

Covers the Torrance District Like a Blanket.

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CHAMBER DRIVE GOES WAY OVER TOP

Women's Club Will Give Home Talent Show Here, Feb. 20

PLEDGE 15 THOUSAND DOLLARS

Drive Ends in Blaze of Success at Thursday Noon Meeting
250 MEMBERS SECURED
Team Workers' Efforts and City Spirit Extolled
by Morris

Riding on the crest of the wave of enthusiasm started by the opening dinner last Monday night, the Chamber of Commerce membership campaign went way over the top yesterday noon, and when Secretary Carl Hyde and S. N. Morris, campaign manager of the Los Angeles chamber's field service department, footed up the totals it was revealed:

1. That the Torrance chamber will have \$15,000 to be used in promoting its community and industrial program for 1925.
2. That 250 Torrance residents have joined the chamber.
3. That of the \$15,000 subscribed \$2,130 has been paid in cash and \$4,500 is available for advertising and industrial purposes as it is expended.

The campaign came to an official close yesterday noon, when majors and team-workers were guests at the weekly luncheon of the Rotary Club. Final results of the drive were announced and received with bursts of enthusiasm as it became evident that the campaign had exceeded the quotas in every particular.

The personnel and results obtained by the various teams were as follows:

- J. W. Post's Team**
J. S. Hanson, J. W. Macdowell, E. W. Huddleston, George Peckham, C. M. Mackenzie, George Necham, C. M. Mackenzie, total subscriptions, memberships and service fund, \$2548; cash collected, \$714.
- J. B. Jines's Team**
Harvel Guttenfelder, J. R. Winters, Rufus Page, C. A. Paxman, Charles V. Jones. New members obtained, 72; total subscriptions, memberships and service fund, \$1377; cash collected, \$720.
- G. C. Whyte's Team**
George W. Neill, Arthur Finster, F. L. Parks, C. T. Rippey, George Proctor. Memberships obtained, 58; total subscriptions, memberships and service fund, \$1240; cash collected, \$188.
- J. C. Smith's Team**
George LaPlante, Charles Vonderahe, Alfred Gourdier, Delkath Spurlin, Sam Levy. Memberships obtained, 34; total subscriptions, memberships and service fund, \$1257; cash collected, \$208.50.

The memberships obtained by the teams total 221. From these the chamber will receive the sum of \$2598 for the year.

Subscriptions to the service fund obtained by the teams amount to \$4094.

The total amount of money assured by the work of the teams is \$6695.

And More to Come
Team workers announced yesterday that subscriptions of various companies which must be signed in Los Angeles, and several still to come in Torrance will increase this amount to \$7500.

The \$1600 appropriated by the city trustee for advertising and industrial survey purposes brings the total up to \$12,000, and the amount promised by the Dominguez Land Corporation, equal to the amount spent for the industrial survey, brings the total to \$14,000, estimated at \$1200, brings the 1925 revenue of the chamber up to \$15,000 for the year.

S. P. Morris complimented Torrance in glowing terms on the success of the campaign. Said he: "A new door is opening for Torrance. These 24 team-workers do for the splendid enthusiasm they have shown during this campaign so successfully promulgated."
(Continued on Last Page)

Blanche Fix Wins Puzzle Prize Boy of 11 Takes Second Award Lomita Invalid Third Winner

Judges of the Torrance Herald cash prize Shopping Picture Puzzle, after careful examination of the flood of excellent pictures presented today—announced prize winners as follows:

First Prize (\$5 in cash)—Miss Blanche Fix, 1023 Cota avenue, Torrance.

Second Prize (\$3 in cash)—Clifford R. Marsh, age 11, 3033 Star street, Lomita.

Third Prize (\$2 in cash)—Mrs. A. L. Shannon, 1647 Narbonne avenue, Lomita.

Have Hard Job
In selecting the winners the judges, Carl L. Hyde, Rev. F. A. Zeller and W. Harold Kingsley, announced that they had unusual difficulty in selecting the best three out of a large number that were especially good. They finally narrowed the number down to fifteen and then scored each picture separately. It was only by copying to demerits that the three winners could be chosen.

Checks were mailed today to the prize winners.

Miss Fix, winner of the first prize, graduated from the Torrance high school last June.

Mrs. Shannon is a bed-ridden invalid.

