

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1. Friday, December 3, 1920 TORRANCE, CALIFORNIA No. 5

FIREMEN'S SMOKER OF LAST SATURDAY WAS WELL ATTENDED

The Torrance Fire Department members held their first smoker in their new quarters in the Steffin Building which was donated them for affairs of this kind. Several other organizations which meet in this hall have donated some of their fixtures to the firemen and the Macabees have given them the use of their piano. These accommodations are accorded the volunteer fire fighters as their services for the protection of Torrance is all donated.

Over twenty were present. Chef Joe Stone being on hand to serve the refreshments which followed the business session and entertainment of music and song. Roy Flood at the piano and D. Marks violinist rendered several selections and were repeatedly encored.

It was voted to hold these sessions twice every month on the second and fourth Monday evenings, and an entertainment committee consisting of Louis Smith, P. F. Brown and J. H. Fess will provide the amusement. Soon there will be a social evening arranged for the firemen and their wives when special arrangements will be made to have the affair a grand success. It was also agreed that applications be received for membership in the fire department and a regular initiatory ceremony will be the custom henceforth for candidates. Arrangements for this work will be looked after by the following committee: G. A. Proctor, D. P. Marks, L. J. Smith, J. H. Fess, A. H. Bartlett.

An electrical whistle and siren will be added to the engine and other methods whereby the members will receive better co-operation and add efficiency to its force.

SEW ALL DAY

An all-day sewing for the Central Church Bazaar was held in the home of Mrs. J. A. Cambell of Park Terrace last Friday. Those who were there were Mrs. Nellie Zuver, Mrs. S. C. Collins, Mrs. J. Mason, Mrs. Sarah Dyke, and Mrs. Nellands.

TORRANCE, CALIFORNIA

Torrance is the home of—
The Union Tool Co.
The Llewellyn Iron Works.
The Pacific Electric Shops.
Torrance Window Glass Co.
American System of Re-enforcing.
California Carbon Co.
Salm Manufacturing Co.
Aluminate Viterous Facing Co.

How to get here—

Take Pacific Electric "San Pedro via Gardena" cars at Sixth street station, Los Angeles, direct to Torrance; after 5:27 p. m. "Redondo via Gardena" cars and transfer at Hermosillo to San Pedro cars.

Automobiles go south on Main street (harbor) boulevard fifteen miles to big sign "Torrance," turn to right on Torrance boulevard.

FROM GRANITE CITY, ILLINOIS

Mr. and Mrs. R. R. Howe of Granite City, Illinois, returned to Torrance with H. E. Reeve and will be here for the season. Mrs. Howe and Mr. Reeve are brother and sister.

WILLIAM COX IS DEAD

William Cox, a glass blower, and resident of Spurlin Court, passed away Wednesday morning, suddenly after a short illness.

FOOD SALE SATURDAY

Cooked Food Sale in the new Steffin building, Cabrillo street, Torrance, Saturday afternoon, for the benefit of the Catholic church.

Select Ties for the Hubby, Shoes for the Children at Jack Levy's Place.—Adv.

HURUM E. REEVE RETURNS

H. E. Reeve of the Torrance Hardware Company and more familiarly known as "Hardware" Reeve returned Wednesday with his son "Jack" from a seven thousand-mile trip through the middle western states, and he is glad to be home. Many interesting incidents were experienced by the local hardware dealer on this trip which carried him into the states of Iowa, Nebraska and Illinois, where he visited former friends and relatives. Business conditions in those various states were closely observed by Mr. Reeve and while the markets have caused some little flurry and an unsettled feeling among the farmers, prosperity was in evidence everywhere, nearly all of the ranch houses being fitted up with electric and gas plants and furnished with the most elegant and extravagant fixtures. Especially was this true in the State of Iowa. Mr. Reeve mingled with the farmers intimately, shucked corn, and did other stunts of "back-to-nature" exercises, and returns to Torrance much improved in health—and looks it.

THANKS TO FIRE DEPARTMENT

The Business Men's Association of Lomita through its president, A. J. Stinton, extends its heartiest thanks to the boys of the Torrance Fire Department for the services rendered last Saturday night, when they so kindly made the trip to Lomita with their fire engine and entire force and exhibited their fire-fighting device to the crowds in the streets of Lomita. A spirit of friendliness existing between these two cities could not have been more efficiently shown than by this demonstration of the Torrance Fire Department.

A. J. STINTON,
President Business Men's Assn. Lomita.

INVITE MOTHERS TO ATTEND

The Parent-Teacher Association of Torrance are very anxious to have all ladies attend the meetings of their association. The meetings are held the second Tuesday in every month at the High School, and these gatherings are extremely interesting. It makes no difference whether you have children in school or not, you are welcome to attend these meetings. Come and get acquainted and help in making this one of the liveliest and most worthy society in connection with parents and teachers.

