystery.

HOW WELL DO YOU KNOW TORRANCE AND LOMITA?

Due to the crowded condition of our columns this week with news matter pertaining to the great industrial fair, publication of the sequel to the feature regarding "Trade At Home" published last week will appear next week.

This postponement will allow those who have not had the opportunity of securing the correct answers another week in which to try for the valuable prizes offered by the HERALD & NEWS-LETTER.

Answers to the questions must be in the Herald office not later than Tuesday, August 22.



Queen Ileen of Torrance



LORD HIGH CHANCELLOR TRAEGER, WHO CROWNED QUEEN



Maid-in-Waiting—Virginia Watson



Photo by M. M. PHOTO ART STUDIO GARDENA



Maid-in-Waiting—Mary Roberts

Amid scenes of splendor and beauty the huge tent at the Free Fair last evening were plunged into dazzling brilliance during the early hours and while the band played the crowd surged around the platform and held their places for the coronation ceremonies. The clusters of electric lights with their brilliant rays touching the thousands of flags, bunting, and balloons, only added to the brilliancy of the occasion.

Promptly at nine Queen Ileen with her attendants appeared, with Sheriff Traeger following. Mayor Fitzhugh stepped to the front of the stage and introduced the Sheriff and paid him a glowing tribute.

After a short address, complimenting Torrance upon her wonderful showing and success in staging a fair of this sort, Mr. Traeger said Torrance was indeed fortunate in having a bevy of such pretty and good girls as sat before him. Miss Straub came forward and the Queen's Crown was placed on her forehead, as the master of ceremonies repeated these words: "Queen Ileen, I crown you Queen of Torrance."

Queen Ileen looked very pretty, and with a flush of excitement gave her cheek a glow that added to her beauty and amid the wild cheers of the audience she smiled and bowed her appreciation for what Torrance had done for her.

Little, if any, of the splendor detracted from the other three girls, the Misses Virginia Watson, Mary Roberts, and Dot Coker, who were the center of attraction after their queen had been crowned, as each one stepped forward and were introduced as they received their presents. All were charming, indeed, and received many compliments.

After the ceremonies Queen Ileen and her court visited the Fiesta grounds and visited the different booths and concessions where in each instance her authority was duly recognized. Over ten thousand people were in attendance to witness the events of the evening.

Miss Ileen Straub was presented with a diamond ring. Miss Virginia Watson, likewise got a diamond ring. Miss Mary Roberts was given a lavallier, and Miss Dot Coker a pearl necklace.

Queen Ileen, nee Miss Ileen Straub, will make her regal appearance nightly, that all her subjects from far and wide may see an dmeet Her Majesty. Dressed in her royal robes of state she will be escorted with pomp and ceremony to the stand in the center of the main tent and there receive the homage due her.

This afternoon at four o'clock Her Majesty, surrounded by her courtiers and maids-in-waiting, will be the guests of honor in the monster parade and it is expected that her appearance on the streets of her home city will be the signal for the greatest noise fest that Torrance has ever experienced. It is also said that the Queen has been requested to enjoy (?) a ride in the airplanes that are hovering over the fair grounds, and if Her Majesty consents, it will be the first time in the world's history that a Queen "went up in the air."



Maid-in-Waiting—Dot Coker

PROSPECTIVE LEGISLATOR VISITS FAIR

Hugh R. Pomeroy Assembly Candidate, Boosts Fair

The candidacy of Hugh R. Pomeroy for Assemblyman from the 62nd District, is proceeding in a manner that practically assures his victory at the primaries. Leading citizens of every city of the District have given their endorsement to the campaign and are doing active work for the enthusiastic secretary of the Redondo Beach Chamber of Commerce. These include H. M. Gorham, Ernest Pickering, G. M. Jones, F. E. Bundy, A. M. Montgomery, and Carl F. Schrader of Santa Monica, Ocean Park; Donald Gray, C. Gordon Parkhurst, Hubert Hertel, Harry C. Lieber, Edward A. Gerety and Dr. Joseph Saylin of Venice; J. P. Lurford, J. Y. Bedell; J. H. Kibler, E. Casey Jones, and G. S. Thatcher of Hermosa Beach; Geo. M. Sutton, Sanford M. Anderson, H. D. Mosely, Mayor Spafford, and H. M. Clary of Inglewood; Wm. V. McCoy of Westgate; R. R. Reynolds, V. M. Scroggs and E. J. Whitney of Hawthorne, and scores of other business men and civic workers all over the district. Redondo Beach is of course solid for Pomeroy.

Pomeroy's record of solid achievement in civic activity throughout the district, has won for him an enviable reputation for ability and energetic leadership. Particular study in city and regional planning enable him to look after the interests of his constituents in the great work of laying the foundations for the growth of the future. Legislative action is necessary in these problems of metropolitan control. No subject of interest to the district has been neglected in Pomeroy's study and work. His research in sewage disposal has covered the entire world, information having been gathered from leading cities of this and other countries. A group of envelopes from correspondents from foreign countries is an interesting part of the R. B. C. of C. exhibit at the Torrance Fair.

In highways, equal activity has been shown. This is indicated by one instance out of many. Mr. Pomeroy originated the idea of the extension of Highland Avenue from Hollywood to Inglewood, making direct connection from the southwest part of the district to Hollywood and the San Fernando Valley. His activity in securing rights of way and interesting chambers of commerce and city officials in the project has assured its final success.

A broad grasp of inter-city unity and a steady vision of the greatness and future development of the great Santa Monica Bay territory, fully fit Mr. Pomeroy to represent the District in the Legislature.