The judges requested that the following be given exceptionally honorable mention for the pictures they submitted: Mrs. A. H. Bartlett, 2015 Gramercy avenue; Mrs. Ed Kelly, 1505 Cabrillo avenue; Mrs. H. M. Tolson, 1915 Arlington avenue; Miss Orilla P. Mills, Lomita; Ruth Landreth, 2818 Flower street, Lomita; Mrs. E. W. Lock, 1317 Portola avenue; Esther C. Stephens, 1320 Cota avenue; Mrs. Robert Metz, Lomita; Mrs. A. B. Street, 1732 Martina avenue; Mrs. F. W. Robbins, 903 Amopola avenue; Mrs. Louis W. Simmons, Box 911, Torrance; Marion L. Reeve, 2121 Cabrillo avenue; Christine Ferguson, Box 714, Torrance; Katherine Fordice, 1730 Arlington avenue.

Honorable Mention
Honorable mention was also voted for the following: Irene Burmeister, Box 936, Torrance; Mrs. C. W. Allen, 1103 Portola avenue; Neil F. Blaine, 1640 Cypress street, Lomita; Miss Myrtle Mills, 741 Sartori avenue; A. E. D., Box 955, Torrance; Vivian Nelson, Box 627, Lomita; Miss Zola Crawford, Box 57-B, Lomita; Miss M. T. Barnett, 16009 Vermont avenue, Gardena; Mrs. Rudolf Geist, 3016 Redondo boulevard, Lomita; Laura B. Heyde, 515 Hollingsworth building, Los Angeles; William D. Husbands, 1808 Gramercy avenue; Ardri Fromfelter, R. P. D. No. 1, Box 249, Torrance; William D. Husbands, 1808 Gramercy avenue; Leonard Lock, 1823 Portola avenue; Mrs. R. E. Stewart, 1224 Manuel avenue; Mrs. George B. Worches, 2259 Redondo boulevard; Miss Stella Agnes Spiney, 832-A Sartori avenue.

Athletic Show Will Feature I. R. C. Meeting

Union Tool Employees Will Gather at American Hall Tonight

The regular monthly meeting of the Industrial Relations Club of the Union Tool Company will be held in American hall at 7 o'clock Friday evening, Feb. 13.

The business meeting will start promptly at 7 p. m. and will be completed as quickly as possible in order to give the members an opportunity of enjoying a program of athletic events provided through the courtesy of Al Trehear, physical director of the Los Angeles Athletic Club, and other entertainment provided by the arrangements committee. This will be followed by a Dutch lunch.

District No. 2 Votes in Favor of Sewer Bonds

Proposal Carries by Necessary Two-thirds at Tuesday Election

Sanitation District No. 2, including Belvedere, Gardena, Rivera, Ballflower, Hynes and Laona, Tuesday approved the bond issue for trunk-line sewers and its share of the outfall sewer to the sea by substantial majorities. The proposition carried every precinct but one by more than the necessary two-thirds.

Montebello voted for the bonds by a majority of 15 to 1.

W. B. A. MEETS
At a regular meeting of Torrance Review, W. B. A., at American hall on Tuesday, Feb. 10, the charter was draped in memory of Mrs. Emma Guelich, past commander. Relatives and friends of Mrs. Guelich witnessed the ceremony.

Mrs. Pearl Laven and Mrs. Ruby Horral sang "Face to Face" and Margaret Stadig and Jane Roberts were pages.

SELECTION OF SITE OF HOSPITAL HEAD IS CHOSEN

Regents Narrow Choice to Four, Including Palos Verdes
WILL DECIDE MARCH 10

Los Angeles' Selfish Campaign Loses Weight, Observers Believe

Postponing final action on the selection of a site for the University of California, Southern Branch, until March 10, the board of regents of the university Tuesday let it be known that they have narrowed the list of many sites down to four—those at Fullerton, Beverly Hills, Burbank and Palos Verdes. All but the Fullerton site are in Los Angeles county. The meeting on March 10 will be held at San Francisco.

The regents are acting under a resolution passed by the state legislature which points out the lack of ground at the present site of the university in Los Angeles. This tract comprises only 15 acres and does not permit of development which is necessary on account of the rapid growth of attendance at the institution.

Cheney Presents Offer
Charles H. Cheney presented the Palos Verdes offer of 1000 acres and told the regents that the owners are considering the possibility of making the land a gift to the state. He told of Palos Verdes plans for 1000 acres of parks, which would be a distinct asset to the university.

The sizes of the sites which the regents are most seriously considering are as follows: Palos Verdes, 1000 acres; Fullerton, 1000 acres; Burbank, 758 acres; Beverly Hills, 300 acres.

The university officials have been warned against considering less than 1000 acres.

Observers believe that the regents are determined to move the university out of the metropolitan district and that the Los Angeles campaign to retain the present site of 15 acres will have little weight when the need for much greater space is so obvious.