HOTEL IRONTON LEASED

Announcement was made yesterday that the Hotel Ironton and restaurant had been leased for a period of five years to A. W. Meinzer, a former resident and business man of Torrance. Mr. Meinzer will take active charge of the hotel and cafe January 1 and promises one of the latest and most up-to-date services for the public. Several changes will be made in anticipation of a growing business.

RED CROSS DRIVE

Mrs. Nettie Stinhaber, chairman of the Red Cross Roll Call takes this opportunity to thank all the ladies of Torrance for their services so liberally donated and assistance given in the recent drive for memberships. Ninety members were enrolled from the residence districts, besides other committees working in the different industries enrolled a good number.

ENTERTAINS

Mrs. J. A. Campbell of Park Terrace entertained with a dinner party Tuesday the following ladies, who spent the day sewing for the bazaar: Mrs. J. H. Sprout, Mrs. Haynes, Mrs. John Mason.

JUDGE POST OUT AGAIN

Judge Post Has so far recovered from his injuries as to be about town and bids fair to discard his crutches at an early date.

LET US KNOW

Anyone who does not receive the "Enterprise" will confer a great favor on this office by notifying us at once.

COMMITTEES AGAIN GO AFTER PACIFIC ELECTRIC SHORT LINE TO REDONDO

REPRESENTATIVES OF TWO CITIES AND THE REDONDO-DOMINGUEZ TRACT HOLD CONFERENCE WITH OFFICIALS OF PACIFIC ELECTRIC; TALK OF BUS LINES

Many times during the growth of any city there are important announcements made of extensions of certain lines of trade, public improvements, and building activities that mean a great deal to everyone interested in that city; yet these announcements receive merely a passing glance, or the wave of a hand.

Now comes an announcement which all are interested in, that a move is under way to build an electric railway between Torrance and Redondo Beach. Whether or not anything definite comes of the move, it is significant that officials of Torrance and Redondo Beach are working on the plan and have held conferences with Vice President Titcomb of the Pacific Electric Railway. The Redondo "Breeze" has this to say regarding recent activities concerning the project:

"Last Saturday committees from Redondo, Torrance and the Redondo-Dominguez Tract had a conference with Vice President Titcomb of the Pacific Electric Railway regarding the construction of a short line between Redondo and Torrance.

Last January committees from Redondo and Torrance met the P. E. officials and went into this matter, but during the period of readjustment nothing was attempted along that line.

Within the past two months representatives of the Redondo-Dominguez Tract have, on several occasions, been before the officials of the Redondo Chamber of Commerce with a plea that efforts for the construction of the railroad be taken up. The Torrance chamber of commerce was notified and arrangements made for the Saturday meeting.

"Vice President Titcomb, after showing the records of the January meeting, stated that the conditions could be made no more favorable today than were made at that time. That was for the residents of this district to raise a bonus of \$25,000 and dispose of \$100,000 worth of P. E. bonds at par.

It was hoped that the months intervening between the meetings might have changed conditions somewhat and that the P. E. officials would be inclined to make a better proposition.

TORRANCE NEWS ITEMS

Mrs. Ralph Waters, of San Pedro, were guests of Mr. and Mrs. J. F. Pulford of the Torrance Hotel Sunday.

Mrs. J. F. Pulford of the Torrance Hotel, and Mr. and Mrs. Georoff, attended the Elk's celebration at Redondo Wednesday night.

Mr. and Mrs. W. C. Dolley, H. H. Dolley and Miss Dorothy Dolley enjoyed Thanksgiving Day in Los Angeles, guests of Mrs. Dolley's sister.

W. W. Mitchell has sold one of his bungalows near his residence on Arlington Avenue to a family recently arrived from Salt Lake.

Mrs. Vonderahe of 306 El Pardo Apartments has as her guest, arriving within the week, her father, John Ortman, and two sisters from Kokomo, Indiana. They also enjoyed their first glimpse of the Old Ocean shortly after their arrival.

Mr. and Mrs. Wm. Nix of Los Angeles, Mrs. Miller of LaVerne, mother of Perry G. Briney, Torrance Mr. and Mrs. Wm. Wood, late arrivals from Delta, Colorado, and friends of Mr. and Mrs. Nix, were dinner guests of Mr. and Mrs. Perry G. Briney of the El Prado Apartments, Sunday. In the afternoon the party motored to places of interest nearby.

Torrance Enterprise—\$2.00 a year.

HOLD BAZAAR DECEMBER 9

The Ladies Guild of the Central Church, Torrance, will hold their bazaar in Mr. Bartlett's office of the Hammerton Tract in the post office building, Tuesday, December 7. Everyone is invited to attend this sale as there will be many useful and pretty things on display. The ladies have faithfully worked to make this sale a success and at the same time help those who do not sew. There will be all kinds of wearing apparel. House dresses, aprons of all kinds. Bungalow aprons, large, medium and small. Caps, smocks, large, medium and small. Children's dresses, Boys' waists, and the babies were not forgotten. Dresses—Gertrudes, and Kimonas for the little ones. As well as fancy work. Everything well-made and of good material. Come early. Come All. The early bird gets the bargains.