LAUGH IN EVERY FOOT OF "TOO MUCH BUSINESS"

There is a laugh in every foot of "Too Much Business," the seven reel comedy shown at the Torrance Theatre on Sunday and Monday, August 27, 28. It is based on the Saturday Evening Post story by Earl Derr Biggers, author of "The Seven Keys to Baldpate," "The Ruling Passion," "Fifty Candles," and a number of others. The cast includes Edward Horton, Ethel Grey Terry, Tully Marshall, John Stepping, Carl Gerard, Elsa Lorimer, Helen Gilmore, Mack Fenton and Tom Murray.

The story is woven around a young man who is enterprising enough, but lax in punctuality. He also believes in taking time from business to make love to the fair secretary of his boss. The girl, however, is strictly business-like, and she gives him a magazine to read an article on making life affairs strictly business. John Henry, disgusted, throws the magazine on his desk and tears off his day calendar. The "OV" of November falls upon the magazine obliterating the "IF" in life and making the story read "Make your love affairs strictly business." Evidently John Henry believes in signs for he immediately conducts a business campaign to win the hand of his heart's desire. She, in trying to help him, oversteps her bounds and succeeds in getting the young man discharged. Without a job and with the boss threatening to prevent him from getting another, John Henry goes into business for himself and gets a ----- in a day nursery in which he gets too much business, and the complications that follow are not only laughable but exceptionally funny.

There is not a single bit of slapstick comedy in the entire production. The story is true to life and accentuates the oddities of every day business.

Miss Ileen Straub Winner In Contest For Fiesta Queen

Ileen Straub	214,110
Virginia Watson	154,515
Mary Roberts	8,293
Dot Coker	7,324

Industrial Tent Like Homes

A display in the industrial tent that is of the greatest interest to mechanics and those working in machinery is that of the "Cedal" Mechanics Soap company, located on the north side of the tent.

Here is shown and demonstrated the effectiveness of a sawdust cleaner antiseptic soap whose merits are well recognized by those whose work brings them in contact with grease or oil and who find difficulty in removing it from their hands and bodies. The instantaneous effect of a handful of this dust-like powder is wonderful and the display will probably result in a large sale of the commodity in this community where it is needed by the mechanics in the factories.

Johnson, Carvell & Murphy, merchandise brokers of Los Angeles certainly paid Torrance and its residents a compliment when they arranged their double booth display of the many well known brands of merchandise that they handle.

Chief among the latter are the line of Borden goods, including their milk, cream and chocolate malted milk; Baker's Cocoa and chocolate; the well known H. O. (Hornsbys) Oatmeal; Mazola for salads and cooking; and the famous Karo syrup.

The Royal Neighbors and Modern Woodmen have arranged their booth together, the former to have charge of the booth in the day time and the Woodmen will be there in the evenings. They serve lunches—home-made pies, hamburger and hot dogs, sandwiches and coffee.

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REMEMBERS HERALD

One of the finest treats ever received since our advent into the newspaper field of Torrance was given the Herald last Saturday when Joe Stone brought in a two-pound rainbow trout, caught 12,000 feet above the sea in the northern part of the state. It was delicious.

Mrs. Frank Webb has accepted a position with the Globe Baking Co., Mrs. Robert Woods having resigned.

John Ford Nelson of the Union Tool company, is gradually improving after a long illness, in the Pacific hospital. Mr. Wilson is now in a rest home at 2148 W. 30th Street, Los Angeles.

Mrs. Robert Wood left today for Lodi, to join her husband, who has been there for two weeks. They expect to reside there indefinitely.

Mr. and Mrs. Wilfred Teal motored to Los Angeles Wednesday afternoon, celebrating their wedding anniversary.

Mrs. Harry Bale, who is in the Los Angeles hospital, is recovering nicely from a recent operation.

Mr. and Mrs. A. B. Shriner are spending this week-end at their summer home in Topanga Canyon.

BREAK ATTENDANCE RECORDS

While no accurate count has been kept of the fair attendance, those who have been connected with it annually since its inception say that the crowd last night far exceeded that of the opening night of any former year and every indication points to a record attendance for the coming four days and nights.

"MUD-MAN OR MONKEY-MAN"

Did man evolve from the monkey or did God create man? The pastor of the First Baptist church of Torrance will preach on Evolution at the Sunday evening service at the hour of 7:30. If the Bible account is true and that God made man in His image, does that refer to man's present physical form? Come and bring a friend.

MANY ARTISTS IN CAST OF "FOREVER"

One of the most elaborate and thrilling motion pictures produced in many months is "Forever," a George Fitzmaurice production for Paramount, starring Elsie Ferguson and Wallace Reid, which will be the feature de luxe at the Torrance theatre for two days beginning on Thursday, August 24 and lasting through Friday, Aug. 25.

Headed by the stars named, the cast in this photoplay is the most imposing ever gathered for a Paramount picture with the possible exception of "The Affairs of Anatol." Elliott Dexter, Montague Love, George Fawcett and Paul McAllister play the principle supporting male roles. The two feminine parts, next in importance to the "Duchess of Towers," which is Miss Ferguson's role, are played by Barbara Dean and Dolores Cassinelli.

A half dozen or more youngsters are seen in the first part of the picture. Little Gogo Pasquier, who grows up to be "Peter Ibbetson," is played by Charles Eaton, eight years old. Nell Buck, an eight-year-old edition of Elsie Ferguson, is "Mimi," the little girl who becomes the "Duchess of Towers" later in the story.

The opening scenes for the picture were filmed in a most artistic setting—a French garden at Passy, a suburb of Paris. All four seasons of the year are shown in the garden, opening with the Spring time.

COOKED FOOD SALE SATURDAY

Torrance Woman's Club will hold a cooked food sale at their booth on the Fiesta grounds, Saturday commencing at 1:30 p. m.