FOR MOTHERS' CENTER
Directors of the Torrance Chamber of Commerce Tuesday appropriated \$20 for the Mothers' Education Center for January and February.

Mrs. M. H. Tyler, 1819 Cabrillo avenue, who has been ill for several months, is still confined to the house.

COST OF BIG SEWER SYSTEM TO AVERAGE PROPERTY OWNER WILL BE ONLY \$103

Despite the huge scope of the \$12,500,000 metropolitan sewer project, which will serve the thickly populated districts of Los Angeles county outside of Los Angeles, the average cost to the taxpayers of each sanitation district will be much less than that of the present system of cesspools, according to figures prepared by County Sanitation Engineer A. K. Warren, who designed the entire metropolitan system.

Pointing out that the average period of usefulness of a cesspool, which costs \$60 to build, is four years, Mr. Warren shows the balance in favor of the sewer project by carefully prepared data.

Less Than Cesspool
"While it is a fact that the annual cost to the property-owner for cesspool sewage disposal varies widely, it can readily be proven that throughout the entire metropolitan area the average useful life of the ordinary cesspool is less than four years. These facts are determined by averaging results for while it may be that in one community cesspools may last in-

Observations

Help Nail the Lies About Southern California—Mrs. Ferguson's Golden Opportunity—Coolidge's Error on Brevity—Lincoln's Great Address
By W. HAROLD KINGSLEY

CALIFORNIA publicity originated when the pioneers who battled their way across the continent in covered wagons sent back east by letter details of the wonders of their new-found Paradise. Since those days the wonders of this golden state have been household words throughout the world.

But like persons in high positions, whose misfortunes are seen by all the world by very virtue of their prominence, so empires such as the Southland suffer the disadvantages of wide publicity to their hard luck and see it even magnified.

Southern California is no exception. The foot-and-mouth disease, the power shortage, the drought, the recent rat nuisance and other ills were caught up by the east and greatly magnified.

We who live here know that not one of the recent setbacks which California has suffered has constituted any permanently material local damage; that the inherent advantages of the great Southwest are just as splendid as they were before the unorganized but potent campaign of adverse publicity swept over the mountains to the east.

So it now behooves us who know the facts to send the truth about California back toward the rising sun, in the greatest spontaneous personal publicity campaign ever carried on by the people of the state.

To organize this campaign the Los Angeles Times has offered cash prizes for the best letter about California written back east. We commend this letter-writing contest with all the earnestness at our command, not so much because prizes are offered, but because of the tremendous power contained in the flood of letters which will sweep east. There is no publicity in the world as potent as that contained in a personal letter.

Write a letter a day to a friend back east. Help nail the lies about California.

The Golden State becomes justly famous because of letters written by our pioneers. Let's help keep it justly famous by the same means.

MRS. MIRIAM FERGUSON of Texas may now show the country how a woman governor handles a state scandal.

According to testimony before a state legislative board, prisoners in the Texas prisons have been treated with a cruelty that almost matches the tortures of the Spanish Inquisition.

The details of treatment of prisoners as set forth by Mrs. J. E. King, chairman of the state prison advisory board, are horrible. They include the recital of how one convict was stamped to death by guards, of how another was compelled to dig his own grave before being shot by guards; of other cruelties and graft.

In the face of these charges the nation is watching Mrs. Ferguson. If the charges are substantiated, she has an opportunity to demonstrate how a woman executive can wield an official broom and brandish the executive axe.

OFFICIALS, worried over President Coolidge's inaugural address, asked him how he was coming on with his preparation.

Said the President: "I am not writing it until the time is so short that you can't make it long."

If the President were an editorial writer he would know that it takes more time to write briefly than it does to write long.

Try and edit it into one word in every two. Then, if you have more time, go over it again and reduce it 25 percent. By that time it may be worth reading.

The President's advice to "make it short" is well taken, as every practical speaker or writer knows. But his idea that it takes less time to write briefly than it does to write at length is wrong.

HAVING taken issue with the President, let's see if we can prove our contention. We will now rewrite the above five paragraphs, in an attempt to shorten them without changing the sense. Here goes:

Worried officials asked President Coolidge how he was coming on with his inaugural address.

Said the President: "I am not writing it until the time is so short you can't make it long."

He errs. More time is required to write briefly than to write long. An old news hound once remarked: "When you write opinion, write your stuff naturally. Then go over it, if you have time, and cut out one word in every two. Then, if you have more time, go over it again and reduce it 25 percent. By that time it may be worth reading."

