

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

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Grand Fiesta In Blaze of Glory!

Mardi Gras Saturday Night No Dancing

Another important change in the plans is the abandoning of the dance on Saturday night. The street dance positively will not be held. In place of the dance there will be a Mardi-Gras held on the grounds. The Mardi-Gras will be a masque affair and a confetti battle.

Every one is urged to turn out and boost the mardi-gras and have a splendid time. At the same time taking in all the concessions which are on the grounds.

An elaborate display of concessions have been secured for the Fiesta of Torrance and are well worth the patronage.

The dance held last evening was thoroughly enjoyed, and the music was excellent. It is to be regretted that there will not be another dance Saturday, but the ruling of the Committee eliminates this part of the program.

THIEVES PLUNDER TORRANCE HOMES

STEAL EVERYTHING IN SIGHT WHILE FAMILIES VISIT AT THE FIESTA

The home of W. E. Lavin on South Arlington avenue was entered some time Thursday evening and a quantity of valuable clothing and a sewing machine were carried away.

It was at first believed that the thieves had carried the loot away in a truck, but on closer examination it was decided that this was not the case.

When the family returned from the Fiesta grounds about 11:00 o'clock it was found that some one had gained access to the house through the rear door and had emptied several purses, taken two suits of men's clothing and an electric sewing machine.

The purses were found in the alley in the rear of the lot, where they had been emptied and the contents taken away.

It is regrettable that the robbery occurred, but it will serve as a warning to other people in the city to lock their house securely and see that everything is closed before leaving.

As a suggestion it would do no harm to leave a light burning within the house and to leave the shades up far enough so that a passerby or police officer could see that everything was all right. There have been several extra police sworn in and there will be men detailed to each of the residence sections of the city, but even with the extra precaution it will be advisable for the people to assist by locking securely every door and window and leaving lights burning.

FIRE DEPARTMENT BOOTH

Hot dogs and Budweiser offered the chief attraction of the Torrance Fire Department Booth on the Fiesta grounds last night, with Chief Joe Stone at the hot plate, his as-

FIESTA FOLK

The Catholic Ladies have a very tempting assortment of cooked food at their booth, and may be purchased for home serving, or you may be seated at the counter and enjoy a delicious repast on the grounds.

The Parent-Teacher Association's booth is attracting the crowds both afternoon and evening, everyone being interested in their beautiful assortment of articles at such reasonable prices. Fancy work, children's clothes and wearing apparel found there make desirable Xmas presents.

From the magnificent display of wafers found at the Women's Club Booth, consisting of home-made pies, cakes, assorted sandwiches, ice cream and cones, etc., it is quite easy to contract an appetite, especially when you hear the expert "speakers" turn loose as you pass. This booth represents all of Torrance, and is in charge of Mrs. Chas. Stock and Mrs. Middleton, who never let anyone go by without telling them what they have for sale.

The Torrance Pharmacy Booth is in charge of Miss James of Moneta a very clever sales-lady, who attracts the passer-by with ice cream sandwiches.

The Modern Woodmen and Royal Neighbors Booth is where you get your red-hot hot dogs, right off the fire, with all the fixin', coffee, cold drinks, etc.

Don't pass up the home-made chili at the auxiliary to the O. E. S. Booth, also cake and pie a la mode, real lemonade and cold drinks. Look for the auxiliary sign above the tent painted by J. G. Gay.

AMERICAN LEGION ON JOE

Members of the American Legion were right on the job last night and report business good. Tonight and tomorrow night are the times when they will shine, when they dispose of several tons of confetti and hundreds of masquerade costumes and face masks. Remember the American Legion has a booth all of their own.

assistants being Bob Smith of the Union Tool and F. L. Parks. A big business was the result of their evening's ringing of the fire alarm.

Fiesta Queen



MISS ERMA MORFORD
Queen of Torrance

THE VOTE

MISS ERMA MORFORD	8457
MISS DOROTHEA MURPHY	4843
MISS MARY ROBERTS	881
MISS CLOVER STEVENS	552

The finish of the "Fiesta Queen Contest" was concluded at 9:30 o'clock last evening, with Miss Erma Morford far in the lead, and won the honor of "Queen" by a large majority of votes. While Miss Morford said she was the happiest girl in Torrance, she very warmly praised her nearest competitor, Miss Dorothea Murphy for the clean and sportsmanlike manner in which she had conducted her campaign for votes.

It was a most fair and clean contest all the way, and carried with it none of the disagreeable remembrances that often mar such contests.

The honor of the first "Fiesta Queen" of Torrance goes to Miss Morford, who will live up to predictions made that she will grace the Fiesta Throne in a manner that will long be remembered by her retinue of attendants, as well as other admirers and spectators.