FINE NEW HOME

P. G. Briney is watchtag with keen interest the erection of his magnificent home at the corner of Arlington Avenue and Guadaloupe street, Torrance. The new home will be one of elegance when completed, no expense being spared to have various details that go to make a home attractive added while in the course of construction. The house will be seven rooms.

SELLS FOUR LOTS

A. H. Bartlett, special representative of the Hammerton Tract reports the sale of four more lots on Wednesday, and before the week is over seven more lots will have been sold. Negotiations for the latter is now practically closed.

BAPTIST LADIES' AID

On Saturday, December 4, the Ladies' Aid of the Baptist church will have on display some fine articles for sale. Watch the windows at the Tolson Transfer office, Cabrillo street, Torrance. Next door to Isenstein's Grocery.

C. OF C. MEETS MONDAY NIGHT

The regular meeting of the Torrance chamber of commerce will be held next Monday night at 8:00 o'clock. Everyone is invited to attend, as election of officers will take place at this time for the year 1921.

BUSINESS MEETINGS

Torrance Directory

Torrance Relief Society meet, the first Tuesday afternoon of each month, at the Public Library.

Torrance Parent-Teachers Association meets the second Tuesday afternoon of each month at the Torrance school building.

The Guild of the Central Evangelical church meet the first Thursday afternoon of the month.

The missionary society of the Central Evangelical church meet the third Thursday afternoon of the month.

The Ladies' Aid of the Baptist church meet the third Thursday afternoon of the month.

The Missionary Society of the Baptist church meet the first Thursday afternoon of the month.

The regular meetings of the Macabees are the first and third Tuesday evenings of the month in the Steffin assembly hall.

The Woodmen of the World meet every Wednesday evening in the Steffen assembly hall.

The chamber of commerce of Torrance hold their meetings the first and third Mondays in the assembly hall of the Steffin building at 8:30 o'clock.

The Torrance Volunteer Firemen hold their meetings the second and fourth Monday evenings in the assembly hall of the Steffin building at 8:00 o'clock.

Torrance Enterprise—\$2.00 a year.

INVESTORS BUYING HOMES AND LOTS IN INDUSTRIAL CITY

Considerable activity in real estate transfers was in evidence this week from different sources, which shows that Torrance is being sought by the investor and homeseeker. At the rate of progress made within the past ten days, before another six months will have passed, there ought to be over 100 new families comfortably located in Torrance.

Sales made this week up to Wednesday noon follow: Chas. E. Otley and Anna Otley of Washington State purchased from M. L. May, special sales manager for the Dominguez Land Corporation, one acre on Carson street, and are making preparations to build at once.

DeKalb Spurlin of Spurlin Court has just completed five new five-room bungalows and has one more under construction. Plans and specifications are being prepared for three more of a similar size on Portola between 210th and 208th streets. These cottages are modern and well located.

An outside party whose name could not be learned purchased Lot 14 and Lot 68 and will build a store building and residence in the rear. This is on Portola near the Redondo Boulevard.

Six new houses will soon be under way out Carson street near 216th street on Tract 2761. These will be built for Pacific Electric employees.

W. W. Wilson closed a deal this week for Lot 24, Block 21, on Arlington Avenue and will start building a fine home within the month of December.

A. H. Bartlett, special representative for the Hammerton Tract, reports the sale of four lots in the new townsite of "Hammerton," for cash, and these were purchased with the intent to build modern homes soon. Also, seven more lots will have been closed on the same tract before the week is over.

M. L. May, special salesman for the Dominguez Land Corporation has a novel scheme which when put into operation, he will be in a position to show the investor of moderate means the advisability of investments in a three-room house, which he will show. These will be a semi-portable affair, finished on the interior and exterior, but so constructed that the outside may be made more attractive at any time. The interior will be lined with plaster board. This plan of little homes is being widely approved by the workmen who have been consulted in the matter.

The Dominguez Land Corporation is also considering a plan with an Eastern Corporation to build fifty new houses in Torrance, which all goes to show that for a half-week's business, the interest shown in the Industrial City is marvelous and widespread.

ANDERSON SELLS TO ANDERSON

The Torrance Garage was sold last week, B. M. Anderson having disposed of his entire interest to J. Forbes Anderson of Maslin, O., who recently came to California. The new proprietor came from a great steel plant and is right in his element with the metal trades and will institute a vigorous business policy continuing the honest and efficient methods enjoyed at this garage. There will be several changes in the business but the same mechanical force which has built up such a wonderful reputation for the garage, will be kept intact, and patrons of the mechanical department will be assured the same high-class work that has made this garage sought as a repair and overhauling shop.

New contracts will be negotiated with automobile dealers, and several different makes of cars will probably be handled, together with the exclusive agency for Vesta batteries, besides a complete line of accessories.