

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1.

Friday, November 12, 1920, TORRANCE, CALIFORNIA

No. 2.

\$400 SUBSCRIBED FOR TORRANCES NEW FLAG POLE

WILL BE DEDICATED WITH CEREMONIAL SERVICES STARS AND STRIPES UNFURLED

W. T. Klussman reports that it was the plan to have flagpole ceremonies on Armistice day, when the pole would have been officially placed and the stars and stripes unfurled with proper exercises. But on account of everyone being so busy, it has been impossible to complete arrangements by that time.

Everything pertaining to the flagpole has been donated up to the present time. Even the paint and painting were given gratis. The pole needs two more coats of paint and Mr. Thompson is gold-leafing the large round ball, while Arthur V. Fox has promised to give it the necessary coats of paint needed.

Mr. Parks has assembled the pole and the next thing in order will be the setting in the ground.

Up to the present time \$400.00 has been subscribed, \$200.00 of which has been collected. The pole cost \$179.00, and one of these days, says Mr. Klussman, when he has a "collecting" mood on, he will start out and collect the other \$200.00.

F. & A. M. SOCIAL

Torrance Lodge F. & A. M. No. 447 held their regular stated meeting last Friday evening and Joe Stone and John Fess had a real treat in store for the members after the business session was over, when the "brothers" were invited to the ante-room to an oyster stew, with a delicious lobster salad. These two chefs are quite popular among members of this organization for their delicious suppers, and it was officially voted that another repast be prepared by them for the evening of the next stated meeting in December, when election of officers will take place.

TO TEXAS OIL FIELDS

Lambert J. Acree of Gramercy street left Wednesday morning for Texas where he will investigate oil properties in which he is interested. Last week he received his first dividends, which make his oil stock a good investment. Mr. Acree is a brother-in-law of E. Tompkins, painter and decorator of Torrance.

GIFTS FOR XMAS SOLVED

The Lomita Printing Company has on hand a big stock of Christmas cards, which will serve to solve the gift problem. To those who want to remember friends nothing more striking could be sent them than one of these fancy Xmas Cards printed in gold and bronze, with your name. They are ten cents each with envelope to match. Better get your order in early as the demand for these is far in excess of the supply.

A BIG GAIN

A net gain of 28 to 32 per cent in the Torrance postoffice receipts over last year is reported by Postmaster Gourdier.

NEED FIRE ENGINE HOUSE

The fact that Torrance needs a new fire engine house, has been called to the attention of the Enterprise.

U. S. MAIL

Arrivals and Departures
Torrance Postoffice

Mall Arrives	7:38 a. m.
Mall Arrives	2:21 p. m.
Mall Departs	10:15 a. m.
Mall Departs	5:24 p. m.

TORRANCE LIBRARY HOURS

Mrs. Isabelle Henderson, Librarian

Monday	2:00 to 4:00 p. m.
Thursday	2:00 to 4:00 p. m.
Every Evening	7:00 to 9:00 p. m.

Nelson H. Reeve, \$300 and \$500 houses, Torrance.



EVERYBODY BOOSTING

Within the past ten days a great tidal wave of prosperity has passed over Southern California and from the number of realty transfers of late shows that Torrance has ahead of it an era of industrial expansion heretofore not experienced. Everyone has caught the spirit of boosting and are doing everything to promote this season of advancement.

To interest those seeking a desirable location for homes, and position, is paramount in the minds of Torrance people. Even the children of this thriving city are jealous of the many advantages offered here in the way of schools, parks streets, churches, factories, and entertainments. Housing conditions are better than in most cities, there being several desirable apartment houses, hotels and rooming houses. It would be a difficult matter to locate a town in all of California that offers even half the advantages Torrance does. Look in any direction and you will find factories, anyone of which repre-



sents millions of dollars, with payrolls of equal amount and each surrounded by all attributes that make its people happy, contented and boosters for their home city.

Property values are exceedingly low, and climatic conditions that makes one glad.

Beautiful and luxurious homes are found on every street, with many more under construction and information comes from an authoritative source that over 100 inquires have been made of late from eastern manufacturers who seek desirable locations for additional factory sites.

Another important feature that Torrance enjoys is the subdivision and laying out of a new townsite just to the east of her city limits, which is known as "Hammerton," a co-operative industry, which when in operation will mean much to not only Torrance but the whole valley. In a concise manner, the present and future of Torrance is effectively voiced in a paragraph of the advertisement of the Dominguez Land company, which appears in this issue:

"It should be the ambition of every American Citizen to have a home of his own—in a city where values increase and employment of all kinds is close at hand. Torrance offers you homesites at low prices, climatic conditions that are ideal and city conveniences are enjoyed by all our residents—besides they also enjoy a degree of independence that goes to make happy and contented citizens. Factories here offer employment for skilled workmen, at high wages. City schools, paved streets, and boulevards, street car service, churches, parks—all provided for your convenience."