The Queen Contest has been one of the most lively and ambitious affairs of the Fiesta, and has done more than any other one thing to inject life and spirit into the preliminaries that were necessary to do in order to make the Carnival a success.

As soon as the voting was closed last night the committee in charge of the balloting retired to headquarters of the Fiesta Committee in the Steffen Block, and in plain view of the throngs outside, yet behind locked doors, they faithfully and patiently counted off the votes. Flash light pictures were taken of the committee while at their labors, and great stacks of money were plainly visible. As soon as the count was announced, and it was learned who the winner was, a great shout of joy went up from the crowds outside who had boosted for Miss Morford, and who had worked faithfully up to the very last minute in hopes that she would be the lucky one for Queen.

Miss Morford spent the day in Los Angeles selecting her trousseau for her royal functions, and will be seen in the parade this evening in a decorated Oldsmobile Eight driven by I. H. Connell who has been very active during the Fiesta on committee work.

ALL HAIL THE QUEEN!

Crowning of the Queen at 8:15 To-night

Numerous changes have been made in the plans of the Fiesta Committee since the last publication of this paper.

It has been decided to have the street parade at 5 o'clock with Miss Morford riding as the Queen, but not to have the ceremony of the crowning until about 8:30 p. m. By this arrangement it will blend in with the Choral Society concert, which will follow immediately after.

The parade will be held as was at first planned, but the Queen will not be taken to the platform until shortly before 8:30 o'clock.

Mayor Proctor will make a short address of welcome and proclaim Miss Morford the Queen of the Festival.

The other events of the evening will be held as was originally planned.

SPORTS AND RACES

The Sports Committee, consisting of Vern Zuver, F. L. Parks and Mr. Von Hagen, have arranged the following program and is planned for Saturday afternoon:

Boys' race, 7 years old; boys' race, under 10; boys under 16; boys over 16. Girls' race also under and same ages. Fat man's race over 200 pounds. Prize, one cent per pound. Sack race for boys under 16, and three-legged race also, same age. Sack race for girls; also three-legged race; it is presumed, same age. Potato race for ladies; also ladies' nail-driving contest. Bicycle race for boys under 16. Next is standing broad jump; boys under 12; the same also for boys over 12.

Next is high jump, under 15, and also same over 15. Tug-of-war between married and single men. Auto race around barrels; slow, high gear auto race.

One interesting race scheduled is that of the girls' three-legged race, which is to be run a la farmerette; men of 200 lbs., with a prize of 1c per lb., will be entered. Another race calls for girls or women over 18 years of age. No applicants have appeared for this race, and it is believed that at least one Fiesta prize will not be claimed. The auto race around barrels and bottles in the street will be good, we think, as the barrels will be filled with oil and the bottles will contain "cold tea." Looks all right, but so deceiving. Be on hand and see about this. Don't let anything flow away in the gutter.

BUSTLERS

Mayor Proctor and Chief Engineer "Bill" Klusman of the U. T. Co., were the big attractions at the close of the Queen's contest Thursday evening, when each with a large megaphone directed the voting of supporters of the two candidates as the minutes flew by at the hour of 9:30, when the ballot boxes were closed.

The Torrance Postoffice will be represented in the parade this evening at 5:00 o'clock.

GRAND PARADE AT 5 O'CLOCK TO-NIGHT

MISS ERMA MORFORD, FIESTA QUEEN, WILL BE SEEN IN LINE OF MARCH

Enthusiasm is running high. Lodges, committees, as well as private individuals, are making great preparations for the parade. There will be many decorated automobiles and some very artistic creations are anticipated. In the line of march will be gorgeous cars carrying the Queen and her aides, city officials, the Fiesta Committee, Choral Committee, several different lodges and societies will also be represented.

The route of the parade, as announced in yesterday's paper, will be from the High School east on Carson to Cabrillo, thence north to the P. E. Depot, thence west to the Park, south to Carson street, and then east to the grounds. At 8:30 the Queen will be escorted to her throne.

MAYOR PROCTOR SPEAKS

Previous to the Coronation ceremonies, when Miss Erma Morford will be crowned the official ruler over Torrance during the next few days of fun, Mayor Proctor will appear on the stage and in his first public address before his people will welcome the throngs to the Fiesta and Torrance, and pay a just and fitting tribute to the Queen.

ROY FLOOD IN FLASH

Official Photographer Roy Flood never overlooks an opportunity to take a picture of incidents happening around. Torrance is very proud and appreciative to have some one on the job who preserves scenes that are hardly noticed now, but will be of unestimable value in years to come. Roy is doing just that.