The President's plan for brevity is well taken. But he is wrong about the time element.

IN the paragraphs first written there are 167 words. In the rewritten statement they number 98. I consider the rewrite more concise, direct and clear.

And look at the space saved. If every writer had time to edit his copy thoroughly the amount of paper conserved annually would pay the national debt two or three times a year.

YESTERDAY was the anniversary of the birth of Abraham Lincoln. The martyred President was a master of brevity. The story that he hurriedly wrote his famous Gettysburg address on the back of an envelope is a myth. The letter which requested him to speak at the battlefield ceremony invited him to "make a few remarks." He said to a friend: "I cannot make remarks on such an occasion." He wrote and rewrote that address time after time. On the train to Gettysburg he worked over it for several hours. Try and edit it without injuring its beauty and the purity of the diction. It cannot be improved on. It is perfect. And it stands as an example of the finest English extant because Lincoln took time to prepare it.

Supervisors Deny Hog Farm Permit; Keystone Pleased
Residents of Keystone are delighted with the refusal of the board of supervisors to grant a permit for the operation of a hog farm on the property proposed for such a purpose north of Carson street and east of South Park avenue. The opposition against the granting of the permit was led by Sigmond Jensen, president of the Keystone Chamber of Commerce.

C.-C. M. O. Will Meet Gilmore Ball Team Sunday Afternoon
The Chaslor-Cantfield Midway Oil Company vice president, the Double A Winter League, will mix things with the fast outfit representing the Gilmore Oil Company at the C.-C. M. O. park in Torrance Sunday afternoon. The game will start at 2 o'clock.

Mrs. Pringle and Miss Lydia Pringle, of Glenwood Terrace, passed Wednesday in Los Angeles.

PLAY GOOD AMATEUR VEHICLE

Willis M. Brooks, One-Time Professional, Directs 3-Act Farce FOR CLUB HOUSE FUND
Mrs. Tiffany, Mrs. Hansen Committee for Women's Organization

"The Full House," a three-act farce, characterized by all who have read the script as a screamingly funny play well adapted to presentation by amateurs, will be staged here under the auspices of the Women's Club of Torrance at the high school auditorium on Friday night, Feb. 20.

Rehearsals for the play are being held every night under the direction of Willis M. Brooks, who in his youth was on the professional stage with the famous Henriett Crosman. Mr. Brooks announces that the cast of local players is doing exceptionally well with the play.

Here is Cast
The cast is composed of the following: Mrs. Harry Dolley, who takes the part of a servant, longing for her rustic home; Miss Mildred Perman, a nervous but loving newlywed; Mrs. James L. King, sister of the bride; Elsie Teal Bellamy, very proper, rich, and somewhat mid-Victorian aunt of the newlywed; Rufus Page, an English butler, donckerknow; Floyd Parker, sheik-like hubby of the nervous, loving bride; Harvel Guttenfelder, in love with the bride's sister, but worried that she will learn of his youthful indiscretions; Sam Levy, a frank but not wholly unsuspected second-story man; R. E. Stewart, a suspicious police sergeant; Robert Bellamy and Alfred Gourdier, Irish cops; Mrs. R. E. Stewart, a doting mother; the well-to-do apartment house owner; Miss Viola McEwene, a vamp from Boston. (They do have vamps in Boston.)

Club's Committee
Mrs. Nancy Tiffany and Mrs. Fred Hansen constitute the Women's Club committee in charge of the production. Mrs. Joe Stone is in charge of the ticket sale.

Proceeds from the play will go into the Women's Club building fund.

Torrance Youth Disappears; Here Is Description

Paul Hadler, Absent Since Last Friday, Sought by Parents

Mr. and Mrs. F. W. Hadler of Torrance have requested authorities to co-operate with them in an effort to locate their son, Paul Hadler, aged 16, who disappeared from home last Friday.

According to Mr. and Mrs. Hadler, Paul is 5 feet tall, weighs 95 pounds, is blonde, has a freckled face and blue eyes. When he left home he was dressed in a suit of overalls, wore a gray cap spotted with white and a blue sweater with yellow stripes at the collar and cuffs. Paul speaks both English and Spanish.

Chief Louis Patterson has furnished police in cities of Southern California with the description in an effort to locate the boy for the worried parents.

J. R. Jensen, secretary of the Credit Men's Association of Torrance, has moved his family here from Pasadena and is living on 229th street, Torrance.

Mrs. John Neely of Duquoin, Ill., arrived last week to pass the remainder of the winter with her daughter, Mrs. R. J. Rogers, 2215 Lincoln avenue.