PART TIME LAW RECENTLY PUT INTO EFFECT

WILL HELP THOSE WHO ARE COMPELLED TO SEEK EMPLOYMENT BEFORE GRADUATED

(By Prof. Barnett)

The Part-Time law recently put into operation is significant because it is the first compulsory legislation that ties up school and business. There have been trade schools established in many cities; there have been vocational classes under the Smith-Hughes Act; there have been salesmanship classes in most large cities run in connection with the leading stores; there have been co-operative classes where children spent part of their time in school and part on the job; but they have all been of a voluntary nature. Now comes the hand of the law, which says that every sixteen year old boy and girl must attend school four hours per week, unless exempted for very special reasons. The object of this law is so to allow the boy or girl to work and at the same time train them to be more efficient workers. This will be a great advantage to both the employer and employee. The plan is working out very successfully in Los Angeles. The employees are giving it hearty support and co-operating with Mr. Kersy in every way possible to derive the most good for their employes. Mr. Kersy is a man of wide experience who understands the co-ordination of educational and practical work. Mr. Kersy will be in Torrance this week and see what is possible to do in this locality.

TO COACHELLA

Last Friday evening the Commercial Secretaries left Los Angeles at 11 p. m. by special train and visited Coachella Valley where 100 or more visitors were entertained by the Date Palm Chamber of Commerce. Mr. and Mrs. C. P. Roberts were in the party and returned Sunday morning. During the day thirty-nine machines drove the visitors to seventy different ranches, planted to dates, cotton and grapes. A cotton gin mill was seen in operation. Date packing house and cotton pickers galore. It was the privilege of Mr. and Mrs. Roberts to ride the "pilot" machine which led the procession, and personally conducted by W. J. Paul, the father of the date industry in Coachella Valley. The history of the date, its cultivation and the future of this industry was gleaned from this experienced and fluent authority. Coachella has a monopoly on the date as its climatic conditions mature the fruit as no other section of the globe can boast, except six small oases in North Africa. Date trees have been transplanted from Imperial, El Centro and Pomona here and mature the fruit which proved a failure in other places after ten to fourteen years trial. Movie pictures were taken of the crowd and will be shown in Exposition Park, Los Angeles.

LECTURE

Lecture on Christian Science By Bicknell Young, C. S. B., of Chicago, Ill., member of the Board of Lectureship of the Mother Church, The First Church of Christ, Scientist of Boston, Massachusetts, to be delivered in the Church Edifice, 317 South Broadway, Redondo Beach, Sunday afternoon, Nov. 14, at three o'clock. Public cordially invited. Admission free, without ticket.

MACABEES MEET

The Lady Macabees held their first meeting in their new hall in the Steffen Block, Tuesday evening. A large and enthusiastic membership was in attendance, and many matters of interest to their society were discussed.

REDONDO-SAN PEDRO STAGE FRANCHISE

Wm. Peightal, manager for the San Pedro-Redondo stage line which runs through Torrance and Lomita is experiencing difficulty in securing a permit to pass over the new Lomita Road recently completed and for which the grand celebration and barbecue was held October 23 last.

The manager was notified to appear before the Railroad Commission tomorrow, (Saturday) Room 205 Union League Building, Second and Hill streets, Los Angeles, presumably to show why he should ask for the change in routing stages.

People here are becoming impatient over this delay and a score or more of people will be on hand at the hearing tomorrow to voice their sentiments against further delays. The time saved in making the run from here is considerable, besides its a better road and it was, for this purpose the road was built—that of saving time.

All interested in speeding up the granting of this permit should see Mr. Peightal and be on hand at the hearing tomorrow. A 30-minute service will be provided if the demand is created, and there is no question but that the people want it.

"HARDWARE" REEVE IN OMAHA

Hurum E. Reeve was last heard from in Omaha, where he and his son "Jack" were hugging the stove. The cold weather has put a crimp in them and they spend most of their time investigating specially built radiators in their hotel. They left Omaha for Illinois where they will visit relatives.

PROSPERITY HIT TORRANCE

Good old G.O.P. Prosperity struck Torrance the very next day after election. In one of the big plants where a lot of compressed air used it took four compressors to maintain a constant pressure on air receivers whereas only three were in operation the day before. The only deduction that can explain this is the dominant power of the Republican spirit has come to life again and is asserting itself in every corner everywhere. The donkey will soon see how the elephant does its work.

TORRANCE NEWS ITEMS

By El-e-tee

E. N. Tompkins is painting the home of Mr. and Mrs. Joe Stone.

Citizens, prepare for the call by the Supervisors for an incorporation meeting soon. Make an effort to attend.

It is reported that little Raymond Flood is ill with scarlet fever. Our best wishes go out to "Pop" and son for a safe and quick recovery.

Put out your service flags on Armistice Day. Don't let us forget, don't let our boys think we have forgotten, for that cuts deep, and breeds a sore spot in the hearts of those who "carried on" to victory.

All his school mates are saddened by the death of 12-year-old Paul Green of the Carson Tract, which occurred last Thursday at a Los Angeles hospital. Death was caused by septic conditions, complicated by scarlet fever and diphtheria. The sympathy of the entire community goes out to this family in their loss.

By the way what if anything is being done to effectually check the epidemic which seems to have obtained a firm hold in our fair city? Why secrecy? Why "keep it quiet"? Many a precious life may be the forfeit for such a policy. Citizens should find out from their physicians the right to go about this problem of public health. Safeguarding and quarantining and stamp out this epidemic, if possible, at once.

NEW OWNERSHIP

C. J. Rahm & Son, proprietors of the White garage, formerly Zuber's have purchased the interests of D. W. Dwyer's vulcanizing and accessory department in the front of the building, and henceforth Messrs. Rahms will have complete charge of the garage except the battery and ignition department. Mr. Dwyer still has the taxi service and will operate that business as heretofore.

A PROUD FATHER

R. G. Tompkins, clerk at Jake Isenstein's grocery store, is stepping high as he passes the cigars along, the occasion being a ten-pound baby boy who arrived in their home Saturday morning. Miss Sarah Tompkins a trained nurse of Los Angeles, and a sister of Mr. Tompkins, is the nurse in attendance.

TORRANCE NEWS ITEMS

W. S. Johnson, health officer of the Shoestring strip, was a Torrance and Lomita visitor Thursday.

Mrs. W. G. Mogler of Torrance has accepted a position as clerk in the Torrance Pharmacy.

D. G. McDonald of the Torrance Hardware Company is expecting a new Ford touring car about the 15th for which he traded in his old car. Roy Flood, official photographer for the Union Tool Company is now located in his new office in the Steffen Block and is doing his high-class developing work there.

The Torrance Vulcanizing Works in the Torrance Garage have added considerable new equipment to care for the extra work which has been brought to their shop as the result of advertising in the Torrance Enterprise and Lomita News Letter. Many changes have been made in the interior of the shop to store extra stocks of tires, etc.

300 LB. CAKE OF SOAP

A. W. Malone of the Torrance Pharmacy is displaying a 300-pound cake of soap, which is attracting a great deal of attention. This particular variety is supplied patrons who desire vegetable facial soap and is specially compounded for hard water use. Many other new lines of goods are being unpacked which make a very attractive appearance in the new fixtures.

GET RICH QUICK

Another "get rich quick" scheme suddenly blew up a little over a week ago when Professor Barnett of the Torrance School swore out a warrant for the arrest of two boys for stealing tools from the school building two days before. Two mechanics from one of the local shops gained admission by prying off the lock. The tools are now in the hands of the marshal. The boys are awaiting trial in the County Jail.

DANCE

The Uniform Rank of the K. of P. will give a dancing party in the Women's Club House, San Pedro November 24. You are invited.

AUDITORIUM LEASED

A. H. Bartlett of Torrance says the new Torrance Auditorium has been leased for five years and funds would be on hand soon to complete the building.

LOMITA MAN IS ACCIDENTLY KILLED

C. A. Leaycroft of Elgin street, Lomita died last Friday evening as the result of injuries received when he attempted to jump from a moving automobile at Weston street station. Mr. Leaycroft was walking along the boulevard toward the station where he was to meet the Pacific Electric train, when he was picked up by J. M. Magusin of San Pedro who overtook him on the road. They had passed over the car tracks when Leaycroft saw the car coming and attempted to jump from the moving automobile in order to catch the train. He lost his balance and was struck on the back of the head when he hit the pavement. While it was seen that he was badly hurt, it was not thought his injuries were serious. An ambulance was called and the injured man was rushed to the San Pedro hospital, and later removed to a hospital in Los Angeles where he passed away. The body was taken to the Willett Undertaking parlors in North Washington street and later removed to the Los Angeles crematory where the remains were cremated, and a private funeral was held. Mrs. Irwin, Mrs. Autry and Mr. Laski, all neighbors of the deceased assisted very kindly in paying their last sad respects to their departed neighbor and friend. He is survived by a wife and four children.

Mr. and Mrs. Leaycroft came to Lomita last September and lived in East Elgin street, coming here from San Pedro.

CAR SKIDS—IN HOSPITAL

While Mr. and Mrs. Homer Hall and baby of Spurlin court, Torrance were driving in Los Angeles the fore part of the week their car skidded and turned over, injuring Mrs. Hall seriously. She was rushed to the hospital where her injuries were pronounced serious but not fatal.

SELLS HOME

Mrs. Lucie M. Reeve recently sold her six-room home in Arlington street to the Pacific Electric and will give possession next month. Mrs. Reeve is planning to build a court of four houses which she will rent.

Nelson H. Reeve, \$300 and \$500 houses, Torrance.